

FAST FOOD NATION'S GREG KINNEAR | EDWARD SCISSORHANDS CUTS A RUG | THE CITY'S BEST TOY STORES

# Los Angeles

Culture Shapers,  
Troublemakers,  
Gatekeepers,  
And Billionaires  
Gone Wild!

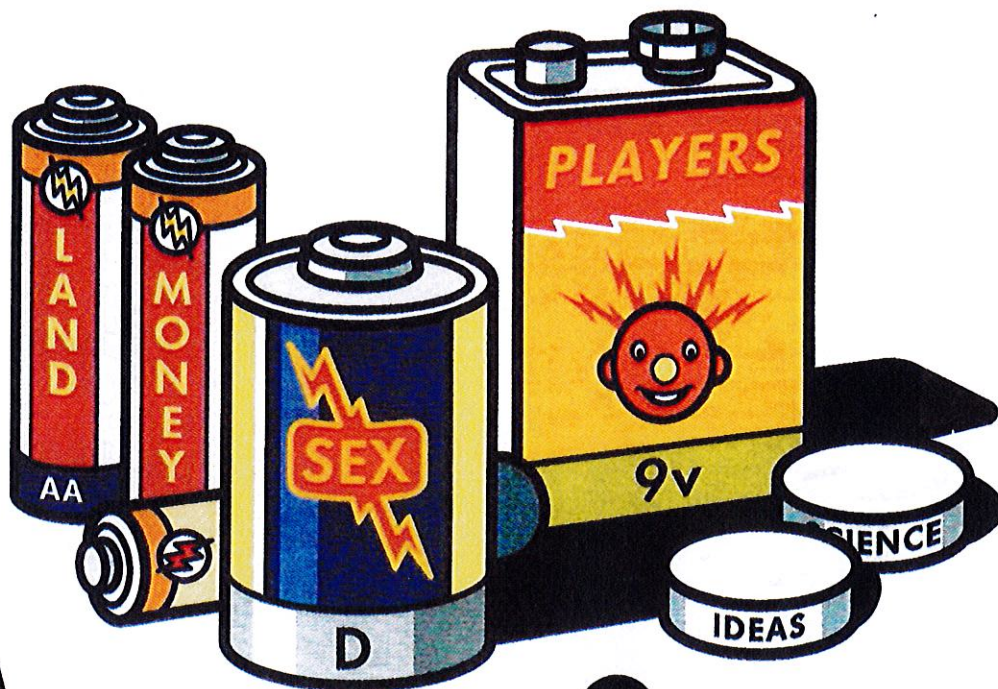
**45<sup>th</sup>**  
ANNIVERSARY!  
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New Features!  
New Look!

# The Influentials

The definitive LA power list, from A to V (Villaraigosa, that is)

DECEMBER 2006 • \$4.95





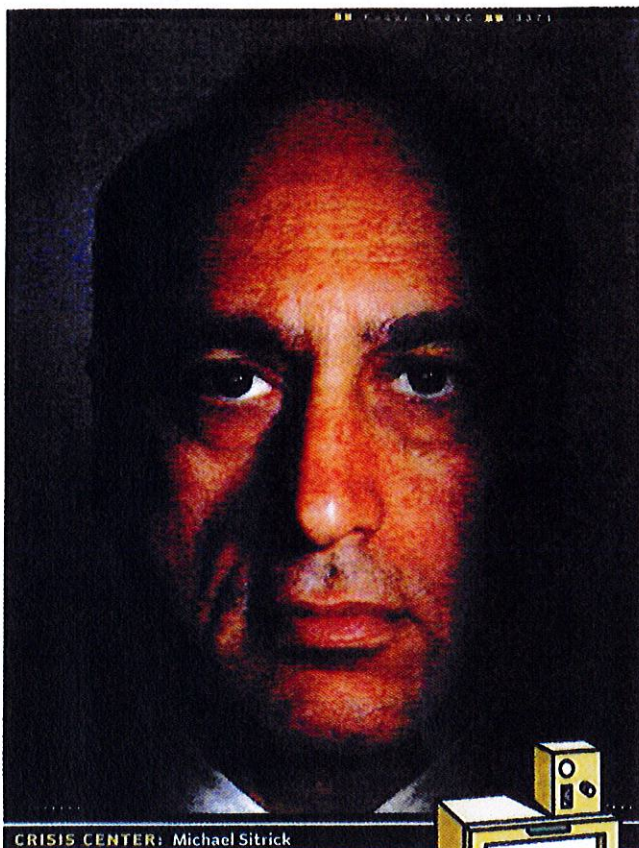
# The List

**Let's start** with the acknowledgment that this whole list business is imperfect—at best, more art than science and, at worst, an advertisement of the authors' predilections and blind spots. No matter how diligent the process, the outcome is bound to be a mix of the arbitrary and the mystifying. Life is never as tidy as a list of “the 100 most” anything would imply, and yet we do it, more in the magazine world than anywhere else, because, well, how often do you get to put the pieces of life into any sort of meaningful order? It's almost as if there is something in our genetic coding that compels us to trawl and skim and distill the population into a numerical Dream Team. Whatever your opinion of the names that appear on the following pages—and we trust that you will disagree with as many choices as you endorse—they become more interesting as a group than as individuals. We offer them not as an etched-in-stone roster but as a way of thinking about Los Angeles: a guide to the city's reach and pull. To make the cut, it was not enough to be merely powerful, much less rich or famous. You can be all those things and yet never exert clout in a significant or transcendent manner, which is why the list is short on celebrity. Influence, our guiding principle, is

something different—a vision, a commitment, an obsession, often laudable but occasionally repugnant, that inspires others to join in or forces them to adapt. A good number of our selections, in fact, have no power in the traditional sense, no wealth, and no fame. Instead of wielding an iron fist, they influence events through ideas and relationships, shape the culture through persuasion and moxie. The high and mighty still anchor the list, but they are outnumbered by the eclectic: artists, activists, gatekeepers, tastemakers, cyber-savvy intellectuals, and social entrepreneurs. To help structure our thoughts, we divided the list into 22 categories, beginning with the way we live (Land, Home, Food), moving on to how we work (Politics, Players, the Industry), and concluding with the timeless struggles of the species (Sex, Crime, Faith). A few of our categories were invented to reflect the particularities of L.A. identity, such as Wheels (a nod to our love affair with cars) and En Español (a recognition of the parallel universe that exists here in Spanish). There is no hierarchy in these categories and no ranking of the 122 names that inhabit them. The only rule we followed was a provincial one: Each influential had to live in the county or make it the locus of his or her work.



SITRICK: DAN WINTERS



CRISIS CENTER: Michael Sitrick

# MEDIA

## Michael Sitrick

PR EXECUTIVE



» **Age:** 59. **Greatest hits:** Rush Limbaugh, Michael Ovitz, Cardinal Roger Mahony. **Why him?** Sitrick's Century City firm perfected the field of crisis public relations. He controls reportorial access to troubled actors and warring financiers alike. **Latest coup:** Engineered Lesley Stahl's *60 Minutes* interview with Patricia Dunn, shifting the focus from charges of illegal spying on board members against the former Hewlett-Packard chairwoman to her fight with cancer. **Because he can:** Wears a \$61,000 wristwatch. **The test:** The recent departure of high-powered partner Allan Mayer raises questions about the future.