



# PORTRAITS



# OF SUCCESS

IMPRESSIONS OF SILICON VALLEY PIONEERS



CAROLYN CADDES

RESEARCH BY BARBARA NEWTON

WITH A FOREWORD BY NOBEL LAUREATE JOHN BARDEEN



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## COMPUTERS

Creators and commercializers of computers, software, peripherals, telecommunications, video games, and artificial intelligence

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Venture capitalists, investment lawyers, executive recruiters, public relations specialists, an association president, and a congressman

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## ELECTRONICS TECHNOLOGY



The son of immigrant parents, Sheldon Breiner worked in the family bakery in St. Louis, decorating wedding and bar mitzvah cakes and delivering pastries. He chose to attend Stanford University for two reasons: it offered the best financial support, and it was the farthest away from the demands of the bakery.

After earning a B.S. in geophysics in 1959, Breiner began to pursue his childhood dream of becoming an explorer. As a student at Stanford, he conceived an application of the geophysical magnetometer, an instrument that measures minute variations in the earth's magnetic field. Varian Associates agreed to provide support for his research, and he joined the company. While there Breiner earned a Ph.D. in geophysics.

Varian gave him an assignment he describes as the "most fascinating job anyone could hope for: to take the world's most sensitive magnetometer and find uses for it." With the instrument he has recovered buried avalanche victims, sunken treasures, and missing nuclear submarines. Breiner helped discover two buried cities: Sybaris, an ancient Greek city in Italy, and San Lorenzo Tenochtitlan, a 3000-year-old Olmec site in the jungles of Mexico. He also developed the metal detectors passengers walk through in airports.

Deciding to start his own company, Breiner founded GeoMetrics, which specializes in survey equipment and services used in the search for valuable mineral deposits. When GeoMetrics was acquired by Edgerton, Germeshausen & Grier, Breiner founded Paramagnetic Logging, Inc. (which develops oil well probes); Fracture Technology, Inc. (which provides equipment and services for oil well production); and Syntelligence (an artificial intelligence company specializing in expert systems).

Breiner lives with his family in Portola Valley less than 100 yards from the San Andreas Fault. He operates a seismograph in his basement to record earthquakes from all over the world. In his leisure time he plays tennis on a court, called Double Fault, located on the fault itself.

### SHELDON BREINER

Breiner greeted me in running clothes at his hillside home. He had just returned from his "fifteen-mile morning jaunt" in the nearby foothills. An extraordinarily friendly man, he had a contagiously cheerful spirit.

We wandered around the house, deck, and grassy slopes to find the right spot for his photograph. As we roamed, we talked about his conservation efforts, focused primarily on preserving these hills behind Stanford.

And we lingered on a mutual interest in photography: cameras, films, lighting - all of which he discussed in depth. Breiner has a good eye and easily found the best light for the pictures. After we took several rolls of film and drank some orange juice, he sat down on the edge of his deck looking out at the 400-year-old oak trees dotting the hillsides. He was relaxed and right at home, especially with his untied shoes.



**SHELDON BREINER**

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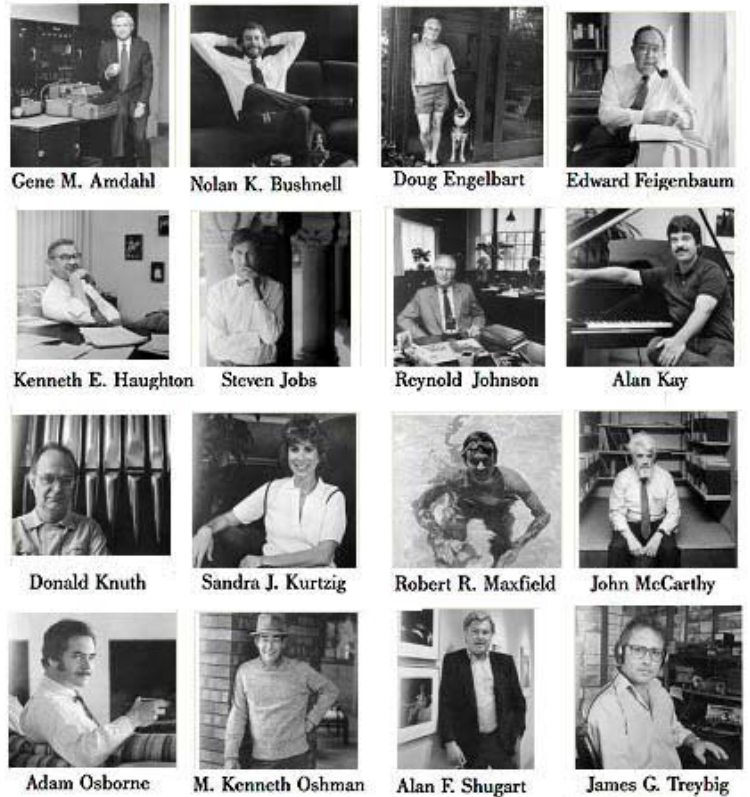
William Shockley



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