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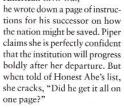
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challenging people to think differently. When Abe Lincoln believed that he would not be reelected during the American Civil War.



47 MARK MARISSEN,
FEDERAL LIBERAL PARTY ORGANIZER FOR B.C.; SENIOR PARTNER,
BURRARD COMMUNICATIONS

In this province, few will mention the federal Liberals without mentioning Mark Marissen's name. His role as chief organizer for the Liberals in B.C. during the 2004 federal election is almost as well known as his other affiliation-Christy Clark's husband. Clients of Marissen's Burrard Communi- If it were anyone else splitting firm he started in 1998, include such notables as B.C. Ferries, also likes to bill itself as "your West Coast connection" to the halls of Parliament.

48 MAT WILCOX, PRINCIPAL, WILCOX GROUP

"I'm just not sure how powerful



CEO, FAIRCHILD GROUP

Thomas Fung is still the king of all Chinese media-with

five top-rated radio stations in Vancouver, Calgary and Toronto, and the national Fairchild TV channel—but on the real estate front, some of the shine has come off Fung's showpiece holding, the Aberdeen Centre. While it is undeniably an architectural coup, questions remain about the mall's business strategy; brown packing paper covers many a storefront. As our Richmond pundit puts it: "[Aberdeen's] spacious 'haute couture' makes it appear cold and empty, contrary to many Chinese malls.... Location is everything in business, and this mall is neither here nor there."

50 LARRY CAMPBELL, SENATOR, FORMER MAYOR OF VANCOUVER

cations, a PR and public policy town for a cushy federal sinecure, we'd just say, "Don't let the door hit you on the way Pattison Outdoor and CIBC out" and leave it at that. But World Markets. The company although he's abandoning the jostle of civic politics for Ottawa's echoing halls, we tip our hats to Mayor Larry for his civic contributions and classic style. Pressed to name some accomplishments under his watch, Campbell says he's most I am!" laughs Mat Wilcox, prin- proud of the Four Pillars drug cipal of national PR firm Wilcox treatment strategy, the Wood-Group. Others are more sure. ward's revitalization and the Whether helping "manage" the Southeast False Creek developdownsizing of SuperPages' east- ment. He's also quick to set the ern offices, providing strategic record straight when asked how counsel to Telus during their he feels about moving to epic strike, countering the Ottawa. "I am not moving to formidable Pam Anderson and Ottawa. I am working there, her PETA campaign against part-time. I plan on being back KFC, or swaying votes for a in the greatest city of the world CRTC licence on behalf of XM every weekend." Any parting satellite radio, the Wilcox Group has proven itself as adept at cre- "Patience, honesty and a sense ating an impact as they are at dif- of humour. These three will keep you alive." o