





## 100+ VERY POWERFUL PEOPLE

Gene Amdahl  
 Bill Atkinson  
 Tim Bajarin  
 Carl Berg  
 James Boccardo  
 Brenna Bolger  
 Roger Borovoy  
 Phil Boyce  
 Dave Bursky  
 Nolan Bushnell  
 Pete Cary  
 Scott Carey  
 Jack Connor  
 Carl Cookson  
 Will Corrigan  
 Marshall Cox  
 John Crump  
 Adam Cuhney

John Dvorak  
 Esther Dyson  
 Michael Eisencher  
 Paul Ely  
 Doug Engelbart  
 Bruce Entin  
 Irwin Federman  
 M.E. Fox  
 Paul Franson  
 Jean-Louis Gassée  
 Fred Gibbons  
 James Gibbons  
 Andy Grove  
 Ken Hagerty  
 Bill Hambrecht  
 William Hewlett  
 Tom Hinklerman  
 Fred Hoar

Ted Hoff  
 William Hugle  
 Bryan Jeffrey  
 Steve Jobs  
 H. Richard Johnson  
 Philippe Kahn  
 Alan Kay  
 David Kelley  
 Tom Kelley  
 Don Kingsborough  
 Barbara Krause  
 Sandra Kurtzig  
 Floyd Kvanme  
 Richard Lee  
 Karen Loewenstern  
 Paul R. Low  
 Bernie Marten  
 J. Daniel McCranic

Tom McEnery  
 Dianne McKenna  
 Regis McKenna  
 Robert Metcalfe  
 Gordon Moore  
 Jim Morgan  
 Rebecca Morgan  
 Ed Mosher  
 Roger Mosher  
 Sho Nakanuma  
 Robert Noyce  
 Dave Norman  
 Gene Norrett  
 Ken Oshman  
 David Packard  
 Lucile Packard  
 Jim Patterson  
 Tom Peters  
 William Perry  
 Andy Pollack  
 James Pooley  
 David Powell  
 Andy Proccassini  
 Sally Reed  
 Evelyn Richards  
 Arthur Rock  
 T.J. Rodgers  
 Ben Rosen  
 Jerry Sanders  
 Carl Schmitt  
 John Sculley  
 L.J. Sevin  
 Alan Shugart  
 Lenny Siegel  
 Kimball Small  
 Roger Smith  
 Ted Smith  
 Larry Sonsini  
 Charles Spork  
 Larry Stone  
 Daniel M. Tellep  
 Jack Tramiel  
 Jim Treybig  
 Bernard Tse  
 Grace Tse  
 Don Valentine  
 Dean A. Watkins  
 Leigh Weimers  
 Jack Wilson  
 John Wilson  
 Margaret Wozniak  
 Steve Wozniak  
 John Young  
 Ed Zschau

The purpose of this article is to remedy this inequity, to begin to create a "reputation of power" for those who truly deserve it. Some will be well-known names, but others, we hope, will be utterly unknown to the reader. This will be their moment in the limelight—and if there is any justice in Silicon Valley (very little, in fact), it won't be their last.

Unlike most such lists—which inevitably end up reflecting the biases and career goals of their authors, anyway—the Silicon Valley 100 makes no pretense of being in the slightest way scientific, rigorous, empirical or at all objective. In fact, if we have done our job right the Silicon Valley 100 will seem vicious in its condemnations, capricious in its rewards, greedy in its self-indulgence and utterly lacking in any vision—a lot like

One problem is that certain individuals can rearsitucally appear in several categories. And you'll quickly notice that we haven't given the categories their traditional names. That's because professional titles often are merely another avenue for self-promotion. "Venture Capitalists," for example, is a ~~bit too~~ washbuckly and pleased with oneself for our tastes. We've substituted "Bagmen," a term guaranteed to strip away any delusions. The same with "Hacks" for journalists, "Pickpockets" for retailers, and "Mouthpieces" for attorneys. These terms may seem a bit venal, but, hey, if you can't laugh at yourself—you'll have a great future in Silicon Valley.

Finally, you'll notice there are actually more than 100 names because we clustered some names together as one. So we cheated—a first in this town, eh?



LENNY SIEGEL

## GADFLIES

**Y**OU'VE GOT TO GIVE THE FOLLOWING people credit. In a town where money is there for the clever person to take, and where everybody is scared to

death about losing a job, these men have pursued careers guaranteed not only to keep them impoverished but also, as likely as not, to cost people jobs.

Stirring things up is not considered an honorable profession in Silicon Valley—not like, say, getting founder's stock. In fact, you can be sure that the people who run this valley would love to see the following folks go away. These execs long for the good old days, when Silicon Valley was a "clean, safe industry" and nobody asked about the citizenship of those assemblers on swing shift, or the owner of the black Cadillac with its trunk open in the parking lot, or the contents of those 50-gallon drums being dumped in the vacant lot out back.

Those good old days ended in 1979 when the *Mercury News* published "The Chemical Handlers," the first investigative series on toxic chemical hazards in Silicon Valley. There have been scores of hard-hitting stories in numerous publications ever since: on sweatshops, drug abuse, espionage, and higher rates of birth defects in some neighborhoods. And every step of the way the electronics industry has dragged its feet—less from any planned cover-up but most often because it actually seems to have believed its own publicity.

Of course, that was no excuse, even at the beginning. It becomes less so as time goes on.

**LENNY SIEGEL** (Pacific Studies Institute)—An ex-Stanford radical and co-author of the *High Cost of High Tech*, Siegel often seems half trapped in the '60s and half living in the 21st century. Brilliant, sloppy, eccentric and politi-

cally to the left of Bukharin, Siegel's case is usually undermined by anti-capitalist dogma, but then redeemed by his extraordinary gathering of damning facts.

**TED SMITH** (Toxics Coalition)—This guy is a polluter's nightmare, a man right out of Frank Capra central casting: *Mr. Smith Goes to Silicon Valley*. Ted Smith looks like a cross between an assistant scoutmaster and a country minister, and every time he says the groundwater is toxic from Silicon Valley pollution, Culligan stock must jump 10 points.

**MICHAEL EISENCHER** (labor organizer)—And you thought Walter Reuther had it tough. Eisencher has more things going against his efforts than probably even he likes to count: The West is anti-union; California is anti-union; Santa Clara County is anti-union; and Silicon Valley is particularly anti-union. But Eisencher has patience, and he knows that time is on his side. Sooner or later—and Atari came very close—some company will screw up and permanently shatter the faith of its employees. That fateful day will be Michael Eisencher's moment in history.

**PETE CAREY** (*San Jose Mercury News*)—The most dangerous man in Silicon Valley. Last year's Pulitzer Prize for the Philippine investment series only validated what reporters (though not enough editors) have long known: Pete is the best investigative reporter west of the Mississippi. Silicon Valley drugs, sweatshops, espionage—all were Carey's. If we were Silicon Valley executives, we'd be lying awake nights worrying about what story Carey is working on next.