

RESOLUTION NUMBER 77

Marty Hendin

WHEREAS, Marty Hendin was born on March 16, 1948 the son of Pearl and Sholom Hendin and graduated from University City High School in 1966. Marty graduated from the University of Missouri-St. Louis, having been one of the first students to attend the new university in St. Louis County. Marty founded UMSL's first spirit club "The Steamers" and was sports editor of the "The Current", the university's student newspaper. He was elected into the UMSL Sports Hall of Fame in 2003; and

WHEREAS, Marty came to work for the St. Louis Cardinals in 1973. Over the years, Marty held positions in Public Relations, Marketing and Community Relations with the Cardinals. Al Fleishman, the founder of Fleishman Hillard once said that "every team needs a Marty" highlighting the important role Marty played in reaching out into the community on behalf of the Cardinals; and

WHEREAS, Marty simply loved the Cardinals, thinking of them as members of his own family. Marty was 100% committed to the Cardinals and its traditions. The Cubs on the other hand, were a different story. Marty was an avid collector of any and all things "Cardinals", proudly displaying them in his office at the stadium which earned him the title of the Mayor of Trinket City; and

WHEREAS, if you were a Cardinals fan over the past 35 years, there was a good chance you had either met Marty or heard his name. Marty had literally thousands of friends from coast to coast. If didn't matter who you were, if you loved the Cardinals, Marty loved you. Marty had an uncanny ability to bring in celebrities from outside baseball into Busch Stadium for games, whether it was Muhammad Ali, Marie Osmond, Bill Cosby, Rob Reiner or Bruce Springsteen; and

WHEREAS, Marty was a tireless supporter of local charities, quick to give of time and energy to support a variety of worthwhile organizations devoted to making the world a better place. Marty was instrumental in the creation of Cardinals Care, the Cardinals charitable foundation that has provided over \$11 million to help kids in our community. In addition to Cardinals Care, Marty was deeply committed to supporting the March of Dimes, the Asthma and Allergy Foundation of St. Louis, the University of Missouri at St. Louis and the B'nai El Temple; and

WHEREAS, Marty is credited with helping give birth to the team's mascot, Fredbird who has brought joy to millions of children over the years.

WHEREAS, Marty loved the City of St. Louis and was always looking for ways to promote the city, the 2006 World Series Parade was something that Marty worked on and was very proud of and he was looking forward to the city and the team hosting the 2009 All Star Game; and

WHEREAS, Marty is survived by his mother Pearl, his wife Ronna Hendin, his son, Rob Hendin, daughter-in-law Lauren Aronson and his sister Linda Harber.

NOW THEREFORE BE IT RESOLVED by the Board of Aldermen of the City of St. Louis that we pause in our deliberations to recognize the life, leadership, charity and contributions to the St. Louis community of Marty Hendin and we direct the Clerk of this Board to spread a copy of this Resolution across the minutes of these proceedings and to further prepare a commemorative copy to the end that it may be presented to our honoree at a time and place deemed appropriate by the Sponsor.

Introduced on the 6th day of June, 2008 by:

Honorable Phyllis Young, Alderwoman 7th Ward

Adopted this the 6th day of June, 2008 as attested by:

David W. Sweeney
Clerk, Board of Aldermen

Lewis E. Reed
President, Board of Aldermen