



Meet Bobby Kramarik III, owner of Bobby K Entertainment...

1. Describe Your Business:

Bobby K Entertainment is a full-service mobile entertainment company. "We do everything from your basic backyard bounce houses to corporate events," Bobby explained. "We have fantasy casinos, laser tag, and mechanical bulls. It's hard to give a full span of what we do without about 20 minutes and a whole list of things." Bobby said that their biggest items right now, since it is cold out and not a lot of people want inflatables, is make-and-take items for colleges. "We have our own sign shop, and we make metal street signs for schools," he said. "We just started doing the magic sequin pillows, so we can print whatever you want on one side. Those are huge right now."

2. Tell us your story:

Bobby grew up in Elmira and attended Elmira Free Academy. "I had a lot of fun as a kid," Bobby said. "Maybe a little too much fun. I ended up in the Army." Bobby worked at Bobby K for about ten years prior to joining the military in 2005. He remained in the Army for ten years, completing four deployments. "At the ten year mark is kind of where you have to decide if you're going to stay in until retirement not. At that point, my dad was getting ready to retire so I decided to move home," he said.

3. What has helped you succeed and gain experience?

Bobby says the name thing that has helped him succeed and gain experience is his family. "The amount of connections they've made in the community through the years has helped a lot," he explained. "My mom was a principal, and my dad knows everyone through being Bobby K. Now, all the people I grew up with are going into those positions in different places. Having those connections is really helpful."

4. What inspires you?

"Retirement," Bobby said with a laugh. "Basically, just not having to have to work forever. I want to be able to work enough to travel and do all the things I want to do. The one quote that has really stuck in my mind is 'I work to live, I don't live to work.'"

5. What keeps you up at night? What are your challenges?

"Our biggest challenge as a company is employees," Bobby said. "It is very difficult to find staff. Especially quality staff who are willing to put in the extra effort to make sure the products we are putting out there are up to the standard that we like."

6. What is your favorite local activity?

"Everything," Bobby said. "I love going up around the lake. It doesn't matter the reason. I love to get out on a boat when it is warm out. I love to be out on the water."