

The Tissue⁹



PUBLISHED FOR THE CUSTOMERS AND ASSOCIATES OF DIAMOND ENVIRONMENTAL SERVICES

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CELEBRATING TEN YEARS OF SERVICE TO YOU

Dear Valued Customers,

I would like to personally thank you for your past, present and future business. Diamond Environmental Services was established on February 1, 1998. We have been greatly blessed by overwhelming growth and success, in which you have played a key role.

During the past ten years, you have given us the opportunity to prove that we are a viable part of your company. A clean restroom at a job site or special event is a simple but significant amenity; it is important to us now, and in the future.

To all our valued customers, I say: Happy Anniversary!

Eric de Jong
Owner, Diamond Environmental Services

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Eric de Jong.

Diamond Start-Ups

Congratulations to these employees, who have been with us since the beginning:

- 1997: Warren Van Dam
- 1998: Tom Charpentier
Richard Currey
Rogelio Rico
Jaime Silva
- 1999: Cindy Potts
Abel Tapia
- 2000: Matt Copeland
Fernando Rangel
Lynn Russell
- 2001: Luis Banuelos
Juan Negrete

Ten Years of Doing it Bright ...

Diamond Environmental Services Celebrates its 10th Anniversary on February 1



Original product, February 1998.

Sharpening the Edges ... The Story of Diamond

"Sheet" Happens ... Diamond Milestones

February 1, 1998	Diamond Environmental Services is founded as a family owned company.
February 2, 1998	Diamond purchases USA Waste's San Diego Division.
November 2000	Diamond purchases Environmental Grease Management.
October 2001	Diamond enters high-end comfort station market.
November 2002	Diamond purchases Dee's Sanitation.
November 2003	Diamond purchases Portosan San Diego Division.
January 2004	Diamond purchases Dumpy's.
February 2004	Diamond purchases Porky's.
June 2004	Diamond acquires American Classic/USS.
March 2004	Portable Sanitation Association International (PASI) makes industry tour of Diamond headquarters.
September 2004	Diamond purchases J.W. Sanitation.
August 2005	Diamond opens satellite facility at Perris.
November 2005	Diamond opens satellite facility at Miramar.
October 2006	Diamond opens new headquarters at 807 East Mission Road, San Marcos.
December 2006	Diamond opens satellite facility at Santa Ana.
December 2006	Diamond purchases Orange County Portables.
February 2007	Diamond establishes temporary fencing services.
February 2007	Diamond establishes dumpster services for San Diego County.
November 2007	Diamond acquires Power Plus Restrooms.

This Diamond was created not in the rough, but at the de Jong family's 1997 Thanksgiving dinner, where the company's moniker was carved. "We were determined to raise the industry standard; to present a fresh, clean appearance that would be reflected in our title as well as our uniforms, product, equipment, facilities and service," Eric recalls. "The name, Diamond, won by majority rule."

Diamond Environmental Services' inception actually began months before that dinner. When Eric's father, Arie de Jong, sold the family-run Coast Waste Management, Eric and his longtime friend and colleague, Warren Van Dam, stayed in what became a corporate world. They didn't like what they saw, Warren relates. "It was not our style of business. Our word was no good. That's not the way we had operated, or the way in which we could live."

Eric planned to enter property management while Warren considered a career as a hoof trimmer for cattle.

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Original fleet, February 1998.



Early days 4th of July, San Marcos yard: Warren Van Dam, Tom Charpentier, Juan V, Richard Currey.



When an opportunity arose to purchase USA Waste's San Diego Division, they dove in headfirst. Armed with a de Jong family loan and no industry knowledge, on February 2, 1998 they became the owners of 350 dilapidated portable toilets; 150 on route and 200 in the yard.

"We purchased the equipment, routes and four trucks, and along with USA's three employees, moved onto a 1/2-acre site we owned at 605 East Mission Road in San Marcos," Eric says. They set to work immediately enhancing the image; changing the terminology from toilets to restrooms, repairing equipment, improving service and cleaning up the operation.

Diamond is a Customer's Best Friend

In the beginning, Eric and Warren worked 16-hour days and rotated 24/7 on-call duties. Warren performed pumper service while Eric handled delivery, sales, office and clerical tasks. Warren says he could hardly keep up with Eric's ambitious sales results during that era's construction boom. "We started hiring employees and expanding our business."

The growing team's efforts paid off, in business and repeat business. Eric says, "Our first big event was the Escondido Street Fair in May 1998. We still do it. Most customers remain with us because we provide good service and good product. And our word is good."

The Growth Years

Diamond quickly evolved into a company in which no one has a title but everyone can make a name for themselves, like Cindy Potts, who began giving her all to

the company in March 1999. She relates, "For the first few years, I did everything: sales, clerical, payroll, routing; whatever was needed."

As salespeople came on board, the trend continued. It wasn't unusual for a sales guy to leave work with restrooms on his truck, so he could make a drop-off on his way home or be ready for a same-day delivery on his way in.

"We never asked our staff to do anything we didn't do," Warren confirms, describing a midnight water outage emergency at a juvenile detention center. "We got the call. Immediately, Eric and I loaded up and delivered 40 VIP units to the San Diego site."

