

EFFECTIVENESS WITH INTEGRITY

Understanding what motivates people helps Tampa attorney get things done

BY: PORTER WRIGHT
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If there is one word that sums up Hoyt Prindle, it's "effective." A senior associate at Porter Wright, Prindle has long been known as the person who could get things done — even when they seemed impossible.

It's one of the things his clients and colleagues value most about his legal practice: No matter how complex an issue, no matter how challenging a case, Prindle will find a solution.

"Many people spend a lot of time doing things — more to justify existence rather than to reach a goal," he notes. "And I think effectiveness, especially effectiveness with integrity, is maybe the most important quality an attorney can have."

Prindle had always been interested in becoming a lawyer, but his path to the law began in lending.

After earning a bachelor's degree from FSU, he went on to earn an MBA from the University of Tampa. He started his career at the Florida Business Development Corporation, helping small businesses access funding.

"Working at FBDC, and specifically for Bill Habermeyer, was the foundational piece of my career that transformed my life both personally and professionally," he shares. He enjoyed the work, but ultimately felt like his ability to help people laid elsewhere — specifically, in the law.

He began his practice after earning a J.D. from Stetson University. Now, he focuses on complex commercial litigation — breach of contract, professional liability defense and others.

"I get great fulfillment in taking difficult issues and trying to resolve them for clients," he says. "People don't usually call their lawyer when they are happy and celebrating life. They call because something has gone wrong and it's our job to help clients put things back in order."

He brings to his legal practice, and all that he does, strong perseverance, passion and curiosity, traits that allow him to recognize what motivates people and to harness that motivation to accomplish goals.



Hoyt Prindle, III, Senior Associate

Consider the time the University of Florida pushed for legislation to name it the state's sole flagship university. Prindle, who earned his undergraduate degree at Florida State University, helped organize a group in opposition. The law was amended, and now Florida State and UF continue their rivalry as dual "preeminent" universities. For that, Prindle won an Award of Distinction from the Florida Public Relations Association.

Or the time Prindle, then an executive at FBDC, was the only person in the country, at the industry's trade association conference, to obtain co-sponsorship from a U.S. senator, of legislation critical to the industry and small businesses. In another local example, Prindle amassed support and convinced a bipartisan transportation board to unanimously adopt a resolution requiring equity in transportation planning, a feat previously attempted but never achieved.

In his spare time, Prindle reads, loves to travel and attend sporting events, notably football games of his beloved Seminoles. But he also has a love of history and politics and, while his foremost passion is the law, he believes his legal work can be enriched by public service.

Last year, Prindle launched his first political campaign for Tampa City Council against long-time Tampa political titan Charlie Miranda. Despite being outspent by Miranda and special interests, he made history by taking Miranda to a runoff, for the first time in 30 years, ultimately coming within 135 votes of victory. While his dedication to law remains paramount, his effectiveness in the race has marked him as a rising political star.

"Running for office is a humbling, but incredibly rewarding, experience. You learn a lot about people. Ultimately, effective political communication comes down to making people appreciate a point about something you want that is also of interest to them," he says. "You have to help them relate to the thing you're talking about — otherwise, why would they care?" These principles, he says, have helped him recalibrate and rethink how he writes as a lawyer.

But beyond effectiveness, Prindle says it is important to be authentic and convey passion about the things you believe in. "Authenticity is so important to people because so much of our societal functions lack it," he says. "When you're dealing with people and trying to get them to help you, they appreciate and connect with that."