



Virginia Greene

June 22, 1944 – December 2, 2010

It is with great sadness that we announce the passing of Virginia Greene, beloved wife, mother, sister and grandmother, on December 2, 2010, following her 18-month fight with ovarian cancer.

One of the most influential businesswomen in Canada, Virginia's warmth, smile, grace, intelligence and integrity touched the hearts of everyone who met her.

Virginia will be lovingly remembered by husband, Lyle Viereck, daughter Justine and son-in-law Scott, grandchildren Parker, Hana and Alexander, as well as her readers club and all those who were fortunate to know her as a friend, colleague, community volunteer and mentor.

A proud British Columbian, Virginia was born in Prince Rupert and earned her anthropology degree from the University of British Columbia. Over a career that spanned more than 40 years, Virginia became one of our province's most successful business and community leaders, enjoying her time as a deputy minister with the Province of British Columbia and business entrepreneur.

One of her most outstanding contributions was during Expo 86 when she was responsible for the international tourism marketing and promotion of British Columbia before, during and after the world's fair.

In 1987, Virginia founded GoDirect Marketing, a data-based and digital marketing agency servicing a wide range of BC and Canadian companies. She successfully grew the company into a Canada-wide operation, which was purchased by advertising multinational J Walter Thompson Advertising. Recognizing Virginia's leadership qualities and business acumen, the company made her the President and CEO of its new North American division Connect@JWT, which Virginia soon expanded to include offices in Chicago, Atlanta and New York.

In 2005, Virginia returned to the public sector, serving the Province as Deputy Minister, Tourism Sport and the Arts (2005-2006) and Deputy Minister of Intergovernmental Relations (2006-2007). In 2007, Virginia was appointed President and CEO of the Business Council of British Columbia which represents more than 250 of BC's largest and leading companies.

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Throughout her life, Virginia never forgot to give back. In fact, for every hour she spent on her career, she gave another hour to worthwhile community causes. Over the years, Virginia served on the boards of numerous organizations, including the UBC Board of Governors, the Salvation Army Advisory Board, and VGH Hospital Foundation Board. Virginia was particularly proud of her work as chair of the Canadian Breast Cancer Foundation (BC/Yukon Division) and as a founder of the Street to Home Foundation to address homelessness in Vancouver.

In the lead up to the 2010 Olympic and Paralympic Games, Virginia ran in the torch relay, a highlight for her and her family. Then, in September, after more than a year of treatment for ovarian cancer, Virginia organized a sell-out luncheon for Ovarian Cancer Canada, raising some \$300,000 to help find a cure for the disease.

Services remembering Virginia will be held at Christ Church Cathedral, 690 Burrard Street, Vancouver, at 2:00 pm, Friday, December 10. In lieu of flowers, a gift to Ovarian Cancer Canada (www.ovariancanada.org) in Virginia's name would be greatly appreciated.
