



Pete Will

Ambrose Electric – President

Success Magazine: What does success mean to you?

Pete Will: Success to me, is accomplishing what most others doubted you could do.

SM: How did you become interested in this line of work?

PW: I have always wanted to own my business. When I was in high school, I bought and sold horses and was a farrier. I also ran a small business under my mom, reupholstering furniture. Since that time, I knew I wanted to own my own company- I just didn't know what kind of company it would be. I have always liked the idea that "the buck stops here."

SM: How did your past prepare you for success in this market?

PW: I worked for three companies before it was time to purchase my own. During my time working for others, I studied how things were done. Service and construction companies operate in much the same way. You bid all work by estimating the material and the labor to complete a project, then you find the best price for material and the best way to be productive. Once this is accomplished, you're on your way. It is a real high when you complete difficult projects on time and on budget, when others have failed.

SM: What made you go out on your own and start this business?

PW: I found this business advertised in the newspaper. It seemed to be a good fit for me. It had a good base business and there were so many avenues to expand and grow, in both new technology aspects and standard construction breakthroughs. Without electricity our world would be doomed as we know it. I only see growth in the future.

SM: Did you have a business plan?

PW: Yes. I had a very specific and detailed business plan which helped me tremendously on my way.

“ Like many entrepreneurs, I started on a shoe string. I risked everything I owned. I did it because I believed in this company. ”

SM: What makes Ambrose Electric unique?

PW: We are excited about accomplishing projects that we have never done before. We are always looking for new project adventures and new ways to help our clients without competing with them.

SM: You are passionate about customer service. Why is this so important to you?

PW: Customer service is the hallmark of our business. Our clients must always be satisfied with us at the end of every job. I want every customer to feel that their project was done on time, and that the quality was outstanding.

SM: What can people expect from Ambrose electric?

PW: Everyone we deal with can expect honest answers, fair prices, courteous service and prompt attention to every detail.

SM: What are your goals for Ambrose electric?

PW: Ambrose Electric had a very good reputation when I purchased it. I want to build upon that reputation with our own personal touch and great customer service. I would like to see this company continue to grow.

SM: What was the most difficult aspect of your start up phase?

PW: By far the cash and financing. Like many entrepreneurs, I started on a shoe string. I risked everything I owned. I did it because I believed in this company.

SM: Was there ever a time when you wanted to give up?

PW: I love this business. I was frustrated at times, but there was never a doubt that I would succeed.

SM: How did you overcome adversity?

PW: Training. I hired consultants, went to classes, read books, and studied successful businesses. You have to tell yourself that you can do something that will make a difference. It's just another problem to solve.

SM: What services do you offer?

PW: We take on construction projects -our specialty is retail and fast track projects. We work in many specialty niches, installing electric or data related



equipment. We offer complete industrial electric and data, including main services, control panels, and conveyor electric. We sell, install, and service generators from 10kw to 350kw. We install lighting systems, and we do all electrical work.

SM: Where do you see this market heading in the future?

PW: The biggest challenge I see is in keeping up with all of the new technologies. Training employees to keep up with new is difficult. You have to stay one step ahead of the game.

SM: What is the best way to save energy with lighting systems?

PW: The lumen output per watt (light output per dollar) is steadily rising every few years. Right now the payback time for a new system is one year or less for high efficiency lights. In addition to energy cost savings, the better lighting increases employee productivity, less mistakes, and an overall better moral in almost every work environment. This has been studied and understood in the office infrastructure, but not associated in the warehouse and manufacturing plants.

“ I believe all negotiations can and should end with win-win solutions. Everything is possible - we just have to find a way to do it. ”

SM: How do you achieve a sense of balance in your life?

PW: My life is not divided as work or personal. Now, with the help of cell phones, laptop computers, and internet, I can be effective at any time- either in the office or out. I work 7 days a week and have personal time 7 days a week. I don't relate to 5 work days and two off. I work when needed, and I play when the time is right. I balance work with hobbies such as golf, boating, snowmobiling, motorcycling, and sports. With this method, I can take advantage of the off times of my favorite

sports, when it's not so crowded. I also take advantage of work time when I can concentrate without interruptions.

SM: What advice would you give to an entrepreneur just starting out in business?

PW: You need to understand that you will risk everything. You have no one to blame for failure, and no one to pat you on the back. Success or failure, it's about you and how you manage others.

SM: Who has been your mentor or role model throughout your life?

PW: My dad. I lost him shortly before I bought Ambrose Electric. He had a roofing and hardware business before he retired. Although I was never part of that business, we talked at great lengths about what it means to be truly successful. I think about him daily.

SM: To what characteristic do you most attribute your success?

PW: I love what I'm doing. I love to solve problems. I love to negotiate. I believe all negotiations can and should end with win-win solutions. Everything is possible - we just have to find a way to do it.



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