

By: Janek

S.C.R. No. 31

1 SENATE CONCURRENT RESOLUTION

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.