

Working man: Ronald Hancock hasn't lost his touch. The president and founder of Papa Romano's started spinning pizza pies way back in 1965. Papa Romano's

He's gone from delivery boy to company owner

BY PAT MURPHY

In the highly competitive pizza business, Papa Romano's isn't a giant like Domino's or Little Caesars.

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But Ronald Hancock, who Routed Papa Romano's in Oakland County, likes it that way. "We'll never be a national chain," whe're happy being a regional operation with a very good product.

Customers had a chance to sample that product Wednesday, when Papa Romano's commemorated its 30th anniversary in southeast Michigan. All 72 outstoners may be a supplementation of the product we have been considered a big slies"—a new menu item — free of change during the lunch hour.

 Our niche (and reason for repeat customers) is taking care of the individual customer with the best product possible.'

Ronald Hancock

"It's our way of celebrating," said Hancock, who opened the first Papa Romano's at Nine Mile and Telegraph in Southield. Since then the franchise operation has expanded throughout metro Detroit, with outlets in Grand Rapids and Holland.

Expansion, however, is not what Papa Romano's is all about, insisted Hancock. "Our niche (and reason for repeat customers) is taking care of the

individual customer with the best product possible."

While that principle may sound like a cliché, Hanceck said it's the primary reason he stayed in the business long enough to go from delivery box pizza tycoon—even it he's not in the same league as Tom Monagahan or Mike llitch.

"I've met them both," said Hanceck, a Northville resident, and I admire what they did. But



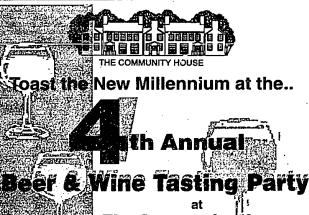
ROMANO'S PIZZERIA

30924 Grand River

GR. 4-7600

That was then: This ad from the 1965 Farmington High School yearbook shows Ron Hancock in his younger days.

they are in a different league — 1960s, while he was a student at I'll never own a sports franchise." Farmington High School. He was a delivery boy for Romano's Hancock's got his first taste of the pizza husiness in the early Mile — then owned by his men-



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