



**W**hen Sandy Rosecrans joined the workforce directly following high school, she didn't follow a traditional career path. Working in operations at Sysco Foods, Sandy developed a strong skill set in logistics such as ordering, receivables and deliveries. When a former colleague approached her about taking a new job at a previously family-owned company—City Electric Co., Inc.—she wasn't quite sure at first. After visiting and taking a closer look at the company, Sandy decided that she'd join the business with one condition—that she wanted to be part owner—which the owner agreed to.

To make the partnership possible and grow her ownership stake, Sandy invested in herself by taking the riskier route of bonus and stock options instead of cash. She continued to do that for 10 years until the owner was ready to sell the business. Sandy mortgaged her house, maxed out credit cards and took a loan out on her husband's life insurance to make the financing possible. After taking over majority ownership (which eventually became full ownership), she began to investigate opportunities for growth and opening stores in strategic locations across Central New York. "I'm a strong believer in independent business," says Sandy. "We can react quicker, stay closer to our customers and make decisions faster."

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What began as one distribution center in Syracuse with less than 10 employees is now located in ten markets across the state, employing over 100 individuals. While she could relocate anywhere, her team decided to buy and renovate a building near downtown Syracuse to remain close to the city. Sandy offers regular training opportunities for all employees and holds an annual meeting where she shows all employees her budget and where every dollar is going. "It doesn't matter what business you're in, you should understand how the company makes money (if you're for profit) and ask how your job affects the bottom line," says Sandy.

As the business reaches its 100-year celebration, Sandy is a firm believer in constant growth and training, which she also encourages of her employees. Recently, she made an appointment at the WISE Women's Business Center to learn more about the government procurement process and has since met with a resource provider who is helping her to create a strategy to grow her business through her WBE certification. "I want people to know that we're a great business that just happens to be owned by a woman," says Sandy.

*wise words  
of wisdom...*

**"Inspect what you expect. Nothing measured, nothing gained."**

– Sandy Rosecrans

## WISE HAPPENINGS:

► Check out [wisecenter.org/events](http://wisecenter.org/events) for a complete list of upcoming events!

**{ Special Event: Little Black Dress: Fundraiser for WISE WBC Nov. 12, 6-10PM @ SKY Armory }**

**Women in Creative Businesses Roundtable Discussion**

November 5, 12:00 - 1:00PM  
November 12, 12:00 - 1:00PM

**The Building Blocks for Starting a Business**

November 3, 12:00 - 1:00PM  
November 18, 5:30 - 7:00PM

**Ask the Attorney: Congrats—You Need Help! Best Practices for Bringing Workers Into Your Expanding Business**

November 17, 12:00 - 1:30PM

**Funding Your Business Growth: What Lender's are Looking for Within Your Business Plan**

November 17, 5:30 - 7:00PM

**Ask the Expert Office Hours: Is My Business Plan Lender Ready?**

November 19, 11:30AM - 1:00PM

***A women's business center... run for women, by women.***

All events, unless otherwise indicated, are held at the **WISE Women's Business Center @ The Tech Garden** // 235 Harrison Street // Syracuse, NY 13202

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