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Mike Sanfratello

Q: As a local business, what has been your company's biggest obstacle during the recession?

A: "Competing against other companies. There are a lot of mistakes being made out there and it seems like whoever makes the largest mistake wins the job. We have been able to rise above this by maintaining and creating new relationships."



Mike Sanfratello

CEO

Advanced Wiring Solutions

4838 West 128th Place, Alsip

Number of employees: 34

Year company started: 1999

Industry: Telecommunications

Age: 41

Q: What is one important tip you would give someone just starting a business today?

A: "Do the things that make you feel the most uncomfortable. This will take you places that you would have never dreamed of."

Q: Who is your biggest/best customer?

A: "Electrical contractors are great clients and partners for us. They reach out to us to provide the low voltage solutions they need. At Advanced Wiring Solutions, relationships and trust are key and therefore companies that value these are a good match for us."

Q: How has business been this past year?

A: "We had a record sales year in 2010. Work was hard to find as it is very competitive, you just have to work harder to get it. Planning on another record year in 2011."

Q: Who has had the most influence in your life, why/how?

A: "My parents. They taught me a great work ethic and people skills. Although, I don't agree how young I was when my father started

us working as kids at the family restaurant. However, I do have them to thank for setting the stage for what was later to come in life (my current success as a president and CEO of my company)."

Q: What is the key to your company's success?

A: "Building the right team in order to have a successful operation."

Q: What keeps you up at night?

A: "Fortunately I can say that my business does not keep me up at night as it did in the past. Again, this is due to having the right team in place."

Q: If you could put your company name on any sports venue? Which one would you choose?

A: "Sox U.S. Cellular Field"

Q: What was your first paying job?

A: "Working for the family restaurant."

