

1 **BOARD BILL #271 INTRODUCED BY ALDERWOMAN PHYLLIS YOUNG**

2 An ordinance authorizing and direction the Street Commissioner to take all necessary
3 actions to honorarily designate Pine Street between 4th Street and Broadway (FH logo then)
4 “Bill Anderson Way.”

5 WHEREAS, Bill Anderson will be retiring from FleishmanHillard at the end of 2013. Bill
6 has worked for FH for 29 years and is considered a cultural icon of this St. Louis-based
7 global firm. He specializes in communications that support corporate brands and profiles,
8 and works with clients in changing or challenging situations. As one of three vice
9 chairmen, he and two colleagues report to the firm’s president and CEO, Dave Senay, and
10 are responsible for FleishmanHillard’s overall operations and growth. He also works
11 closely with the firm’s network of Asia Pacific offices and has managed the company’s
12 practice groups, chaired its new-business effort, and served as regional president for the
13 Midwest and general manager of the headquarters office in St. Louis.

14 WHEREAS, Bill Anderson and has counseled a number of corporations including
15 Emerson, UPS, Caterpillar, Wal-Mart, SBC Communications (now AT&T), Baxter
16 International, Textron, EDS, and several banking and financial clients. His crisis
17 experience includes government investigations, labor disputes, financial and minority
18 issues and challenges to credibility and ethics.

19 WHEREAS, Bill Anderson has provided strategic counsel and positioning support to a
20 number of public and not-for-profit institutions in St. Louis.

21 **BE IT ORDAINED BY THE CITY OF ST. LOUIS AS FOLLOWS:**

1 **SECTION ONE.** Pursuant to the provisions of Ordinance 68937, the 200 Block of North
2 Broadway shall hereafter be honorarily designated as “Bill Anderson Way.” The Director
3 of Streets shall erect an honorary street-name sign which shall read “Bill Anderson Way.”