

The Ad Connection

A newsletter for the Advertising Department of Kmart International Headquarters Oct. 5, 1991



UP CLOSE & PERSONAL

Based on a suggestion from Rosann Lafata, we've added this "Up Close And Personal" section! Each month you'll meet different advertising personnel and find out a little about their lives and careers. If anyone is interested, feel free to interview a person in your area and bring the article to R-131. Since Rosann made the suggestion, we decided to get "up close and personal" with her for our first interview!

MEET ROSANN LAFATA

Advertising C.O.S. (Check-off Sheet) Coordinator, Rosann Lafata, started out sorting mail in the Kmart Enterprises division. During her 10 years with the company she has worked on microfilm machines, handled remittance filing, and worked in the advertising accounting department until finally attaining her current position. "I work on the C.O.S.'s for grand openings, re-openings and ethnic ads," Rosann says. "I like to take pride in my work here."



Rosann feels that one of her greatest accomplishments has been overcoming her aversion to speaking in front of people. "When I was growing up I could never speak in front of people and now I'm at the point where I have overcome that." Rosann says with confidence. "I also (recently) won the most-improved bowler award in my league, so that was pretty good!"

Rosann grew up in east Detroit with a younger brother, Matthew. She now resides in Sterling Heights. In her free time, Rosann likes to bowl and do a little needle work. She also is active with some singles groups and enjoys attending sporting events, mostly basketball. "I'm also trying to get more into exercise...like everybody probably is!" Rosann laughs.

For a final off-the-wall question, we asked Rosann if she could invite any three people to dinner, who would they be, and what would she serve? Rosann barely hesitated to answer. "I'd invite my father and my nephew. My nephew is named after my deceased father and they've never met." And who would the third person be? "Dennis Rodman, the basketball player...I love his 'hot dog' style! But I'd serve pizza because then I wouldn't have to cook!"

MEET JERRY HABECK

Jerry Habeck had a squeaky clean beginning. He started out washing dishes for a Kresge store while attending Georgia State College in Atlanta. He entered Kmart's management training program and worked his way up the ladder by managing Jupiter, Kresge and Kmart stores. From there he advanced to District Manager, then Assistant Regional Manager, then Director of Store Operations for the southern region and finally he came here to serve as Director of Advertising until his most recent promotion to Vice President in charge of Advertising.

When Jerry started with Kmart, his goal was to become president of the company. "Even though I'll fall short of that goal, I'm not disappointed in achieving the things I have," he says.

Jerry's active family consists of his wife, Burma, who runs her own Jazzercise franchise (he tried taking two of her classes and decided that Jazzercise wasn't really for him!), and his four sons: Bob, age 26; John, age 24; Roy, age 22; and Michael, age 19. In his spare time, Jerry plays golf, tennis, and he also hunts. "Just birds," he says, "deer are like big dogs to me!"

Jerry feels that one of his greatest accomplishments has been "raising four boys through their teenage years without any of them ending up in trouble." He confessed, "That's something I guess everybody worries about with all the drugs and peer pressure there is today."

What three people would Jerry Habeck like to invite to dinner? He said, "I'd choose General Patton, Gorbachev, and...the Pope!" Jerry thought for a minute about what he would serve and then proclaimed, "FISH!"



HAPPY HALLOWEEN!

