

The 500

MOST INFLUENTIAL

Portlanders

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WHAT'S NEXT: With 15,000 season tickets already sold out for 2012, the next challenge is maintaining a pitch-perfect relationship with soccer's local demographic—an amalgam of DIY-culture types, ethnic communities, soccer neophytes, and those who insist on calling the game “football.” (MP)

Bo Kwon 🍷 🍴 ✨

This Korean-American marketing wiz creates a street-food empire.

SIGNATURE MOVE: After attaining viral celebrity with his roving Koi Fusion Korean taco truck (and frequent Twitter updates), Kwon launched locations across the city and a cash-spinning outpost in upscale, suburban Bridgeport Village. Says Kwon, “It’s just a matter of turning a ‘roach coach’ into a powerful marketing tool.”

WHAT'S NEXT: The 33-year-old Kwon is sketching plans for brick-and-mortar taco stations across central Portland and suburbs that, as his Bridgeport beachhead shows, are hungry for street-wise, cart-tested cuisine. (BT)

**Trevor Solomon and
Zale Schoenborn** 🍷 🍴

Two eclectic tastemakers build Portland’s national music cred.

SIGNATURE MOVE: MusicfestNW is a club-hopping urban frenzy; Pickathon, a rustic chill-out. Both invite formidable acts to jam with Portland’s inimitable vibe. When Solomon took over MusicfestNW five years ago, he turned a scrappy local festival into a national talent-booking force—last September, the festival packed Pioneer Courthouse Square for Iron & Wine, Band of Horses, and others. Schoenborn nurtured Pickathon from a humble bluegrass/folk fest into a cross-genre gem (last summer’s lineup reads like a wise hipster’s iPod playlist), beloved for its family-friendly ethos and sustainability focus.

WHAT'S NEXT: Managing success. Solomon wants even bigger bands while maintaining the festival’s grassroots connections. Schoenborn recently turned to Pickathon’s fanbase for direct feedback on whether to raise ticket prices or expand capacity. (AW)

Scott Andrews ✨ 🍷 🍴

The PDC chairman charts a new course for our “other government.”

SIGNATURE MOVE: Long a power center second only (and only sometimes second) to City Hall, PDC remade the city during the boom years. In Andrews’s three-plus years at the helm, the agency changed tack. The focus: jobs in specific

“We missed the sense of community, so we set out to create that consciously.”

—DEVELOPER DAVE SCHROTT



POWER BREAKFAST

THE SKANNER MLK DAY BASH
For the last 26 years, 1,000 or more people—certified power brokers and plain-old civilians—have filled an Oregon Convention Center hall on Martin Luther King Jr. Day, at the invite of venerable African American newspaper the Skanner.

WHO'S EATING
“It attracts a who’s-who of Portland,” says City Commissioner Nick Fish. “Typically, the governor, one or two senators, one or two members of Congress...” Amid this excellent networking opportunity, Skanner publisher Bernie Foster hands out up to \$40,000 in social justice scholarships.

WHAT THEY'RE EATING
Industrial bacon and eggs

industry “clusters,” like sustainability, software, sportswear, and manufacturing. Observers credit Andrews as a quiet force for order and focus, helping Mayor Sam Adams pull off coups like last May’s announcement of SoloPower’s 500-job manufacturing plant.

WHAT'S NEXT: PDC’s cluster strategy comes with a side helping of cash to remake main-street business districts in neighborhoods desperate for jobs, like the east side’s Cully and Parkrose. (ZD)

Jim Winkler ✨ 🍷 🍴

The Portland Art Museum’s new chairman of the board thinks big.

SIGNATURE MOVE: In his years as a patron, board member, and treasurer, this developer (who, among other projects, remade an old hospital into Adidas’s North American headquarters) helped smooth PAM’s transition from the flashy, deficit-riddled regime of ex-exec John Buchanan to the steadier, thriftier management of chief Brian Ferriso.

WHAT'S NEXT: Now board chair, Winkler faces a question: can he launch the museum’s next phase (and perhaps a significant addition) without the muscle of previous deep-pocketed expansionists Melvin “Pete” Mark and the late Harold Schnitzer? (ZD)

**Let Us Build
Cully Park!** ✨ 🍷 🍴

A multiethnic coalition battles to create a patch of green.

SIGNATURE MOVE: Cully is a vast tract of Northeast being transformed by immigrants and new homeowners. Amenities remain in short supply, but there is a 25-acre former landfill perfect for a park. In an all-too-rare instance of a neighborhood organization trying to build something rather than stop something, this coalition is leveraging neighbors’ skills—from engineering to landscaping to grant writing—to push the project. Let Us Build recently landed a \$150,000 grant and completed much of a needed environmental assessment.

Bo Kwon, Koi Fusion