



Noon News

The Weekly Newsletter of the Ripon Noon Kiwanis Club
P.O. Box 504 – Ripon, WI 54971 – www.riponnoonkiwanis.org
Weekly Meetings Tuesdays at Noon at Ripon College's Pickard Commons
Serving the Children of the World

Noon News Is Good News • March 22, 2011

Meetings

Our club meets in the Dahm Heritage Room at Pickard Commons on the Ripon College campus at noon on Tuesdays, unless otherwise noted.

Tuesday, Mar. 29, Club Meeting

Rafael Salas, Ripon College Art Dept. chair, will show us some art as examples of issues in the world of art.

Thursday, April 14, Board Meeting

Noon, Mihaly Room of Pickard Commons

Thursday, May 12, Board Meeting

Noon, Mihaly Room of Pickard Commons

Upcoming Events

Sunday, March 27

Bowling with Friends at Plaza Bowl

Tuesday, Mar. 29

West Bend Kiwanis German Fest Annual Interclub. Dinner 6 p.m.—Free beer. German Music by The River City Blaskapelle. 7 p.m.—Dinner, followed by raffle

Saturday, Apr. 16

Children's Fair at Barlow Park Elementary School

Saturday, Apr. 30

RC2 5K, 10K, and half marathon

Friday, May 6

Denim and Pearls, a fundraiser for Ripon Medical Center Foundation

Saturday, May 7

Brat fry, 9:00 a.m.-3:00 p.m. at Pick 'n' Save

Saturday, May 21

Doug Lyke 5K Sunrise Run

Saturday & Sunday, June 18 & 19

Third annual Hay Days celebration at WellSpring Farm, N5307 Brooklyn G Road

Tuesday, June 28

Kids from Wisconsin, Ripon High School

Friday, July 8, 4:30 p.m.

Vic Ferrari brat fry Village Green

Sunday, July 17

Brat fry, 9:00 a.m.-3:00 p.m. at Pick 'n' Save

Saturday, Aug. 13, 7:30 p.m.

Doug Lyke 5K Twilight Run

Saturday, Sept. 10

Brat fry, 9:00 a.m.-3:00 p.m. at Pick 'n' Save

Saturday, Oct. 1

Brat fry, 9:00 a.m.-3:00 p.m. at Pick 'n' Save

Club Leadership

President

Paul Nulton

President-Elect

Richard Zimman

Vice-President

Melissa Wipijewski

Secretary

Kristy Sadlon

Treasurer

Bob Meyer

Past President

Tonya Alling

Board of Directors

Barb Evensen (2011)
Linda Putzer (2011)
Steve Sorenson (2011)
Emily Dinegan (2012)
Tom Keuler (2012)
Ian Stepleton (2012)
Jenny Machkovich (2013)
Rich Scamehorn (2013)
Danelle Phillips (2013)

Newsletter Editor

Norm Loomer

Committee Chairs

Fundraising

Richard Zimman

Youth Services

Sue Meyer

Sponsored Programs

Rick Bunge
Jack Christ
Kristy Sadlon
Tim Scottberg

Community Services

Herm Leitz

Young Child Priority One

Ian Stepleton

Club Meetings

Melissa Wipijewski

Membership Growth and Education

Tonya Alling

Alliance CEO: Company is strong

Schoeb describes location in Ripon as an "advantage"

