

By: Janek

S.C.R. No. 31

CONCURRENT RESOLUTION

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

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

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

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

23 WHEREAS, In 1983, this dynamic political strategist
24 partnered with Jim Innocenzi to form the highly successful

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

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

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

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

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