A Shining Strategy for Success

Diamond continued to grow, through acquisitions and expansion, while remaining true to its core strategy: Simplicity, Reliability and Personal Attention. Eric reports, "We began acquiring portable restroom companies; from small owner-operator ventures to 15-route companies with dozens of employees. Our restroom inventory skyrocketed from 350 to more than 10,000. Our geographical reach expanded from San Diego County to encompass the high

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All in the Diamond Family

"Before Eric and I started, we thought we'd be home nights. It turned out to be ten times faster and crazier than we'd imagined. Quality time with my kids was spent on the truck."
Warren Van Dam

"For the first couple years, I worked six-day weeks without a day off. I finally told Eric I was going to take my kids to Palm Springs for a weekend. He said, 'Bring your cell phone in case I need to call you.' I did, and he did!"

Cindy Potts

"I worked for Eric's dad for 20 years and I knew Diamond would be a success. Good family training. Once employees come here, they seldom leave."

Tom Charpentier

"I started as a service driver and now I'm route supervisor of 60 employees. It's amazing to see how good people can make a company grow."

Rogelio Rico

"When I applied for a job, Eric was in the office, Warren was on the pumper truck and I was starving. I started pumping restrooms and grew with the company. Now I'm in charge of deliveries and inventory. Eric and Warren never asked us to do anything they wouldn't do themselves."

Richard Currey

"Many principals and employees of companies we purchased continued working with us for years. Some have become great leaders in our company. Having previous owners stay with the company that purchased them is a unique phenomenon in any industry. Diamond is not much different from the mom 'n' pops we purchased or the mom 'n' pop we used to be."

Eric de Jong

"Hey, Dad [Warren], you and Uncle Eric take the company statewide, Robert [de Jong] and I will take Diamond nationwide!"

Jake Van Dam, 14



Broadening horizons: Warren and Eric with first grease fleet, 2000.



2000 crew.

desert and Riverside, San Bernardino, Orange and South Los Angeles Counties. We established satellite facilities at Miramar, Perris and Santa Ana and built our new San Marcos headquarters. Our staff exploded from five to 150. Our services expanded to include RV, septic, grease trap and non-hazardous wastewater pumping as well as temporary fencing and San Diego area dumpster services."

Eric credits Diamond's success to his staff's outstanding customer service. "When someone calls, they can talk to a decision-maker who will respond to their needs, day and night." He believes, "We have uplifted the industry image and out-served everyone. It all goes back to our original intention: Our word is always good."

Thanks to our staff and customers, we intend to make sure this Diamond lasts forever! 🍀



2000 fleet.

Need Temporary Fencing? We'll Link You Up!

Diamond's services now include temporary fencing, available in 6' high standard chain link or 6'x 12' chain link panels. Both aesthetically pleasing varieties can be delivered to all service areas, where trained crews handle set-up and tear-down in accordance with project needs.

Please call (888) 744-7191 or visit www.diamondprovides.com for information on Diamond's spectrum of services.

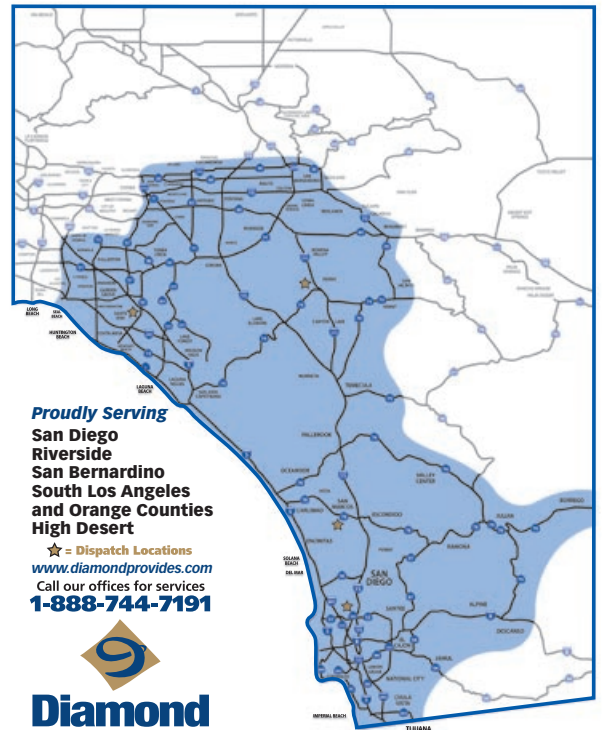
Great Events

- Escondido Street Fair • Fallbrook Avocado Festival
- San Diego Port District 4th of July Celebration
- Rock 'n' Roll Marathon • Stone Brew Beer Fest
- NFL Experience at San Diego Super Bowl 2003
- Miramar Air Show • Street Scene
- Buick Golf Invitational • Red Bull Air Races
- Coming in 2008: U.S. Open at Torrey Pines

And many, many other great customer events!

About Diamond

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



Proudly Serving
San Diego
Riverside
San Bernardino
South Los Angeles
and Orange Counties
High Desert

★ = Dispatch Locations
www.diamondprovides.com
 Call our offices for services
1-888-744-7191



Diamond
 environmental services

More than 150 employees serve the ongoing needs of thousands of customers throughout San Diego, Riverside, San Bernardino, South Los Angeles and Orange Counties, and the high desert. With its headquarters in San Marcos, and satellite facilities in Miramar, Perris and Santa Ana, 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.



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