

NO. 1
IN GLOBE SPORTS



Tanenbaum tops sports power list
ANNUAL GLOBE RANKING, S1



Brad Robins Canada's top sports marketer of the year

THE GLOBE AND MAIL

CANADA'S NATIONAL NEWSPAPER ■ FOUNDED 1844 ■ GLOBEANDMAIL.COM ■ TUESDAY, DECEMBER 9, 2003

THE GLOBE AND MAIL'S TOP 25 IN CANADIAN SPORT



1. Larry Tanenbaum, Chairman, MLSE

- 2. John Furlong**
President/COO, Vancouver Olympic bid
- 3. Pat LaForge**
President, Edmonton Oilers
- 4. Mike Weir**
Masters champion
- 5. Eugene Melnyk**
Owner, Ottawa Senators

- 6. Tom Wright**
CFL commissioner
- 7. Ken Read**
President, Alpine Canada
- 8. Jordin Tootoo**
Forward, Nashville Predators
- 9. Richard Peddie**
President/CEO, MLSE

- 10. Normand Legault**
Promoter, Canadian Grand Prix
- 11. Brian Burke**
President/GM, Vancouver Canucks
- 12. Even Pellerud**
Coach, Canadian women's soccer team
- 13. Beckie Scott**
Nordic skier / antidoping ambassador

- 14. Gary Bettman**
NHL commissioner
- 15. Bob Goodenow**
Executive Director, NHLPA
- 16. Howard Sokolowski, David Cynamon**
Owners, Toronto Argonauts
- 17. Pierre Boivin**
President, Montreal Canadiens

- 18. Kevin Albrecht**
Managing Director, IMG Canada
- 19. Stacey Allaster**
Vice-President, Tennis Canada
- 20. Catriona Le May Doan**
Speed skater / Vancouver Olympic spokesperson
- 21. Jake Snyder**
Brother of former Atlanta Thrasher Daniel Snyder

- 22. Roger Neilson**
Former NHL coach / Order of Canada recipient
- 23. Mark Kelly**
Reporter, CBC Disclosure
- 24. Brad Robins**
Sports marketer/agent
- 25. Don Cherry**
Hockey personality

THE GLOBE AND MAIL



Power, influence and impact on sport all played a part in making the difficult selections,

WILLIAM HOUSTON writes

In a year when Vancouver was awarded the 2010 Winter Olympics, when the Edmonton Oilers organized the first National Hockey League outdoor game and when a Canadian golfer won the sport's top prize, a businessman in Toronto emerged as the most powerful sports figure in the country. In July, Larry Tanenbaum, 58, was appointed the chairman of the board of Maple Leaf Sports and Entertainment Ltd. The restructured ownership of the company that owns the Toronto Maple Leafs, Toronto Raptors and Air Canada Centre not only sent Tanenbaum to the top job, but also expanded his influence to include the NHL.

RUCBY PARADE FOR HIS

...high-profile athletes such as Weir, Toronto Maple Leaf Alexander Mogilny and Senators captain Daniel Alfredsson.

19. Stacey Allaster, vice-president and tournament director for Tennis Canada's international tournaments.

Allaster specializes in sales and marketing. She's one of the architects of the business plan for Tennis Canada's new \$40-million tennis stadium and put together the naming-rights deal for the Rexall Centre. She's a member of the WTA's board of directors.

20. Catriona Le May Doan, Olympian.

Even in retirement, Le May Doan was a winner in 2003. During the IOC presentations in Prague for the 2010 Games, she made the closing speech for Vancouver. She

23. Mark Kelley, reporter.
The CBC reporter broke one of the hot-button stories in Canadian sport when he reported on *Disclosure* that the Canadian Hockey Association's decision to allow body-checking for nine-year-olds was based on bad information. The CHA subsequently pushed back the age for bodychecking to 11.

24. Brad Robins, sports agent, marketer.

Robins negotiated for the Katz Group drugstore chain the naming-rights deals with Tennis Canada's new Toronto stadium (Rexall Centre) and the Edmonton Oilers arena (Rexall Place). He did a Grand Slam of Curling Tour deal for Katz and he's also a sports marketing strategist for some of North America's top business leaders.

25. Don Cherry, commentator.

Cherry is the only sports TV commentator in Canada to have his remarks monitored by a national wire service, not to mention hockey fans across the country on his *Coach's Corner* segment during *Hockey Night in Canada* every Saturday night. Cherry is controversial, but never dull.

institution every regu- since 1946. y Night in g television I own Leafs hannel. At a ber of pro- ises are los- rately held rofit in 2003 lition to \$20- y which anal- umbers. cently ranked most valuable after the New illas Stars. But ankers put the ite the sports rgest market, at f MLSE, with its 70 TV channels, \$1-billion. anenbaum in a e power.

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