



VANCOUVER MAGAZINE

December, 2009

NINTH ANNUAL

Power 500

This year's power list gives bonus points to the people who've been most instrumental in readying the city for the Olympics—a process that has helped make clear just who runs this town

CONTINUED FROM PG. 52
spotted Clark's potential—and tried to hire him—even before the former NDP leader got into provincial politics. When Clark receded from public life, following a harrowing 136-day trial, he re-entered Pattison's sights. These days he's seen as the No. 2 man in Pattison's empire—a long way from his days as a union organizer. As the business titan, now 84, considers a succession plan, there's wide speculation that Clark will figure prominently in it.



26



Rich Coleman

26

I ▶ 1 The B.C. Housing minister is a major player on the Vancouver stage. He prises money out of the Treasury Board cabinet for social-housing projects and shelters even in tough economic times. He's driving through his plan for the redevelopment of the 13-acre Little Mountain housing land in central Vancouver, in spite of developer paralysis, community opposition, and city-hall tussling. And he's willing to take the heat for controversial ideas, like a law that would allow police to force homeless people into shelters during cold weather. Through it all, he does what he thinks is the right thing (even if it means having to play Santa to a lefty city government) and he tells it like he sees it.



Douglas Coupland

25

I ▶ 1 The city's most influential creative resident has had a prolific year. From his West Vancouver home (featured in a large New York Times spread this summer) Coupland writes, tweets, postulates, builds. Best known for his swift-yet-intelligent novels—2009's *Generation A* nabbed a nomination for the Writers' Trust Award—he is increasingly well known as an artist and designer. He designed an eight-acre park in Toronto, which opened this year—around the same time his public art pieces for that city were unveiled (we're still waiting for a major Coupland installation in his hometown). His novel *JPaul* was reborn as

a quirky, amusing (though short-lived) TV show. In 2010 things look intimidating: he's publishing a biography of media theorist Marshall McLuhan and delivering the prestigious Massey Lecture



David Podmore

24

CHIEF OF STAFF, VANCOUVER 2010 OLYMPICS COMMITTEE; FORMER VICTORIA COUNCIL MEMBER

I ▶ 1 To developers (and the companies that supply them), the 2010 Games have already been very kind. The buildout in the years leading up to the Olympics has made many of them rich, and the heady mix of civic pride and return on investment is hard to beat. Podmore, the chairman of Concert Properties (which he created with Jack Poole), played a major role in the redevelopment of False Creek, even though he and Poole (who met during Expo 86) lost out to Li Ka-shing and Concord Pacific in the bid to redevelop the former Expo lands. Poole went on to chair VANOC, while Podmore headed up PayCo, the Crown corporation that manages both B.C. Place and the Convention Centre. As such, they both became leading figures in the transformation of the city leading up to 2010.



Martyn Brown

23

I ▶ 1 The provincial government and the B.C. Liberal party are tightly controlled by Gordon Campbell and a small, tight circle in the premier's office. No one there (besides Campbell himself, of course) has more clout than Martyn Brown, the premier's long-time chief of staff. Brown—who's originally from

southern Ontario—studied political science at the University of Victoria before being selected for the legislative intern program. A one-time director of caucus research for the Social Credit party under Bill Vander Zalm, he was appointed special adviser to Campbell in 1998. Since then he's become Campbell's gatekeeper and muse, and probably the most powerful non-elected person in Victoria. A policy wonk and micro-manager, Brown is Campbell's secret weapon—and, turning down requests for all interviews, he obviously plans to keep it that way.



Frank Giustra

22

PRINCIPAL & CEO, GIUSTRA HOLDINGS

I ▶ 1 The West Van mining financier, who's private-jet rich, spends less time these days attracting investment in companies such as Gold Wheaton and Pacific Rubiales and more time convincing the world's wealthiest people to follow his lead and give away a substantial portion of their wealth. Giustra—whose father was a driller in a Sudbury nickel mine—earned his first fortune with Vancouver's Yorkton Securities, and later founded (and then sold) Lionsgate Entertainment. More recently, along with friend Bill Clinton (and \$100 million of his own), he established the Clinton Giustra Sustainable Growth Initiative to battle malnutrition and support entrepreneurship in South America. Closer to home, his Radcliffe Foundation contributes to some of Vancouver's most deserving causes. And as a board member of Streetwise, Giustra actively works at helping to find long-term solutions to the city's homelessness problem.

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