

The Tissue⁹

PUBLISHED FOR THE CUSTOMERS AND ASSOCIATES OF DIAMOND ENVIRONMENTAL SERVICES

Tissue 14  Winter 2012

Diamond Sparkles

Portable Sanitation Association International Conventioneers Enjoy Facility Tour



Diamond owner Eric de Jong speaks to PSIA visitors.

On a beautiful October 31st morning with the warm Southern California sun shining as brightly as Diamond Environmental Services' San Marcos facility, three busloads of participants attending the

facility tours were led by Eric, Operations Manager Warren Van Dam, Office Manager Cindy Packer and Sales Manager Tanno Gomolka.

As could be seen by participants' name tags, some portable restroom



PSIA President Jeff Wigley and his wife, Terri, president of Pit Stop Sanitation Services.

Sanitation Association International (PSAI) Convention & Trade Show in San Diego embarked on an exploration of the Diamond headquarters heralded by PSIA Board President Jeff Wigley as "a facility that gives the organization and industry the respect and dignity they deserve."

PSIA dignitaries and sanitation company owners from around the U.S. as well as Barbados, Jamaica, Colombia, New Zealand and Australia enjoyed refreshments and a welcome by Diamond Owner Eric de Jong. After the introduction,

companies sport catchy monikers such as Pit Stop and Rent-a-Loo. A majority are, like Diamond, family-operated businesses that involve generations. Everyone in attendance was smiling and down-to-earth; willing to share secrets of their success with colleagues and even with those they called "friendly competitors."

Comments and Compliments

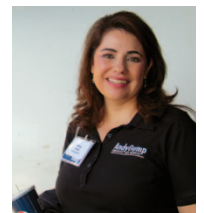


Keith Kay

Many company representatives remarked upon Diamond's cleanliness and neatness. Keith Kay of Chicago-based Service Sanitation said, "This facility is first-class: it's large, clean and very well-organized."

He and others said that they were certain that this bright appearance was not just for show, but reflected the way Diamond ran its business every day.

Nancy Gump, of Andy Gump, Inc. in Los Angeles, said she particularly loved the workshop area. "OMG – the entire facility is gorgeous. Eric and I work together on programs and we get along very well. As a third-generation owner myself, I like working with other family businesses."



Nancy Gump

continued on back



The Bodyguard ... and What a Body!

Last spring, Diamond had a starring role in protecting the iconic Marilyn Monroe; or at least the 34,000-pound, 26-foot sculpture of the sex symbol in her classic scene from the 1955 film, "The Seven Year Itch," in which a drafty subway grate scandalously blows her dress above her knees. A sturdy Diamond fence surrounded the statue as workers installed it at the corner of North Palm Canyon and Tahquitz Canyon Way, where it has become a popular tourist attraction and photo op for locals and visitors alike.

The sculpture is titled "Forever Marilyn," but if you want to see it in Palm Springs, get there before June 2013 when Diamond may once again protect Marilyn as she is disassembled. Although "Some Like It Hot," the Palm Springs summer may be too warm for this diva's taste.



continued from front



Minnesota contingent.

Carlos Enrique Robles Mejia of the Colombian multi-facility Bamocol is a PSAI Board member who travels internationally. After touting the

Ladies First

Today, many sanitation companies – once a male-dominated field – are owned by women. That’s appropriate, notes PSAI’s Jeff Wigley, because the industry was initially established to accommodate women working in the Long Beach shipyards during World War II.

He relates, “Men would just ‘go’ anywhere, but women needed privacy, so wooden restrooms were constructed for them.” Now, everyone has a clean, comfortable and convenient place to “go” and women go for leadership roles like never before.

natural and economic attractiveness of his native land, Carlos remarked, “Yes, Colombia is a beautiful country, and Diamond is the most beautiful sanitation company I’ve ever visited in the world!”

Maintaining a High, Diamond Standard

Eric says that he and his Diamond team were delighted to be part of this year’s show, which celebrates the 40th anniversary of PSAI. He states, “We are proud to be members of this international organization and we enjoyed hosting so many fun and friendly people.”

Eric concludes, “We are happy to work with industry leaders in keeping the ‘Diamond’ standard high, at our company and throughout the world.”



Carlos Mejia, PSAI Colombia; Cindy Packer, Diamond.



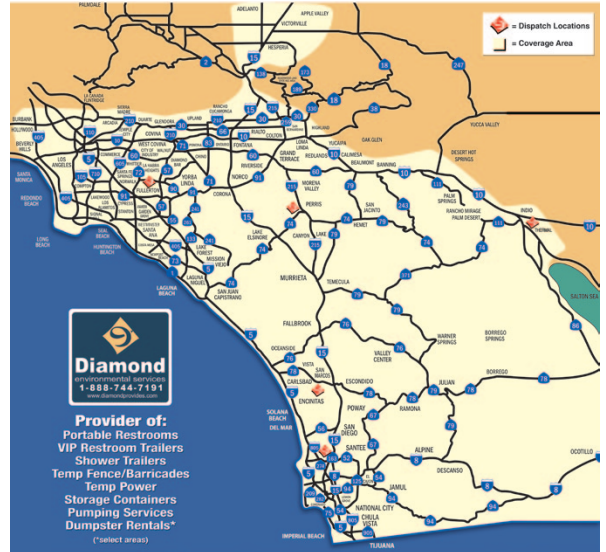
Warren Van Dam leads a tour.



Visitors journeyed to Diamond from around the U.S. and across the world.

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 175 employees serve the ongoing needs of thousands of customers throughout Southern California. With its headquarters in San Marcos, and satellite facilities in Miramar, Perris, Fullerton, Victorville, Huntington Park and Palm Springs, 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.

Helping Homeless Meet a Basic Need

Each year, God’s Extended Hand in the heart of downtown San Diego serves some 87,000 meals to homeless men, women and children. It also provides temporary emergency and some long-term shelter to people, including an increasing number of women and the elderly.

Yet, says Reverend Curtis Bernstein, “Without Diamond’s support, these people would have to walk 17 blocks to meet a fundamental human need. Having Diamond provide four portable restrooms with daily service at no charge to us is a huge blessing for us and the homeless community.”

Reverend Bernstein says the restrooms are “almost constantly occupied. We are so grateful to Eric de Jong and Diamond for helping homeless people retain their human dignity.”

Eric says he is happy to donate his products and services as part of an effort benefits San Diego’s homeless population and enhances the downtown business community and the City’s pristine image. He explains, “I grew up in San Diego County and continue to live here. Our Southern California business is headquartered here. I feel a strong commitment to this community.”

Eric says, “I encourage others to do what they can, during this holiday season and throughout the year, to support organizations such as this that help make our community and the world a better place.”

For more information about God’s Extended Hand, visit www.GodsExtendedHand.com or email cbafteremmaus@yahoo.com.



is November 19th

The campaign slogan of “I give a sh_t” is humorously edgy, but with 2.5 billion people around the globe not having a clean toilet, sanitation (or lack of it) is a serious issue. Visit www.worldtoiletday.org to get informed and involved.



Simplicity • Reliability • Personal Attention

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

