



## THE ALTERNATIVE BOARD®

*Change Perspective. Improve Business. Enjoy Life.*

### **Innovation as the Key to Success**

TAB Member Spotlight – Norine Carlson-Weber, President and CEO Alpha Source, Inc.



Norine Carlson-Weber, President and CEO of Alpha Source, Inc., looks at the future with great optimism for growing the company. Alpha Source has been providing replacement parts for medical equipment and other high tech devices since 1986. Alpha Source has expertise in batteries and

specialty lighting. In addition, they are a nationwide distributor for diagnostic instruments, Tripp Lite power protection equipment and recently, became the exclusive authorized distributor of replacement parts for the Physio-Control LIFEPAK 9 and LIFEPAK 10 defibrillators.

Carlson-Weber was selected as one of BizTimes Milwaukee 2010 Bravo! Entrepreneur Award recipients. The Bravo! Entrepreneur Award honors southeastern Wisconsin business leaders who are boldly leading their companies with vision and innovation.

Under Norine's leadership, Alpha Source has taken a look at innovative ways to remain a strong contender in the medical equipment industry. For example, they worked to align their sales and marketing efforts and created accountability within the company to achieve their stated growth and profitability objectives. To accomplish this, the company utilized more benchmarking and performed statistical analysis to drive affordable growth. As Norine states, "more management is being done by metrics."

In addition, they faced challenges in hiring staff with the necessary skills. They looked at creating new positions within Alpha Source that would help to grow the mid-size organization. To make sure they were considering the right candidates, they utilized their network to find

suitable candidates, conducted enhanced testing of applicants and utilized temporary to permanent employment programs.

When Carlson-Weber is faced with a new challenge she turns to her extensive network to help her along the way. This includes her TAB Board; a group of long-term, trusted advisors such as a corporate attorney, banker, and accountant; contacts at other medical device companies, and members in the professional organizations that she belongs to.

Norine joined TAB in 2004. She credits TAB with helping her stay accountable on a monthly basis to accomplish her goals. Norine explains that TAB has a good group of members that provide excellent advice and support. “TAB provides a surrogate board of directors for me to help with ideas and problem-solving which is very useful for a small, growing business.” She adds, “Having a confidential sounding board is a big benefit.”

Alpha Source continues to improve and bring value to their customers. They view their role as a valued partner – providing the best product solutions that meet the clients’ needs and helping them improve the quality of patient care, while lowering their overall costs of maintaining their equipment. Norine notes, “Initiatives bring cost savings and better results. Automation has improved performance. Customer satisfaction is at a high level.”

Alpha Source, Inc. will continue to prosper, because it offers high quality products, excellent customer service and product knowledge, and greater value. Because of their size, they have more brands available to meet customer individual preferences. Their direct relationship with manufacturers sets them apart from others in the industry and their ability to manufacture their own brand of medical batteries is a big strength for the company.

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