by Ian Stepleton

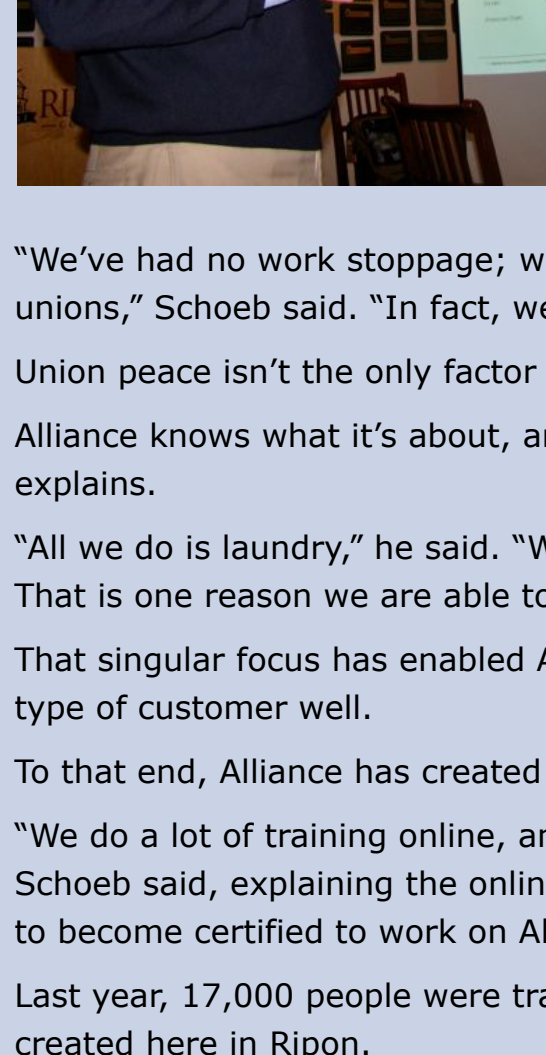
Noon News Business Editor

(Reprinted by permission of *Ripon Commonwealth-Press*)

Many companies continue to struggle as America attempts to emerge from a recession.

Alliance Laundry Systems in Ripon is not one of them.

Its new CEO, **Michael Schoeb**, explained Tuesday at a Ripon Noon Kiwanis meeting that not only is Alliance financially sound, it's actually growing substantially.



Buoyed by a large market share in North America and skyrocketing sales internationally, the largest producer of commercial laundry equipment in the world is only getting bigger, he said.

And, he contended, Ripon plays a big part in that growth.

"Being here in Ripon, we really do see it as a competitive advantage," he said. "The caliber of people we have, compared to other communities, is a big, big advantage."

Strong labor relations is one such reason.

"We've had no work stoppage; we have great relationships with our unions," Schoeb said. "In fact, we just extended our contract out to 2017."

Union peace isn't the only factor in Alliance's strong bottom line, though.

Alliance knows what it's about, and stays close to that mission, Schoeb explains.

"All we do is laundry," he said. "We're really experts; we're really focused. That is one reason we are able to grow."

That singular focus has enabled Alliance to focus on how to serve that one type of customer well.

To that end, Alliance has created a program it calls Alliance University.

"We do a lot of training online, and then in the field with service people," Schoeb said, explaining the online "university" enables people worldwide to become certified to work on Alliance equipment.

Last year, 17,000 people were trained using this system, which was created here in Ripon.

"The feedback we've gotten is it really works," Schoeb said.

Alliance also created its "Customer 1" program, which has a team of employees that aims to ensure the company's mission statement of "Delighting each customer with every interaction they have with our company" remains true.

Alliance also uses its niche approach to become more efficient at producing that product.

"We say we are world-class; up against any of our competitors there really are no competitors," Schoeb said, explaining his company sells so much inventory that in Ripon "we turn over the finished goods in our inventory 50 to 60 times a year."

While Alliance has enjoyed growth in the consumer market, its core focus remains commercial laundry.

"[The consumer market is] not as profitable as commercial business," Schoeb said, noting that out of the 18 million units sold nationwide each year, Alliance sells just 100,000 to residential customers.

That's a pittance compared to the big players in the residential laundry machine market, which sell a couple million each.

"We compete, but not on price," Schoeb said. "We compete on durability and overall value."

It's a different story in the commercial market, though. Currently, Alliance owns a 50-percent share in the marketplace in North America for commercial machines.

That's a good thing, but it also means Alliance doesn't have as much room for growth.

That's not the case abroad.

"We are a diversified company," Schoeb said. "In 2006, our international sales were 26 percent [of our revenue]. In 2010, it was 32 percent. In the last year, international sales grew a little more than 10 percent, and North America about 3 percent."

With expected growth in Asia, Latin America and other regions to remain at 10 to 12 percent, international sales will become an ever-increasing segment of Alliance's business.

"We expect the Asian market, from our equipment, to surpass the U.S. market in a few years," Schoeb said, later adding, "In China, we tripled our sales last year ..."

"We do have a plan in the company to double our business outside the United States in the next few years."

With such growth outside North America, one might not be surprised to find out the company seeks other growth opportunities outside America as well.

"Through our history we've been a very acquisitive company — we've been growing through acquisitions," he said. "Probably the next ones will be outside the United States."

What this all means locally is that Alliance continues to be a strong, local company with an ever-growing presence in Ripon.

"Last year, we added 13 people to our research and development department here in Ripon," Schoeb said. "This year, we'll add 26 more people."

Those aren't the only jobs added recently at Alliance.

A few years ago, when it brought some jobs up from a closed location in Florida, Alliance boasted 900 employees in Ripon. Now it has 1,200 in the community.

