

west

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The Power Issue

A look at the 100 people who wield
the most influence over
Southern California. Who's No. 1?*

*Hint: He's not on the cover

The west 100

Our list of the most
powerful people in
Southern California

Photographs by ART STREIBER

Michael S. Sitrick

Chairman and CEO, Sitrick & Co.;
59, Pacific Palisades

L.A.'s king of crisis PR. His firm has handled press for the Archdiocese of Los Angeles during the pedophile priest scandal. He helped Stanley Gold and Roy Disney fight Michael Eisner. He helped O.C. save face after its bankruptcy, and assisted Beverly Hills when it was accused of racial profiling. Longtime clients Michael Ovitz and Terry Christensen turned to him after their names came up in the Pellicano scandal. And he crafted strategy for Ron Burkle in his battle with the New York Post's Page Six.