

Money maven

WHY: a key player in overhauling Vancouver stock brokerages

RUSTY GOEPEL

Senior vice-president
Raymond James Ltd.

Financier Rusty Goepel's interests cover a range of businesses and endeavours. His name is wedded to the changes that transformed Vancouver brokerages in the late 1990s. As CEO, he guided **Goepel Shields & Partners Inc.** through its 1998 merger with **McDermid St. Lawrence Securities Ltd.** to become **Goepel McDermid**, which grew to have \$3.5 million in assets under management. In 2000, Goepel oversaw acquisition of Goepel McDermid by U.S. giant **Raymond James Ltd.** Goepel also chairs the **Business Council of B.C.**, is a director of the



Vancouver International Airport Authority and other businesses and sits on the organizing committee of the 2010 Winter Olympics. ♦