

BROOKSIDE DENTAL HONORED WITH PRESTIGIOUS “SMALL BUSINESS OF THE YEAR” AWARD

Brookside Dental, a Bellevue Cosmetic and Family dental provider, was honored with the prestigious “2005 SMALL BUSINESS OF THE YEAR AWARD” presented by the Better Business Bureau of Oregon and Western Washington. “The Business of the Year program is designed to promote the importance of ethical business practices and the efforts made by outstanding businesses to ensure that Western Washington’s marketplace remains fair and honorable,” according to Bob Andrew, President and CEO of the BBB serving Alaska, Oregon and Western Washington. “The Business of the Year Awards program gives the Better Business Bureau a chance to honor excellent businesses in Western Washington. These winners don’t just do ‘business as usual—they strive for the highest standards of customer service and attempt to make a difference in their communities,” according to the Mr. Andrew. Hundreds of companies nominated by the public were asked to submit an executive summary explaining why they fit the criteria for the award. Nominees are required to be in good standing with the BBB. Nominees were judged on their standards of ethics, customer service, community involvement, and innovative business practices. Thirteen finalists were chosen from Western Washington from the executive summaries. These finalists then completed a document binder supporting their qualifications for the award and had in-person interviews with an independent panel of judges. Brookside Dental was the only BBB finalist from the medical-dental business area. “Business of the year finalists are chosen for their exceptional commitment and exemplify the ideals of the Better Business Bureau.” As winner of this prestigious “2005 SMALL BUSINESS OF THE YEAR AWARD”, the BBB has asked Brookside Dental to compete in the Council of Better Business Bureau’s International Torch Awards for marketplace ethics.

add a live link to www.thebbb.org