



# WHISPER

**William H. Stander Public Relations, Inc.**

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## William H. Stander Departs PCI, Forms New Advocacy Firm

TALLAHASSEE—William H. Stander, formerly State Government Relations Assistant Vice-President for the Property Casualty Insurers Association of America, announced the formation of his new advocacy firm, WHISPER - William H. Stander Public Relations, Inc.

“WHISPER provides proven and experienced public policy campaign management and coordinated lobbying and media advocacy, so clients can be sure they speak with one message delivered by one voice,” said Stander.

Stander continues to represent PCI as an outside consultant.

With 20 plus years experience advocating before the Governor and Cabinet, state legislators, agency officials, print, radio, and television reporters, and business and industry trade groups, William H. Stander has a proven record of trusted, successful, and aggressive advocacy on behalf of his clients.

As a lobbyist for the Property Casualty Insurers Association of America, Stander stood front and center over the past decade, bringing 1000+ member insurance companies together to take on some of the most complex and contentious issues and fight some of the strongest political winds. Previous lobbying clients have spanned a broad array of industries including economic development and small business, transportation, solid waste, K-12 and post-secondary education, and life and health insurance.

As a spokesperson, Stander has been quoted extensively by every major daily newspaper in Florida, Associated Press, Florida Trend, the Business Journals of Florida, the South Florida Daily Business Review, various national outlets, and insurance trade press including Business Insurance, Reactions Magazine, National Underwriter, and A.M. Best. Stander has also spoken on-air with short and long-form radio and television interviews including capitol bureau correspondents, radio talk shows, and NPR's Marketplace. Stander has also published by-lined op-eds and feature articles in many of these same outlets and is a frequent contributor and Editorial Advisory Board member to Florida Underwriter.

A Pulitzer Prize-winning reporter once described Stander and his efforts as “the spear point to the [insurance] industry's opposition to Gov. Charlie Crist's reform efforts.” (Tallahassee Democrat, July 24, 2007).

“Don't shout,” said Stander. “WHISPER.”

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