

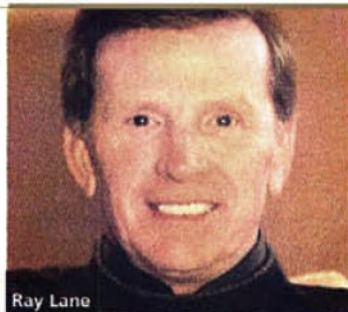
# Power 100

Silicon Valley has known its fair share of luminaries and leaders—from the nimble minds behind the technological revolution to the contemporary thinkers in social service to the creative bodies imparting artistic expression; the region has worked tirelessly to secure itself as a significant source of innovation and vast opportunity. Never ready to rest on its laurels, however, the Valley continues to surge forth, merging money and aptitude with remarkable result.

Although countless citizens are part of this success, there is a handful—100 to be exact—of trailblazers, advocates, and benefactors who truly make it all happen. Given their contributions in creative, business, governmental, and community sectors, their power of influence and policy is undeniable. But instead of focusing on boardroom affairs or bottom lines, we decided to delve deeper and find out more about who they are sans suit: proudest achievements and favorite mottos, greatest fears and happiest moments. While some answers didn't come as a surprise, others did—such as three-quarters of these power moguls sharing one particular weakness: they regretfully don't know how to play the piano. Fortunately, they have just a few other talents—and friends—to help them get by.

EDITED BY MANDY MAJOR





Ray Lane



Larry Sonsini

tion awarded 706 grants in 2004, totaling \$217,015,990.

**Other organizations, boards, or teams you are involved with:** Director, Hewlett-Packard Corp.; trustee, Stanford University; president and CEO, Technology Resource Assistance Center.

### Jeff Skoll

*Founder, The Skoll Foundation*

**Alma mater:** University of Toronto, BS in electrical engineering; Stanford Graduate School of Business, MBA.

**How you came into your current position:** Former president of eBay, Inc., became active in philanthropy in 1998 and formed the foundation in 1999.

**Organization size:** In 2004 the foundation awarded funds to 31 organizations in three divisions—innovation in Silicon Valley, social entrepreneurship, and social sector programs—with grants totaling more than \$4.5 million.

**Other organizations, boards, or teams you are involved with:** Founder, Participant Productions; member, board of directors, eBay Foundation and Community Foundation Silicon Valley; advisory board member, Stanford Graduate School of Business.

### Larry W. Sonsini

*Partner and Chairman, Wilson Sonsini Goodrich and Rosati*

**The most challenging aspect of your career:** The need to constantly reinvent myself and adapt to a changing environment.

**Your greatest happiness:** Freedom.

**How you like to spend your free time:** Physical activity, reading a great novel, and watching great classic movies.

**Other organizations, boards, or teams you are involved with:** Member, American Academy of Arts, University of California President's Board on Science and Innovation, and Sciences and American Law Institute; trustee, Santa Clara University; director, Echelon Corporation, LSI Logic Corporation, PIXAR, Inc., and Silicon Valley Bancshares; board member, SEC's Advisory Committee on Capital Formation and Regulatory Processes, ABA Committee on Federal Regulation of Securities, Legal Advisory Board of the NASD, Inc., and the board of advisors, *Berkeley Technology Law Journal*, Boalt Hall.

### Lisa Sobrato Sonsini

*President, Sobrato Family Foundation*

**Favorite motto:** To whom much is given, much is expected.

**The achievement(s) you are most proud of:** Creating the foundation at age 29 [in 1996].

**Favorite charity or non-profit organization:** Court Appointed Special Advocates (CASA) and Silicon Valley Children's Fund.

**Favorite hobbies:** Water skiing and snow skiing.

**The next accomplishment you hope to achieve:** A major initiative relative to foster children.



Gino Belfari

### Lee Brandenburg

*Co-founder, Brandenburg, Staedler and Moore*

**Birthplace:** New York City, New York.

**The achievement(s) you are most proud of:** Conceiving of and developing projects that will be around long after I'm gone, such as writing a book on American politics and building golf courses, housing, etc.

**The most challenging aspect of your career:** Letting go so the young men can take over.

**Qualities you most admire in a person:** Awareness and compassion for other people, especially the underdog.

**Your greatest fear:** That the United States is on a slow downward path toward mediocrity.

**What you enjoy most about San Jose as a city:** The Martin Luther King Jr. Library. I could spend the rest of my life in there browsing, studying, and reading.



# Real Estate





members.  
**Annual budget:** Raised \$1,371,648 in 2004.  
**How you came into your current position:** Hired in 1993, after having served as program director for the Mid-Peninsula YMCA in Palo Alto.

#### **Kay R. Walker**

*President and CEO, Via Services, Inc.*

**Birthplace:** Eufaula, Alabama.  
**The achievement(s) you are most proud of:** I am proud to be president and CEO of an organization that I love, and to have the opportunity to create programs that touch the lives of people with special needs. I am also honored to be the first person from a public benefit organization to be president of the Rotary Club of San Jose.  
**The most challenging aspect of your career:** There are not enough hours in the day.

#### **Mark Walker**

*President and CEO, United Way Silicon Valley*

**Annual budget:** \$15 million.  
**Job duties:** Management and oversight of all fundraising and fund distribution activities, and community outreach.  
**Alma mater:** Drury College.  
**Favorite hobbies:** Golf and coaching youth sports.



Diane Brandenburg

#### **Laura K. Arrillaga**

*Founder and Chairwoman, SV2 (Silicon Valley Social Venture Fund); Faculty Member, Stanford Graduate School of Business; Director, Arrillaga Foundation*

**Favorite motto:** Dream lofty dreams, for as you dream, so shall you become.

**The achievement(s) you are most proud of:** Taking care of my late mother when she was ill with cancer, and working toward creating a new field of academia in philanthropy.

**Favorite hobbies:** Laughing, literature, and art.

**Your greatest fear:** That Americans do not all rise to our mutual responsibility of incorporating giving back as an essential life principle.

#### **Lee and Diane Brandenburg**

*Founders, Brandenburg Family Foundation*

**How you came into your current position:** Through the building of our business over the past 53 years.

**Favorite charity or non-profit organization(s):** Lee—Veterans' organizations. Diane—The Salvation Army, Disabled American



Lee Brandenburg

Veterans, Silicon Valley Children's Fund, and the Ronald McDonald House at Stanford University.

**Your greatest happiness:** Lee—A happy and healthy family.

**Qualities you most admire in a person:** Diane—Honesty, a sense of humor, and the ability to laugh at one's shortcomings without giving into them.

#### **Steve and Michele Kirsch**

*Founders, The Kirsch Foundation*

**Alma mater:**

Michele—Mills College, BA; Santa Clara University, JD. Steve—Massachusetts Institute of Technology.

**The most challenging aspect of your career:**



# Philanthropy