

Why Brookside?

Why is being associated with Brookside so beneficial? What does Brookside offer other good laboratories do not? These are questions I get often from those who are interested in Brookside. Those consultants who have been around for years know of these benefits and realize their importance.

There are 4 key areas that best describe these benefits. They are: the consultant network, complete laboratory services, low prices, and consultant involvement.

The **network of consultants** who openly share information with each other is invaluable. Consultants sharing information on how best to sell your services, make recommendations, sample, information on new products, setting up your company, charging for your services, the latest in field technology etc are always changing and very important to most consultants. Keeping abreast of how to keep your consulting on the cutting edge is very important and Brookside consultants openly share this information.

The **laboratory services** provided by the laboratory are second to none. Laboratory personnel cater to consultant needs and work to provide the fastest turn around time found in the industry. Providing complete testing services makes Brookside unique also. Brookside is the only laboratory in the world offering complete agricultural/turf, environmental and certified (ISO 17025) geotechnical testing services. The laboratory also participates in more proficiency programs than any other laboratory in the United States. These include: The North American Soil and Plant Testing Proficiency Program for soils, plants and waters [Brookside performs more types of soil tests in this proficiency program than any laboratory in North America] The Performance Assessment Program for soils. The National Manure and Compost Proficiency Programs. Individual state soil accreditation programs (Iowa, Missouri, Minnesota etc.) Brookside is the only US laboratory certified for soils and plant testing in Ontario Canada (OMAF-government nutrient testing plans). Brookside is one of only 9 laboratories world wide certified (ISO 17025 for geotech testing which is mandated by the USGA. Brookside also is multi-state certified for numerous environmental tests including metals, bacteria, and organics. Staff at the laboratory has been very involved in numerous scientific boards nationally and internationally related to laboratory testing (NAPT, NFTA, USGA, ASTM, SPAC). The laboratory takes pride in being one of the most if not the most automated laboratory in the United States, which keeps costs per test at a minimum.

The laboratory is always helping consultants set up new cutting edge testing methods that in turn keep consultants on top of the ever changing testing world. The laboratory does not waste time on performing any bogus or less proven tests which only decrease a consultant's effectiveness in the field.

The laboratory management also provides technical assistance to consultants helping them better receive and store important data. The laboratory also assists consultants in technology by having John McGuire available to those who must keep on top of the ever changing field of technology. The laboratory also subsidizes part of any costs to consultants for John's assistance.

Providing complete state of the art testing with the quickest service is one of many company goals!

Keeping **prices** for our services below the competition has been standard practice at Brookside. Except for a few labs that cater to fertilizer companies with cheaper soil testing, Brookside's fees are lower than all laboratories in almost all testing. And in many cases our testing fees are considerably lower than most laboratories. Our specialty testing like the geotech testing is half of what other certified laboratories charge. Exceptional accuracy and prices have drawn many universities and government agencies to Brookside lately. Brookside provides research testing services to over 35 universities.

Consultant involvement within the company has been key in the development of 58 years of great success. While the laboratory focuses on providing consultants and universities with efficient accurate testing at the best costs, consultants within Brookside provide many services which strengthen the organization. Consultants train new consultants and serve as mentors helping new consultants build their companies. The majority of stock of the corporation is owned by consultants. The present leadership of the corporation (board of directors) is made up of 9 consultants. Various committees (new consultants, ethics, conference planning, etc.) which deal with most of the consultant needs within the organization are all made up of consultants. Consultants assisting fellow consultants to achieving success make Brookside unique.

While no company can claim to be perfect Brookside has to be considered very blessed and has been very successful. A corporation made up of two different entities (laboratory, consultants) working together as one, make this corporation very strong.

Brookside Advantages:

- the consultant network sharing
- the complete laboratory and technology services
- the lowest prices
- 60+ day payment terms
- the consultant involvement
- training fees
- early payment discount program
- profit sharing (considerable consultant rebates)
- stock ownership (great returns)
- education programs (summer, winter, state meetings)

Brookside Laboratories and the BSPC are the unfair advantage independent consultants have on their competitors.