

# The Tissue<sup>9</sup>



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## It's a Diamond Baby Boom!



*Proud papa Jaime Silva, Dispatch, Miramar, with daughter Isabella, weighing in at 4lb., 2 oz. at birth, 10/22/17. Jaime's wife/Isabella's mom, Betty Carrasco, also works for Diamond Miramar.*

**D**iamond Environmental Services is a family business, boasting five dozen people in more than 20 families among our 350 employees. Lately, our family business has been booming with new kids on the Diamond block. Over the past year, several babies have been welcomed by happy moms and dads who work throughout our Southern California facilities. Congratulations to all!



*Nestled into bucolic Buddy Todd Park in Oceanside is this properly sited portable restroom.*

## Make Sure We Can Access Your Portables

**S**iting portable restrooms appropriately is key to proper maintenance. Each restroom needs to be located where people can get to it and where our trucks can access it for service. This is especially important during the winter rainy season, when mud can make a mess around the unit and prevent access, by foot or by truck.

We're old pros at our business. Please ask our advice in helping you find the most suitable set-up site. Thanks!

## Thank You, Rogelio Rico, for 20 Years of Service

**O**ne of the initial employees to join Diamond Environmental Services after its inception on February 1, 1998 was Rogelio Rico, who started as a service driver on October 30, 1998. Now, this San Marcos Site Manager is preparing to celebrate 20 years of service with a company he loves. He states, "I feel blessed to have had the opportunities Diamond provided me to learn and progress."



Project Manager Warren Van Dam says it has been a pleasure watching Rogelio take on new challenges over the past two decades. He notes, "Rogelio has grown along with our company and has succeeded at every juncture."

Rogelio's current position requires someone who is flexible, service-oriented and able to use his mind as skillfully as he does a computer and phone. Stored in his brain is an encyclopedic knowledge of area maps that would rival Google. He needs it!

Rogelio explains, "I route all Pickup and Delivery (P&D) of Diamond products for 30 drivers. After we have all orders in at the end of one day, I create the routes for the next day's P&Ds. Typically, we'll get new requests and changes throughout each day, which requires me to re-route on the fly." That's where the flexibility comes in.

"I have learned to be patient," Rogelio says. "Customer service is very important to Diamond and to me. No matter what, we work hard to take care of each customer."



*Rogelio and his family at the Citizenship Ceremony.*

Brushing away tears of joy, he says, "It was very emotional. I have Diamond to thank. They propelled me along the way and helped with the citizenship paperwork. I am so proud to be a citizen. I can't wait to vote!"

This hard-working American enjoys spending time with his family and playing the guitar. Congratulations, Rogelio Rico, for serving Diamond, our customers, our community and our country so well!

### Newly Minted USA Citizen

Patience and hard work are in Rogelio's DNA. Born in Guadalajara, Mexico, he came to San Diego County at age 16 and toiled long hours to build a good life for himself, and later for his wife and four children. "I worked in the fields, in restaurants, cleaned bathrooms and did many other jobs."

It all paid off. On August 22nd, one day prior to being interviewed for this article, Rogelio became an American citizen.

# Our STARS Make Diamond Shine

Diamond's STARS award program recognizes and rewards employees whose conduct or actions reflect a total commitment to our core values (see article to the right). Staff at each site earn raffle tickets based on their actions that go above and beyond the norm.

Office Manager Araceli Paramo says, "Two recent recipients, Oscar Caballero and Tony Fausto, were 'caught in the act of excellence' as August site award winners. We thank them and everyone who exemplifies our dedication to customer service and STARS values."



**Oscar Caballero**  
Customer Service Representative,  
San Marcos

Oscar, at left, handles a lot, and he does it all with a smile. He is known for his willingness to fill in for other shifts when needed. He successfully handles all emails sent to him by Management. Most of all, Oscar happily accepts and fulfills all projects given to him, always displaying a great attitude no matter what the job.



**Tony Fausto**

Pickup and Delivery Driver,  
Fullerton

Tony, at right, has been employed with Diamond since 2015. He has shown himself to be a capable and competent employee. Recently, Tony went way above and beyond by recovering stolen Diamond property.

## ★★★★ STARS ★★★★★

Our MISSION is to be Southern California's most trusted provider of exceptionally clean and dependable rental-equipment and sanitation services by consistently exceeding our customers' expectations and by always conducting ourselves in accordance with our core values ("STARS"), which are:

**Service** – Consistently provide our customers with dependable and high-quality services.

**Trust** – Conduct business with honesty and integrity; earning the trust of our customers, our employees and our community.

**Accountability** – Hold ourselves and our partners accountable to the highest possible standards of ethics and conduct.

**Respect** – Conduct our business with respect for our employees, our customers and the local to global communities that we affect.

**Safety** – Take all steps necessary to protect the Health and Safety of our employees, our customers and the general public.



### Feli Lozoya Upholds Diamond's Code of Ethics

Diamond's Ethics and Compliance Officer (ECO) Feli Lozoya began her new duties upholding the company's code of ethics on July 1, 2018. Feli initially joined Diamond in September 2013. Her efforts as Accounts Receivable Supervisor provided a valuable base of corporate knowledge from which to widen her scope.

As ECO, Feli is instrumental in implementing Diamond's STARS values throughout all seven facilities. "I'm based in San Marcos, but will travel, frequently with a Board member, to meet with staff and hold 'Speak Out Meetings' where employees, without supervisors present, can talk candidly about any concerns. I enjoy communicating with employees directly," says this forthright officer, who takes pride in promoting open and full communications.

Feli believes, "It's not enough to have our Mission, Vision and Values on paper. We strive hard every day to ensure that policies and procedures are being carried by each of our 350 employees. That's what makes Diamond Environmental Services a five-STARs company."

## About Diamond

Diamond is "A Family Business" offering portable, long-term and permanent restrooms, hand sanitizers and RV, septic, and non-hazardous wastewater pumping as well as temporary fencing/power and San Diego area dumpster services. Three hundred fifty employees serve thousands of customers throughout Southern California. With headquarters in San Marcos and satellite facilities in Miramar, Perris, Fullerton, Huntington Park, Hesperia and Indio, Diamond provides prompt attention to customers' needs and 24-hour emergency services.

### Board of Directors

Richard Brager, President/CEO  
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