



THE ALTERNATIVE BOARD®

The Alternative Board® (TAB) is an exclusive membership organization for small and mid-sized businesses with revenues ranging from \$1 – 100M. Founded in 1990, the company has worked with over 13,000 business owners. Membership in TAB provides business owners with targeted business coaching, peer advisory boards and a successful business owner network that spans the globe. For more information on The Alternative Board and peer advisory boards, please visit www.TheAlternativeBoard.com



Norine Carlson-Weber

Alpha Source, Inc.
Milwaukee, WI
www.alphasource.com



TAB Member Since: 2004
Company Founded: 1986
Industry: Health

Inc. List Rank: 3,492
Company Size: 50

Alpha Source, Inc. is a global distributor and manufacturer specializing in illumination and batteries for medical and technical applications.

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How does a company make it onto the Inc. 500|5000 list of fastest-growing private companies? If you ask Norine Carlson-Weber, founder of Alpha Source, Inc., she'll tell you it's a combination of smart, strategic moves over the past 24 years.

“The keys that enabled us to achieve the Inc. 500|5000 rank were adding manufacturing capabilities, ISO certification, international expansion and well-trained personnel within the company,” she recounts.

Carlson-Weber established Alpha Source, Inc. in 1986 as a distributor of specialty lamps to the micrographic market. In 1990, with the development of a strategic plan, the company set its sights on the medical market. The strategy paid off and, with the addition of ISO-quality manufacturing, has resulted in Alpha Source becoming the premier global source for technical product solutions in the health care market.

As any business owner knows, strategy is only smart in hindsight – the best direction to take is rarely obvious. When you're in the throes of making a decision that could make or break the future of your company, it's nice to have a little help from other business owners.

Carlson-Weber, a member of TAB since 2004, says TAB has “played a key role” by providing a good sounding board for her, and assisting with accountability.

She also feels that business owners in TAB can learn from other members about the benefits of systematizing their business processes to achieve performance and financial gains – an approach Carlson-Weber has used in her own company with tremendous success.