And, if the growth expected in the company becomes reality, those 1,200 jobs come with a certain amount of security as well.

"Alliance is a very strong company; we are very, very sound," Schoeb said.

This Week's Meeting

Attendance

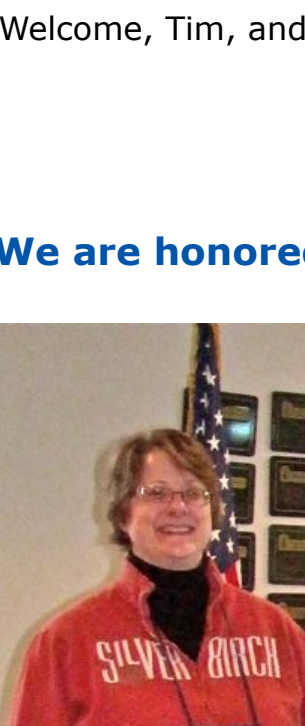
22 members and 2 guests.

Guests

Bill Neill brought **Wayne Webster**, even though he recently became a member of another local service club that begins with the letter R. Wayne is Vice-President for Advancement (and Bill's boss) at Ripon College.

Our speaker was **Mike Schoeb**, President and CEO of Alliance Laundry Systems. (**Tonya** gave him membership materials after the meeting.)

We have a new Treasurer!



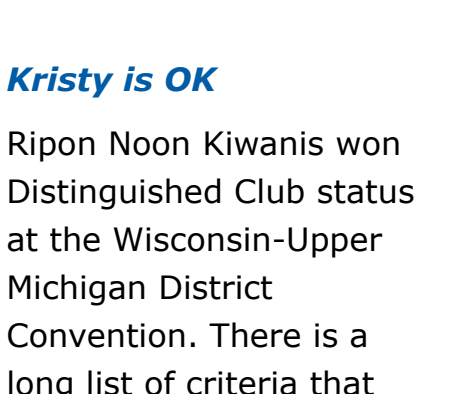
Tim Lubinsky has been a Noon Kiwanian for a barely a month, but already he is stepping into a leadership position. When President **Paul Nulton** asked if he would be willing to fill the remainder of **Bob Meyer**'s term, Tim readily agreed.

Bob recently accepted employment in Winneconne and found that it was difficult to keep up with the duties of Noon Kiwanis treasurer.

Before retiring, Tim was an accountant.

Welcome, Tim, and thank you!

We are honored



Kristy is OK

Distinguished Kiwanis won status as the Wisconsin-Upper Michigan District Convention. There is a long list of criteria that must be met to be a Distinguished Club, and in order to satisfy them a club's secretary must meet the recording requirements. Our secretary, **Kristy Sadlon**, did this and thereby earned a Distinguished Secretary award.

Kristy also earned a Kiwanis OK (Outstanding Kiwanian) award. Among the criteria for the award are attending at least 75% of club meetings, sponsoring at least one new member, attending at least two Interclubs, and doing a minimum of 30 hours of community service.

Congratulations, Kristy! You're OK with us!

Children's Fair coming up April 16

Children's Fair chair **Ian Stepleton** says that organization for our annual Children's Fair is going well. The event is coming up just three weeks from Saturday, on April 16 at Barlow Park Elementary School from 9:00-12:00.

Nooners are needed to help set up on Friday and early Saturday and help with various tasks during the event. Members of the Aktion Club and Ripon College Circle K will be on hand to assist.

Contact **Ian** <IanS@riponprinters.com> if you can help.

Bowling with Friends needs our help

The Ripon Early Bird to Kiwanis Club will be hosting Bowling with Friends this Sunday from 1:00 to 3:00 p.m. at Plaza Bowl in Ripon. This is a fun event for all clients of Diverse Options, and that includes members of our Aktion Club.

It's free if you can be a helper. Otherwise it's \$10 per person, which includes two games of bowling, shoes, pizza and soda. Please contact **Tonya Alling** <tonya@allingenterprises.com> if you would like to participate.

West Bend Kiwanis GermanFest – Tuesday, March 29

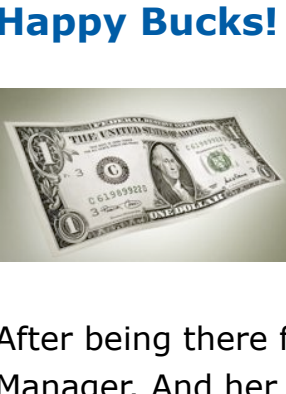
Let's round up an interclub and head for West Bend on March 29, starting at 6 p.m. For the past two years a hearty group of Nooners has attended and had a BLAST! Contact **Rich Scamehorn** <scamy@centurytel.net> if you'd like to attend.

