

In Memoriam



STANTON P. SENDER

November 11, 1932 — November 7, 1995
FIIA Washington Legislative Counsel

He has showed you, O man, what is
good;
and what the Lord requires
of you:
only to do justice, and to love
kindness,
and to walk humbly with your
God.

—*Micah 6: 8*

'An Elegant Man'

BY MICHAEL D. WHITE

On Sunday, November 5, [1995], Stan Sender suffered a massive heart attack from which he never regained consciousness. He died two days later.

As I write this, I am somewhat at a loss. In five months, FIIA has lost both of its Washington co-counsels. Allen Raiken, who handled our federal regulatory affairs, passed away in June. Now, Stan, who handled our congressional legislative activity, is gone.

Our sympathy goes out to his wife, Michelle, and their sons, Jason and Todd, of whom Stan was so proud and loved so much.

Stan and I had been planning a day of visits by FIIA members to Capitol Hill. We had carefully selected for our visits key members of the House and Senate Banking Committees and the House Rules Committee. Stan and I talked on Friday, November 3, after the notice announcing the plan was faxed to FIIA members.

An unflappable character

Stan was enthusiastic about our plans. I can't say excited because Stan was not a particularly excitable character. He was decidedly unflappable, which is what made him such a useful and wise legislative counsel. He understood the long road to making and passing legislation and was far less disturbed than others

might be anytime a lobbying effort hit a bump in the road.

Stan was a class act. Friends who spoke at his memorial service called him "an elegant man." His appreciation for the finer, proper things in life made him a master of political protocol. He knew how to craft a letter to a congressperson, turn a phrase, open a door, get a-hard-to-obtain appointment, and make a firm policy statement without closing negotiating doors or creating ill will. His elegance was reflected in his graciousness and politeness to every person I saw him greet.

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Beneath Stan's calm, intellectual, proper exterior was a man who knew when and how to fight. From the beginning, Stan encouraged FIIA to fight the Bliley bill, the Independent Agents' so-called State's Rights bill, the OCC moratorium, and other versions of bank insurance rollbacks. An ardent supporter of the FIIA white paper, he passed out copies and talked about it whenever the opportunity arose.

There were times when it appeared that FIIA was out there alone, drawing

attention to the contradictions between the House leadership's position on bank insurance and *The Contract with America* and the Speaker's own book, *To Renew America*. But Stan supported those arguments, saying, "If you can't cast a shadow on a politician's actions by holding a light up to his espoused principles, then you can't effect the political process. You might as well quit."

Bull-dogged tenacity

"Quit" was not a word in Stan's vocabulary. His long-term perspective on political matters gave this gentle man a bull-dogged tenacity. He was like the EveryReady Bunny—he just kept going and going and going. He once inspired me to chant to him a high school cheer: "Stan, Stan, he's our man. If he can't do it, no one can." He giggled bashfully, or cackled, as one close friend described his laugh.

Early in October, when it appeared that other banking groups were going to be silent or not oppose the OCC moratorium, Stan encouraged the FIIA to fight it. He agreed that we could not ignore Speaker Gingrich's comments that, in a typical town, there are 130 insurance agents and only one bank president—and for that reason the Speaker wouldn't ask freshmen congressmen to vote against the agents. Stan and I were energized by that one. I never saw Stan more animated.

Stan, with his 30 years of lobbying in Congress, counseled FIIA to employ the 800 grassroots number to reach our representatives. When Banking Committee Chairman Leach turned off the committee's fax machine, Stan saw to it that 2,800 letters sent by FIIA members over four days were couriered to the chairman's office.

Stan constantly encouraged FIIA saying, "You're different from these other organizations. You're marketers; you motivate people; you use technology. Don't develop an inside-the-beltway mentality. Use technology, motivate your members, and market to the grassroots. Lead by differentiating yourselves from the others." With his encouragement, we did, generating 25,000 letters to Congress in a four-week period.

Saying farewell

The memorial service held for Stan at the Temple Micah on November 8, the

day after he died, was impressive. Over three hundred people attended to say "farewell" to their friend. With "standing room only," several dozen people stood in the back of the room. One friend who eulogized him noted that Stan was a major force in the deregulation of the airline and trucking industries. Another told how this honors graduate of Harvard College and Harvard Law School would retreat to his room the night before law finals to read three chapters of a Henry James' novel. Good old Stan—unflappable.

FIIA lost a wonderful friend and legislative counsel when Stan passed away. That was magnified for me when the first of four men rose to give his eulogy. His eyes glistening with tears, former Speaker of the House Thomas S. Foley confided, "Stan was my oldest friend in Washington." When Stan and he came to D.C. in 1961, they set up the "bachelor pad" they shared for the next seven years. Then,

Stan met Michelle.

As Tom Foley put it, "Stan was too young to die. He had so much more to give... to his family, to his work, to his country. He was a loving husband and father. He was a brilliant man, possessing a keen and far-ranging intellect, and an excellent lawyer, always prepared, always the best prepared. He was a good citizen who contributed the best of himself to his country. We were proud to be his friend."

Thank you, Stan, for all that you gave to your friends at FIIA. May the Lord bless you and keep you, now and for evermore.

This article first appeared in *Bank Insurance Marketing*, Winter 1996, V.5, N.1, pp. 24-26.

"An Elegant Man" —
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