



... Proud to be a **Healthcare Components Group** company ...



In Recognition of Joan Woodlock's 30 Year Anniversary ...

We extend our sincere appreciation for her 30 years of accomplishments and contributions to our customers, our Company, and the healthcare industry.

Thirty years ago, Al and Sherry Lapides, founders of RPI, searched for just the right person who would lead the Company to its next levels of successes through strategic and forward thinking marketing and business expertise. Their search led them to Joan Woodlock.

Joan hit the ground running with her leading the way to introducing new and innovative methods to increase sales, implement strong customer retention and acquisition programs, create exciting and successful marketing and advertising campaigns, institute outstanding customer service, launch the Company into the world wide web, state of the art ERP and IT systems, and its first quality management systems as well as increase efficiencies by introducing process improvements and strong team management strategies, driving the business' strategic initiatives, guiding innovative technologies and much more that helped the Company remain the leader in replacement parts for the healthcare industry throughout the years.

As Vice President of Marketing and Customer Service, Joan's duties and responsibilities were far more reaching beyond her title. Perhaps the best way to describe her contributions to the Company was stated by Ira Lapides, former President of RPI, when he presented her with a special 30 Year Anniversary Award, and noted "Joan made RPI what it is today, and we sincerely thank her for that."

Joan's integrity and dedication in everything she does is an inspiration and a testament to the way she represents the Company. Her management style is to lead by example and encourage out-of-the-box thinking with the goal of exceeding customers' expectations and making a strong, positive difference within the industry. Joan excels at problem solving within each and every department in the Company because she listens carefully, finds the root cause, addresses it as an opportunity, then creates a viable and lasting solution that works for everyone, ultimately with the goal of making the Company even stronger.

With Joan at the core of encouraging and developing impressive cost-saving changes and process improvements within the entire Company, especially Customer Service, it is clear that her motivation and commitment to quality is centered on increasing efficiencies and bringing about excellent end-results for the Company, its employees and customers. This being at the center of her vision of excellence for the Company.

As head of marketing and creative, including everything from newsletters to brochures, advertisements, website content, videos and digital presentations and more, Joan skillfully brought forth the Company's excellence and extensive knowledge base of our Product Development team for the benefit of service organizations and biomedical engineers worldwide. The many marketing tools that she launched are also utilized by the trade publications and industry associations, reaching their vast audiences as well.

Now and then, Joan leaves work behind to take vacations with her son Kyle, husband David, family and friends to places including England, Wales, France, Italy, Germany, Hungary, Austria, Mexico and Canada as well as states outside of her home state of California. Her favorite vacation spot is Yosemite where she enjoys rafting down the Merced River, biking throughout the Valley floor, and hiking the many trails.

Joan came to us by way of UCLA earning both her B.A., in English, and M.B.A., in Marketing. Her marketing and business expertise come from within and from the experience she gained working at powerful organizations including the UCLA Alumni Association in Los Angeles, CA, and American Express at their world headquarters in New York City, NY.

We thank Joan for her many contributions to the Company over these past thirty years, and sincerely appreciate her leadership while taking us on our continued journey to success and wish her well in her endeavors.