NEXT WEEK

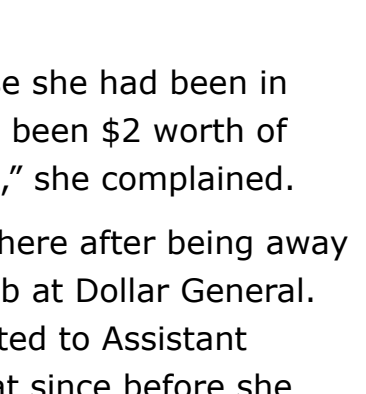
Issues in the world of art

Ripon native **Raphael Salas**, who is Ripon College Art Department chair, will show us some art as examples of issues in the world of art.

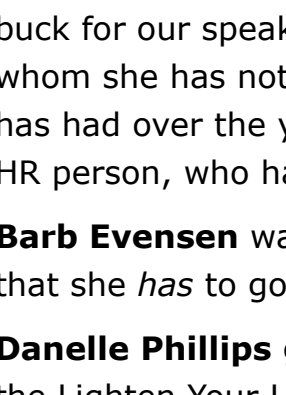
Queen of Spades 50-50 raffle



Rich Scamehorn emptied the pot last week when he drew the Black Lady, so only \$12 was at stake when lucky ticket holder **Barb Evensen** reached into a fresh deck and drew a loser, the 6 of Hearts. That leaves 51 cards, including all nine winners, available for next week's drawing.



Happy Bucks!



Linda Putzer was happy because she had been in sunny Gulf Shores. "I could have been \$2 worth of happy if I hadn't returned to this," she complained.

Kristy Sadlon was happy to be here after being away for so long after getting a new job at Dollar General.

After being there for three months she's been promoted to Assistant Manager. And her other reason for being happy is that since before she started working, she's lost 47 pounds. (!! -Ed.)

Mary Avery was happy that she spent Spring Break on the road visiting two out of three children in North Carolina and Florida. She had another buck for our speaker (**Mike Schoeb**, CEO of Alliance Laundry Products), whom she has not yet met, but she appreciates the relationship the College has had over the years with Alliance, specifically for **Don Jorgenson**, their HR person, who has spoken frequently to her classes.

Barb Evensen was happy she got to go to Florida for Spring Break and that she *has* to go back there for work Monday.

Danelle Phillips got a call from an older woman complimenting her on the Lighten Your Load program (which Danelle leads) because it was inspiring a group of her older girlfriends to get together and talk about their weight-loss challenges. "It made me so excited," she said. "It's just the little things that you don't know are going on. And I've lost 12 1/2 pounds!" (That makes 59 1/2 pounds lost by Nooners. Our club is shrinking. -Ed.)

Marge Burling was happy because she got six new names for our Relay for Life team. And for reasons known only to Marge she paid a buck to ask, "Do you know which side of a chicken has the most feathers?" **Tonya Alling**, who is a Ripon College graduate, knew the answer: "The outside." Ta dum.

Of course **Bill Neill** followed up: "I would be remiss if I didn't give a Happy Buck for another one of Marge's marginal jokes."

Tonya Alling was happy that she and **Mark** survived 2800 miles in a car (on a trip to Florida) with a twelve-year-old and a 19-year-old.

Norm Loomer made good on his week's promise to bring more bucks, as then he had only one buck in his pocket but much happiness to report—a trip to Florida, Costa Rica, and several groups of friends in the Southeast and a big thank-you to **Tonya** for filling in as *Noon News* editor for five weeks. Next he and **Sue** are off to Colorado to visit their three grandsons (and their parents).

School Superintendent **Richard Zimman** gave a buck because so many school district employees called and emailed him that it looks like the roads are really, really treacherous. "Some people look outside and say 'yuk,' but others look at it and say, 'Good. There may be another snow day.'"

We Celebrate!



Happy Birthday!

Linda Putzer March 17

Dan Amsden March 31

Danelle Phillips March 31

Perfect Attendance in February

Tonya Alling, Tom Keuler, Paul Nulton, Danelle Phillips, Linda Putzer, Melissa Wipijewski, and Richard Zimman

Kiwanis Anniversaries in March

Helga Rikkers 14 years

Sue Meyer 10 years

Herm Leitz 9 years

John Olson 1 year