

The Tissue⁹

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Diamond Heroes Tackle COVID Crisis



Janitorial Hero Daniel Flores with Driver Jose Flores, San Marcos. Other Janitorial Heroes: Jose Manvo, Miramar; Jorge Navas Campos, Fullerton; Oscar Jimenez, Huntington Park; Abel Zavala, Perris; Danora Montoya, Indio; Site Manager Joe Sidney, Hesperia.

Not all superheroes wear capes. We applaud Essential Businesses who have continued to work, out of the limelight and on the front lines of combatting COVID-19.

At Diamond, we salute our heroes, from Janitors to Drivers. Our team members have not only followed all standard and new sanitation protocols, including frequent hand-washing, social-distancing and wearing of masks, but have also worked tirelessly to satisfy customer needs while keeping our facilities, vehicles, equipment, transaction areas and touchpoints clean and safe.

Deemed an Essential Business by officials, Diamond pivoted quickly and nimbly from the earliest days, relates CEO Alex Fortunati. He explains, "With the COVID-19 situation rapidly evolving day by day, in addition to our normal sanitation processes, we implemented

stringent precautionary measures to support health and safety, and to ensure uninterrupted business operations. From Day One, we have continually adapted operations to serve our customers and the community."

Alex, Owner Eric de Jong and Operations Manager Warren Van Dam praise the staff, saying, "Just as Diamond is considered an Essential Business, we consider our employees Essential Heroes. We thank the janitorial staff who have meticulously wiped down and thoroughly sanitized all facilities several times a day, the drivers who have practiced enhanced hygiene, the office staff who worked on-site and remotely to fulfill customer needs: everyone has stepped up to the plate and hit a home run!"

Together, the team enabled Diamond Environmental Services to shine as Diamond Essential Environmental Services.

No Sanitizing Wipes? No Problem! We'll Make Our Own!

With necessity being the mother (in this case, the father) of invention, Diamond fast-tracked a sanitizing program to keep employees, customers and communities safe.

Eric recounts, "At the pandemic's onset, commercial wipes were unavailable, so we quickly devised our own solution to the problem of needing to sanitize offices, vehicles, and portable restrooms. We purchased five-gallon plastic buckets with tight-fitting lids, clearly labeled them Germ Wipes, and cut a hole in the top of each lid. Then we bought industrial towel rolls. We dipped each roll into a bucket with a CDC-approved solution that kills both COVID-19 and HEP-A. Each roll, now saturated with solution, was placed in a bucket with the lid secured so towels could be withdrawn one at a time. Drivers pull each germ wipe towel out of the bucket that



is currently standard equipment in their vehicle. They use them as a final wipe-down of all contact points on customer units and to keep their trucks and hands clean. We use

them at each facility, where the janitorial staff have cleaned, wiped and sprayed everything three or four times a day."

Warren "stars" in a toilet-cleaning video shared with all sites via interconnected TV. The process has met with widespread enthusiasm and worked extremely well; resulting in customer inquiries about purchasing this ingenious product.

Nevertheless, Eric jokes, "We're not getting into the jumbo Clorox wipes business!"

On a Roll to Help the Community



In the midst of the crisis, Diamond donated 540 cases of toilet paper to Jewish Family Service, which distributed this high-demand necessity to seniors, food box recipients and others in need.

Eric says, "The coronavirus inspired us to be even more supportive of our communities. Besides helping JFS, we performed other services, such as pumping healthcare workers' RVs for MDs' tanks at discounted rates. As this pandemic has shown, we're all in this together."

Management Trainings Reignite Purpose and Re-Energize People

Early on after its inception in 1998, Diamond Environmental Services relied upon a tiny handful of employees and its Core Values of Simplicity, Reliability, and Personal Attention. By 2019, we'd grown to approximately 375 employees. It was time to re-center the company and re-focus on our Values and Vision.

CEO Alex Fortunati, who recently joined the company after a successful career as a serial entrepreneur, invited Compass Trainings [insert link: www.compasstrainings.com] to hold two full-day sessions. The goal: to help Diamond management and the entire company get back to basics.

Alex confirms, "Compass is an acclaimed program that empowers leaders through transformational trainings. I knew that owner/head trainer, Luis Rengifo, and his associate, Hue, could help managers find ways to collaborate better and communicate better with all levels of staff."

Aligning Anew with Diamond's Core Values

An initial session comprised of upper management leaders took place late last fall at San Marcos headquarters, followed by a second session of middle management personnel early this spring. Both sessions were interactive



and inspiring; held in a non-intimidating environment that encouraged people to exchange ideas, think creatively, and participate in exercises aligned with Diamond's Core Values.

Miramar Dispatcher Jose Hernandez, says, "The training was outstanding; the best I've experienced in my 25 years of management in various industries. The trainer encouraged participation and showed how to provide clear communications from corporate to management to line employees. The training has made us better managers."

Alex relates, "We learned how to communicate with people of diverse backgrounds in a relatable way, using tools such as storytelling to transmit information. Most of all, we learned that it truly takes a village to be successful."

Simplicity. Reliability. Personal Attention. Important yesterday. Important today. Important tomorrow.

Edgar Vergara is a Happy First-Time Home Buyer!

All of us at Diamond congratulate Edgar Vergara, Operations Supervisor of our Indio facility, upon the purchase of his very first home! Edgar is a hard-working individual who joined Diamond nine years ago as a Driver and worked his way up to his current position, where he supervises 15 staff.

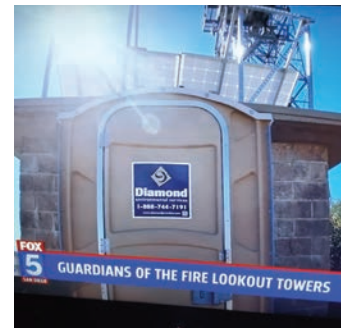
"I have been so happy working here," Edgar says. "They treat me very well and that is why I continue to work for the company. It's more about the way they treat me than the money, but they also pay me very well," he notes with a chuckle, saying he is very grateful to Diamond for enabling him to buy his spacious home in



Desert Hot Springs. The three-bedroom, two-bathroom house was previously owned by just one owner, who utilized it as a vacation residence, so it's been very gently used.

"The house is almost like new," confirms Edgar, who resides there with his wife Luz, daughter Lizbeth, and son Edgar. Having a house with a nice yard also gave him the opportunity to add to the family fun with a pet: his Rottweiler puppy. "We are all very happy here!"

When Nature Calls These Fire Guardians, Diamond Answers



Volunteer Fire Lookout Guardians scan terrain for signs of smoke from a Palomar Mountain tower 6,200 feet above sea level. Seventy feet below the tower is a welcomed necessity: a Diamond portable restroom maintained to pristine

perfection by our staff. Owner Eric de Jong states, "These amazing volunteers help protect our community from fire. Diamond is there for them when nature calls."

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 seventy-five 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.

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Provider of:

- Portable Restrooms
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- Temp Power
- Septic Pumping
- Pumping Services
- Roll Off Dumpster Rentals*

(*select areas)