



Happy Holidays! Your Christmas card is on the back!



The Tissue



PUBLISHED FOR THE CUSTOMERS AND ASSOCIATES OF DIAMOND ENVIRONMENTAL SERVICES

Tissue 13 Winter 2011-2012



Diamond's Got Game



DON BARTLETT / LOS ANGELES TIMES

Veterans' Day 2011 was a day of firsts. The first 11/11/11 in one thousand years. The first time a basketball stadium was created on the flight deck of an aircraft carrier (and not just any carrier, but the

first to deploy after 9-11 and the 95,000-ton Navy vessel that buried Osama bin Laden's body at sea). The first college game pitting Michigan State against the University of North Carolina watched by basketball buff President Obama and the First Lady. And a huge first for Diamond Environmental, which provided comprehensive sanitation services for the first "Carrier Classic" aboard the Carl Vinson on a magical night at NAS North Island in San Diego.

Diamond Owner Eric de Jong relates, "We call our premiere comfort station the 'Presidential.' For this event, it certainly was!"

Operations Manager Warren Van Dam says the event logistics were unlike any other, beginning with the 150 Secret Service people who meticulously checked everyone and everything. In efforts beginning a week prior to the



Josh Adams with a UNC player.

event, the 100+ restroom facilities and sinks needed for the 7,000 people in attendance were elevated by crane onto the flight deck. Diamond's father-son team of Clay and Josh Adams — again, after passing numerous security checks — were on board to maintain the facilities throughout the festivities. On Monday, pumping equipment was elevated onto the carrier, so the restrooms could be cleaned before making the journey back to the San Marcos yard.

Historic Hoopla

Calling his event stint a "once in a lifetime opportunity," Clay said that amid the hard work, he had a chance to see the President, Magic Johnson and other celebrities and catch parts of the game from courtside as he made his rounds. "I handle a lot of Diamond special events," Clay says, "but this one was really special!"

Eric concludes, "It was exciting to be part of this historic evening honoring current and former U.S. service members. To have it all play out on a basketball court on a ship dotted with our facilities made it a very special way to celebrate Veterans' Day!"

Coming Soon: A New Billing Program

Our customers deserve top billing from us, so we're upgrading our internal system. As a multi-faceted company, we're implementing a program that will make your bills more user-friendly and easier to understand while streamlining the process for enhanced efficiency. Office Manager Cindy Packer says, "We're focused on providing the absolute best customer service we can."

- You already can pay online. Visit <http://diamondprovides.com/pay.htm> or call Customer Service to get on board.
- We request your email address to incorporate into the new system. Please send it to info@diamondprovides.com. In the subject line, write: My Email Address. In the body copy, put your email, your company name and an account number if available.

Thank you for helping us provide you with shining Diamond service!



Merry Christmas from Diamond Environmental Services 

Team-Building Strengthens Diamond's Family

Earlier this year, Diamond staff, including sales, CSRs, dispatchers and management, spent a productive weekend bonding and building stronger internal relationships. The result: a Diamond team that is even more ready, willing and able to provide excellent customer service to you!

Renowned business coach Scott Hunter presented a two-day workshop for Diamond on "Creating an Extraordinary Organization." Participants were challenged to interact candidly with each other toward the goal of making the workplace a better, more open and more team-oriented place.

People were encouraged to communicate their feelings, without fear of reprimand. "I didn't realize you thought that about me." "I had no idea what was going on with you at home." "I'm sorry what I said had that effect on you." "I think you're doing a wonderful job and I apologize for not saying that more." These and other warm words were shared, as well as laughter, handshakes and few hugs.

Sales Manager Tanno Gomolka believes the experience benefits people's personal as well as professional lives. He says, "I particularly enjoyed the 'Emptying Our Files' exercise. It was good to bring things up, discuss them, then move on. The workshop was very healthy on many levels," he reports.

Common Bonds, Better Service

In keeping with Hunter's goal of ensuring that "everyone on the team is operating from a common understanding and a defined platform built on faith, trust, possibility and abundance," Diamond owner Eric de Jong states, "I learned a lot about myself and my staff. Everyone said they felt closer to each other and more dedicated to the Diamond team. The result is a much stronger company. We now are redefining the culture and purpose of our organization so we can continue to serve ourselves, our colleagues and our customers exceptionally well in the future."

Scott Hunter states, "Diamond's management team, entire office staff and all sales professionals were trained in the 'Unshackled Leadership' philosophy, which results in an organization where people work with each other cooperatively with a high level of teamwork. That is what has happened at Diamond."

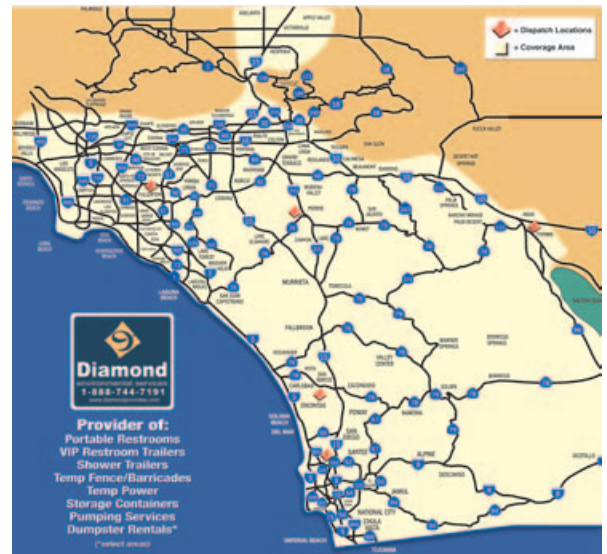
More information is at www.UnshackledLeadership.com.

Helping Local Homeless

Diamond has partnered with Ace Parking to provide portable restrooms and servicing to the Isaiah Project in downtown San Diego, to benefit the homeless population and business community. Eric de Jong says, "This program gives people who are homeless an opportunity to enjoy a sense of dignity and hygiene, and helps keep the downtown area clean and attractive so San Diego can attract visitors who contribute much-needed monies to the local economy. I am happy to contribute to our community."

About Diamond

Diamond Environmental Services is a privately owned and locally operated sanitation company offering portable, long-term and permanent restrooms, hand sanitizers and RV, septic, grease trap and non-hazardous wastewater pumping. Diamond also provides temporary fencing, temporary power and San Diego area dumpster services.



More than 150 employees serve the ongoing needs of thousands of customers throughout Southern California. With its headquarters in San Marcos, and satellite facilities in Miramar, Perris and Fullerton, Diamond provides prompt attention to customers' needs and 24-hour emergency services. A full description of products and services can be found on our website at www.diamondprovides.com.



Toll-free: (888) 744-7191
www.diamondprovides.com

Simplicity • Reliability • Personal Attention