



#124 Bob Batt

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The executive vice president and chief spokesman for the Nebraska Furniture Mart arrived at the roast prepared with a blindfold and cigarette to face his "executioners." Batt began his 48-year career at age 14 at the store founded by his grandmother, Rose Blumkin. He said that when the OPC hangs his caricature "Face," he would like it positioned over Warren Buffett (the Furniture Mart's part owner and 30th "Face on the Barroom Floor" in 1985). But not too close to his grandmother, who was the 35th Face in 1987. "Because she's still calling me a stupe." The Face drawing shows Batt wearing a colorful tie made of sale signs in the middle of the Mart's furniture and appliances. He is juggling balls that represent his many roles as a businessman and community leader: serving on the State Liquor Control Commission, doing radio ads, working as the Mart's CPO (chief political officer) and working with newspaper ads and TV appearances. Sen. Ben Nelson --- also a former Face --- sent a letter to Batt that was read during the roast: "Congratulations on the honor of getting your face on the barroom floor at the Omaha Press Club. But please tell me that you didn't try to sell them some new flooring to go with it."