

TRANSCRIPT: **ROBERT M. BOBBITT INTERVIEW**

Mr. Robert M. Bobbitt · Founder and Owner of Global Catering & Event Planning

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An interview with Mr. Robert M. Bobbitt, Founder and Owner of Global Catering & Event Planning. Bobbitt is a 1999 graduate from Texas A&M and an inducted member of the Tyrus R. Timm Honor Registry.

This video was posted May 19, 2013 on the Tyrus R. Timm Registry YouTube Channel.

Could you please introduce yourself and tell us a little about your career?

My name is Matt Bobbitt, and I started a company back when I was right out of high school, first in college. It was called Bobbitt Corrigan, and it was a pressure washing company, and...and we pressure-wash buildings, and driveways, and things of that nature, and from there I went into the hospitality industry and worked for Creek Ford, at the time it was called Kona Ranch Steakhouse, and we helped open that restaurant, and I was actually a busboy, a server, a bartender with Creed, then became general manager of that unit, and then from there I left the Ford group, and a partner and I bought Fajita Rita's, which was a local eatery here in the College Station market. And then from there, I trend... that...that unit failed. I went out of business, and that's when I started the project that I'm in now, which is Global Event Group Catering, and we started out of a college apartment basically, and... and went from a college apartment to a one-car garage, and then to a two-car garage, and then to a house, and then a facility, and now we are the national caterer for Avon Breast Cancer Walk. We do the Association of Former Students at Texas A&M, Austin City Limits Music Festival, Lollapalooza in Chicago; we're part of a tremendous amount of national events, as well as the local events, including, you know, a tremendous amount of...of work for Texas A&M University.

Could you tell us a little about your experiences at Texas A&M?

My experiences at A&M were pretty typical, I think, of a lot of people that attend this university as far as, you know, embracing the culture, you know, I think that's something that... it happens when you attend this university, it... it kind of surrounds you, and you become part of something that's kind of magical. I joined a fraternity, Beta Theta Pi, when I was here at A&M, and then from there, you know, it created a lot of friendships, and... and people that I still, you know, do business with or get in touch with to this day. Graduated in agriculture economics, obviously, and went into the... the business ventures that, you know, I spoke about earlier, but as far as attending the football games, and the baseball games, and things of that nature, that was something that we did on a regular basis, as well as I always had a job that I worked 40+ hours a week while I was here at A&M.

Can you describe your early career?

Describing in my early career, I have to kind of take... take back a little bit. I've always kind of wanted to be an entrepreneur, so I, you know, started this, you know, my first company, and failed, and then I went into the restaurant business, kind of by default, because when I graduated Texas A&M, I didn't know really what I was going to do, but I was already a part of something that I believed in which was the restaurant business, and a certain group, the Ford restaurant group, and they'd offered me a management job, and, and so I was just like any other college graduate at that time. I thought I needed to make X amount of dollars when I graduated, and I was worth X amount of dollars, and then you kind of get told what you're worth, and what they're going to pay you instead of you demanded what you think you're worth. So, I...I cut my teeth in the management side which is something that I think to this day I still use the tool, a teaching tool, with the people that graduate Texas A&M now that are underneath me, because you really don't know what management is until you get in there and perform the task, and do it, and are responsible for results and actions, and I think for me, earlier in my career, that's something I had to learn because, you know, when employees didn't show up, the manager does the job. The customer gets a complaint, manager takes care of the complaint. When there's a problem on the finances or the budgets, the manager has to take control of that. So, I think, you know, early on in my career, that was something that I had to learn, and I did learn, and it has taught me how to... that has carried that on, or passed the torch to other young graduates here coming out of the University.

In your opinion, what does it take to achieve success?

Achieving success is something that I don't know if entrepreneurs truly ever acknowledge that they've achieved, because most entrepreneurs, there's always one more thing they're wanting to do. For us, if you go back in time when we started our operation, I would have told you that success was being able to

pay the bills, pay the overhead, and then have a little money to put back in the pocket. Then once you hit that milestone, that success is making, you know, X amount of dollars, and having assets to be able to expand, and once you do that — so there's always another benchmark. So, to be able to achieve that, I actually think that it... it comes with accountability, and people that are truly accountable find themselves constantly having success, because when they're accountable for their... for their work, for their actions, for their... their financials, for their family, put all that together — that's truly what it takes to be successful and, and I think you can't achieve any goals or anything you want to if you're not accountable to the actions that it takes to become successful.

What advice do you have for students of Agricultural Economics?

You know, one thing I'd like to share with some of the students that's coming through the Department of Agriculture Economics is this department is a gateway to the future of what you're wanting to do. You come into it, at first you think you're streamlining into agriculture, and ... and you start realizing that almost everything starts with agriculture, and it's up to you to find that widget that you would like out of that group and, and go after it. I believe that this department truly gives you an advantage of the fact that we're so diversified with so many different levels of expertise that surround you in the department that, whatever you're wanting to do, you can find a path by going through this department. So, my advice is, on the... you know, to the students, is to truly utilize your professors and your resources to maximize the degree that you're getting from this department.

How were you able to manage time for family, work, and other priorities throughout your career?

You know, one of the things that you hear about from successful people is, whether it's a successful man, there's always a successful... or a partner, or a woman behind that man, and I truly believe that's one thing, one of the reasons that we have.... that we do what we do for ourselves is because of the family. Because we value the relationships we have with our children or our parents, and it's just very important to us, and sometimes when we catch ourselves working, you know, 60, 70 hours a week, seven days a week, and we start missing things, such as dance recitals, and soccer games, and that stuff. We, we sat down, we re-evaluate what we're doing, and we make changes immediately, and we make time to, to attend those, those events because once you blast through life, you look back and, and those are some of the memories that you're going to want to have, so we, we do put a precedence on finding time for family and friends.

What are your thoughts on being selected to the Tyrus R. Timm Honor Registry?

You know, when I got the phone call that I was nominated, and accepted to this registry, it really set me back, and my, my first initial thought was, "wow, what an honor", and I really thought hard about what I, what I'd been honored with or for, and, and, I thought to myself, and told myself, in an inside voice that I really have to be a tremendous leader and I have to make sure that my game stays elevated to respect, out of respect for this registry, and the former registrars that are in it. I felt like that my leadership, and my attitude, and my integrity, everything that goes along with this award, that I had to maintain it at the highest level and I had to work hard to keep striving to achieve excellence in other areas to, to justify the fact that I'm on this registry.

Is there anything else you would like to add?

You know, for the future entrepreneurs I, I think one thing is, is relevant, when you sit these classes at Texas A&M, especially in the, in the agricultural economics classes, you decide that you want to be an entrepreneur, and, and you, you, you wonder, "how am I going to be an entrepreneur?" There's no real roadmap to become an entrepreneur, you kind of have to find it, and a lot of times I talk about the transition from corporate America to entrepreneurship, and what it takes, and at the end of the day, after you receive your education, and you gain some experience in the real world, it's finding that correct opportunity to jump, and becoming and being an entrepreneur, and having that widget that's going to take

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you to the next level to where you can afford to pay yourself a salary and afford life. So, I think if there's any advice, I think that you have to understand the timing it takes to become an entrepreneur. You don't just wake up and say I'm going to be an entrepreneur, you have to strategically plan out finishing school, learning from peers, and learning from companies that will actually pay you to learn their trade for you to be able to utilize that as an entrepreneur, and I think that's the most important thing people need to realize coming out of college. Go, go let someone pay you to learn what you're wanting to eventually produce, and instead of you paying for your education, now they're paying you and you go utilize that down the road.

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