

The Tissue⁹



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East Meets West ...

Diamond Partners with Mr. John in a "Major" Golf Event



Diamond Operations Manager Warren Van Dam, left, works with Mr. John Project Manager Rob Arent to set up equipment.



Mr. John's Jordan Serenkin believes Diamond is one of the industry's prominent players.

When legendary Tiger Woods, defending event champion Angel Cabrera, San Diego favorite son Phil Mickelson and other elite golfers tee off at Torrey Pines Golf Course for the June 9-15 major national tournament, it will mark only the second time in the event's storied 113-year history that it is played in Southern California. It also marks Tiger's first event after knee surgery, and he is focused on winning his 14th major at a venue that is one of his favorites.

The course is world-renowned for its breathtaking coastal views and majestic Torrey Pines. During

the tournament, dotting the course unobtrusively like pristine diamonds in the rough, are 560 temporary restrooms, 35 wheelchair-accessible restrooms, 37 VIP restroom trailers and a host of other Diamond equipment.

Diamond celebrates its own major first; partnering with New Jersey-based Russell Reid/Mr. John to supply and service its initial prestigious golf tournament. The task is monumental, especially during the Thursday-Sunday finale, which is expected to attract 50,000+ spectators each day.

Diamond and Mr. John have much in common. Both are family-owned companies with impeccable standards of customer service. Mr. John handles many prominent golf and other events throughout the East Coast, working with on-site companies when outside

their geographical base of operations. Bringing staff to the event, Mr. John is relying on Diamond to supply a level of products and services that meet their high standards.



Jordan Serenkin, Vice President of Sales for Mr. John, says, "Diamond is definitely one of the prominent players in the industry. They have quality equipment, quality services and quality technicians. They're a very reputable company and have been great every step of the way. All employees with whom we've dealt are very professional and honest."

As this issue of the Tissue goes to press, the winner of the event has not been determined, but Diamond feels like a behind-the-scenes winner, Eric de Jong confides. "Partnering with Mr. John on an event of this prestige and magnitude is like doing the 'Super Bowl' of golf!"

OUCH! It's a Pain in the Gas!

Feeling pinched at the pump? We feel your pain! As of May 2008, Diamond's monthly fuel costs are \$240,000. Like you, we hope this fuel-ish frenzy of ever-rising prices tops off soon.



Diamond Environmental's CFO Conrad Pawelski and Operations Manager Warren Van Dam at IFAT.

Diamond Goes Deutsch

Hearty German food, festivities and refreshments were on tap for Diamond Owner Eric de Jong and Operations Manager Warren Van Dam in May, but the Air, Fire, Water and Earth (IFAT) Environmental Solutions show in Munich was as enlightening as it was entertaining. Representatives of companies and

municipalities from many European and Eastern European countries as well as the U.S. and Australia gathered to share their knowledge in diverse sewage, refuse and recycling areas in particular, and in business operations in general.

Warren relates, "We learned how people in different parts of the world handle things such as sanitation and wastewater, gaining insights we can apply here at Diamond. People think differently across the globe," he says, adding that some things – such as unparalleled customer service – do not change with the territory.

"One operational focus is key in the business, whether in San Marcos or Sydney. How well we service our customers is as important as the equipment we provide."

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.



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.

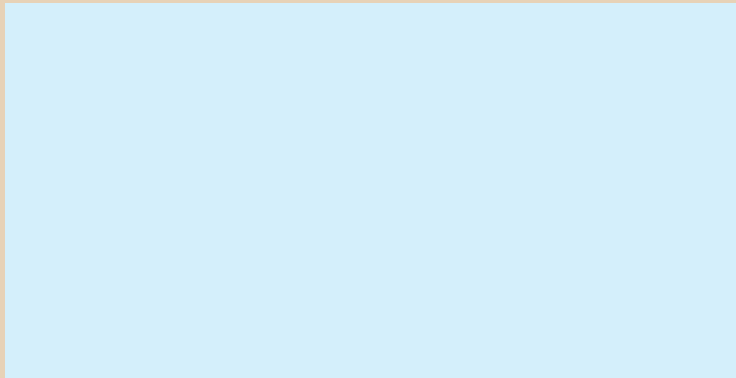
A full description of products and services can be found on our website at www.diamondprovides.com.

Simplicity • Reliability • Personal Attention



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Attention, Diamond Customers: The (Sales) Force is with You!



Who are Tanno Gomolka and his crew, and why are they important to Diamond and its customers? They are the company's outside sales force, and they are key to customer satisfaction and to Diamond's success.

Eric de Jong believes, "In times like these where business is down for many companies, we have been able to maintain – and gain – our customer base, due in large part to an experienced and knowledgeable sales force."

The team spreads out to the four corners of the Diamond "universe," operating at the San Marcos, Miramar, Perris and Santa Ana offices to provide efficient

restroom, fencing and dumpster services; from pre-sale through deliver, maintenance and follow-up.

Sales Manager Tanno Gomolka praises his team, saying, "The guys are excellent, offering a wealth of experience in solution-based customer satisfaction." Tanno's own diverse sales background has given him a valuable perspective on satisfying customer needs and exceeding expectations.

"We receive great customer comments," he reports. "Customers tell us our equipment is always clean and our fences look great. We understand that their image is at stake, and they know they can always count on us."