



Guy Kawasaki with his rescue dogs, Jersey (left) and Bane

MR. NICE GUY

Tech guru Guy Kawasaki may love his devices, but he knows they won't greet him with a wet kiss or an exuberant bark when he gets home at the end of a long day (sorry, Siri, but it's just not the same). Instead, that role is filled by the animals he and his family adopted from the Peninsula Humane Society & SPCA (PHS/SPCA), including two dogs (Jersey and Bane) and two rabbits.

Earlier this year, Kawasaki—Apple's former "chief evangelist" and currently special advisor to the Motorola business unit of Google—decided it was time to give back to the animal welfare organization, which operates facilities in San Mateo and Burlingame. But instead of simply writing a check, he joined the nonprofit's Board of Directors. "I felt it was time to reciprocate for all the joy and love PHS/SPCA brought into my family," he says. The all-volunteer board is comprised of Bay Area residents who help set the organization's roadmap for the future and work to raise funds and increase awareness about PHS/SPCA and its mission.

Kawasaki's involvement came on the heels of PHS/SPCA's 11th consecutive year finding homes for 100% of the healthy dogs and cats in its care. And while Kawasaki is the kind of board member that would make any tech company salivate, the organization says it was the Atherton resident who made the first move. "Our staff is young and didn't know his extraordinary Apple history and other amazing professional accomplishments," says PHS/SPCA President Ken White, "but [they] took special care to make an impression, as they do with every visitor."

In addition to their PHS/SPCA animals, Kawasaki and his wife, Beth, also share their home with four children and a rotating cast of pets that has included turtles, lizards, and even chickens. Kawasaki's Facebook page is evidence of the many hats he wears: author, investor, entrepreneur, family man—and animal lover. A typical tech-oriented post on March 14 about the NSA and "phone metadata" was soon followed by humorous photos of "25 pets who don't know how to use furniture," along with Kawasaki's two-word commentary: "Oh my." ♦ —ROBIN HINDERY