



A BOB PACANOVSKY COMPANY

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**WHAT'S IN A NAME?
JUST ASK SMALL BUSINESS OWNER BOB PACANOVSKY**

Akron, Ohio – What's in a name? Just ask local small business owner Bob Pacanovsky. He's taking the bold marketing move to reinvent himself – and his business name – for the second time in 12 months. As one of the largest off-site caterers in northeast Ohio, he is better known by the venues he serves. His company produces much of the delicious food and special events at places like Stan Hywet Hall & Gardens, the Pro Football Hall of Fame, Hale Farm and Village, Crawford Auto-Aviation Museum, and the Cuyahoga Valley Parks Association, to name a few. You see their trucks rolling across the region. And now those trucks boast a new look.

“The name of your business is such an important tool,” says Pacanovsky. “We started out in 1997 as The Caterers by Paparazzi's. Great logo and great concept, but we have grown from being solely a caterer. Now we're a one-stop shop for all your event needs, including catering. As we grew away from strictly catering, the need for a name change was obvious.”

That change came in Spring 2006 when the company became The Bravo! Event Group. “People loved the name,” says Pacanovsky. “We handle the details and the customer gets the applause. That's what we do.”

Their existing customers and focus-groups believed in the name, and so did Pacanovsky. But looking long term, he saw the potential for name confusion with an Italian eatery that was new to the area.

“We want to be pro-active and not have anyone confuse us or our food with that of a chain-type restaurant. After all, we don’t take reservations – we do however, create memories! Our new name prepares us for greater growth in the region and to clarify our mission to our customers.”

On May 17, 2007, Pacanovsky puts his name behind his work and his business. Now called **Robert J. – Events & Catering**, (a short form of Robert J. Pacanovsky), his business features the same staff and same commitment to quality service. But the business name now more closely reflects the personal service and commitment to quality his clients have grown to expect when working with Pacanovsky and his team. “Finding the perfect name is a challenge,” says Pacanovsky. “Robert J. – Events & Catering – this is who I am. This is what I do. And now my name is behind every service we provide as a growing company.”

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***Robert J. – Events & Catering** is a full-service offsite caterer and event planning company serving northeast Ohio. Located at 95 Hanna Parkway in Akron, they are an exclusive caterer to the areas finest venues, including Stan Hywet Hall & Gardens, The Pro Football Hall of Fame, Hale Farm & Village, The Crawford Auto-Aviation Museum, Cuyahoga Valley National Parks Association, Summit County Historical Society, and many more. For more information on **Robert J. – Events & Catering** and its many services, log onto www.RobertJEvents.com or contact owner Bob Pacanovsky at (330)724-2211 (Akron) or (216) 344-0555 (Cleveland); Bob@RobertJEvents.com.*