

SENATE CONCURRENT RESOLUTION

1
2 WHEREAS, The passing of Stephen Robert Sandler on October 16,
3 2006, at the age of 65, brought to a close the life of a remarkable
4 man who won the admiration of individuals throughout the nation as a
5 talented writer, teacher, and political consultant; and

6 WHEREAS, Born on April 22, 1941, Steve Sandler grew up in
7 Bangor, Pennsylvania, and attended Bangor High School; after
8 graduating with a bachelor's degree in psychology from Penn State
9 University, he went on to earn a master's degree in writing from
10 Johns Hopkins University, where he later taught a graduate course
11 in media analysis and strategy; and

12 WHEREAS, Mr. Sandler worked in commercial advertising for
13 several years before taking a copywriting job with
14 Bailey/Deardourff, then the nation's premier political media firm;
15 from there he went on to become director of communications for the
16 National Republican Congressional Committee, where he oversaw a \$14
17 million GOP national advertising campaign and directed the
18 development of some of the most innovative political advertising of
19 the day; and

20 WHEREAS, During those years, he received the prestigious
21 "Andy" award from the Advertising Club of New York; he was also part
22 of the team that created the campaign that ultimately led to the
23 election of Ronald Reagan; and

24 WHEREAS, In 1983, this dynamic political strategist

1 partnered with Jim Innocenzi to form the highly successful
2 consulting and advertising firm of Sandler-Innocenzi; the
3 Alexandria, Virginia-based company played a prominent role in
4 crafting the media campaigns that led to the passage of tort reform
5 legislation in Texas and helped achieve deregulation of electric
6 power in 18 states; and

7 WHEREAS, Noted as much for his engaging personality and often
8 irreverent sense of humor as his keen political acumen and writing
9 skills, Mr. Sandler was recognized among his peers for his
10 exceptional ability to communicate ideas and shape public opinion
11 with a few well-chosen words and images; those same skills were
12 enormously beneficial to him in his lifelong efforts to share his
13 vast knowledge of advertising and marketing with coworkers,
14 clients, and students; and

15 WHEREAS, Deeply devoted to his wife of 27 years, Sharon, and
16 his three children, Steve Sandler lived his life to the fullest,
17 taking time to enjoy small pleasures along the way without losing
18 sight of the big picture, and endeavoring to effect change in the
19 world; his loss has left a void in the lives of those who were
20 privileged to know him, yet his achievements will resonate for
21 years to come; now, therefore, be it

22 RESOLVED, That the 80th Legislature of the State of Texas
23 hereby pay tribute to the life of Stephen Robert Sandler and extend
24 deepest sympathy to the members of his family: to his wife, Sharon
25 Wulf Sandler; to his children, Michael Sandler, Melissa Faye
26 Trimmer, and Jennifer Greer Sandler; to his sister, Susan Deborah
27 Wachtel; to his beloved grandchildren; and to the other relatives

1 and many friends of this esteemed gentleman; and, be it further
2 RESOLVED, That an official copy of this resolution be
3 prepared for the members of his family and that when the Texas
4 Senate and House of Representatives adjourn this day, they do so in
5 memory of Stephen Robert Sandler. _____

David Newhurst
President of the Senate

Jim Caddick
Speaker of the House

I hereby certify that S.C.R. No. 31 was adopted by the Senate
on March 13, 2007. _____

Patsy Gau
Secretary of the Senate

I hereby certify that S.C.R. No. 31 was adopted by the House
on April 13, 2007. _____

Robert Hancey
Chief Clerk of the House

Approved:

25 APR '07
Date

Rick Perry
Governor

FILED IN THE OFFICE OF THE
SECRETARY OF STATE
O'CLOCK

APR 25 2007
Roger Hummel