

Brock® "This just in..."



Introducing the BaseWorks™ Field Consultants

A field is only as good as the base it's built on. And the difference between getting a good field and a *great* one is often the result of following a few critical steps in the quality assurance and construction process of the base. Getting a *great* Brock field every time is our goal, so we are proudly launching BaseWorks: a pioneer program in the synthetic turf market.

BaseWorks is a specification and construction monitoring process that helps ensure the optimal outcome of any Brock field. Through on-site, hands-on participation, our two qualified BaseWorks Field Consultants will share their skills of building a great Brock base and will work in support of the architect and contractor to document and verify that critical steps are followed, and that a great base and Brock installation result.

"Brock has re-defined base construction, as well as improved the overall performance of the field," says Brad Bricker, VP of Sales. "Evolving our role from being a material supplier to a more active participant in the whole process is a way to help ensure fantastic fields, and to improve the experience for all involved." Meet our new BaseWorks Team...

Dave Baumgartner: Western Regional Field Consultant.

Employed with Brock since 2003, Dave started as Inside Sales Manager and then became a Material Analyst in our Operations/R & D Departments. During his tenure with Brock, Dave has supervised over forty Brock installations.

Brian McCarty: Eastern Regional Field Consultant. Our newest addition, though an industry veteran, Brian brings a wealth of hands-on experience in sales and project management. His knowledge of synthetic field construction makes him an asset to design professionals and contractors alike.

Come see us in Dallas at NACDA: June 9-11

Brock a sponsor of this year's 43rd Annual Convention



With Jerry Jones giving the Keynote Address, and Dave Hart Jr. receiving the Corbett Award, this year's NACDA Convention is sure to please. You are cordially invited to **Booth 1009** in the Trinity II Ballroom of the Hilton Anatole Hotel. Look for our logo in the NACDA ads in USA Today, SportsBusiness Journal and Athletics Administration.

Horsing around...

A different kind of Brock impact and shock absorption



Darrell Dodds Photography.

▲ While most of you think of Brock as an underlayment for synthetic athletic fields, effectively enhancing both player safety and performance — a different kind of athlete is benefiting from these same Brock attributes — but they are a different species all together! **Professional's Choice** of El Cajon, CA uses a specially engineered Brock foam in their Equine Saddle Pads, allowing for heat dispersion, shock absorbency and pressure distribution — inspiring their tag line: "The more comfortable the horse, the better the performance." Saddle up!

New from Brock

Call today for your new 8-page **Brock Performance Base Brochure**, a great introductory piece that highlights the features and benefits of our Performance Base material. Please contact Kristin Borland toll-free at 1.877.276.2587.

Coming in April:

the unveiling of Brock's new website — more information at your fingertips!



 **BROCK**®
Lead the field.