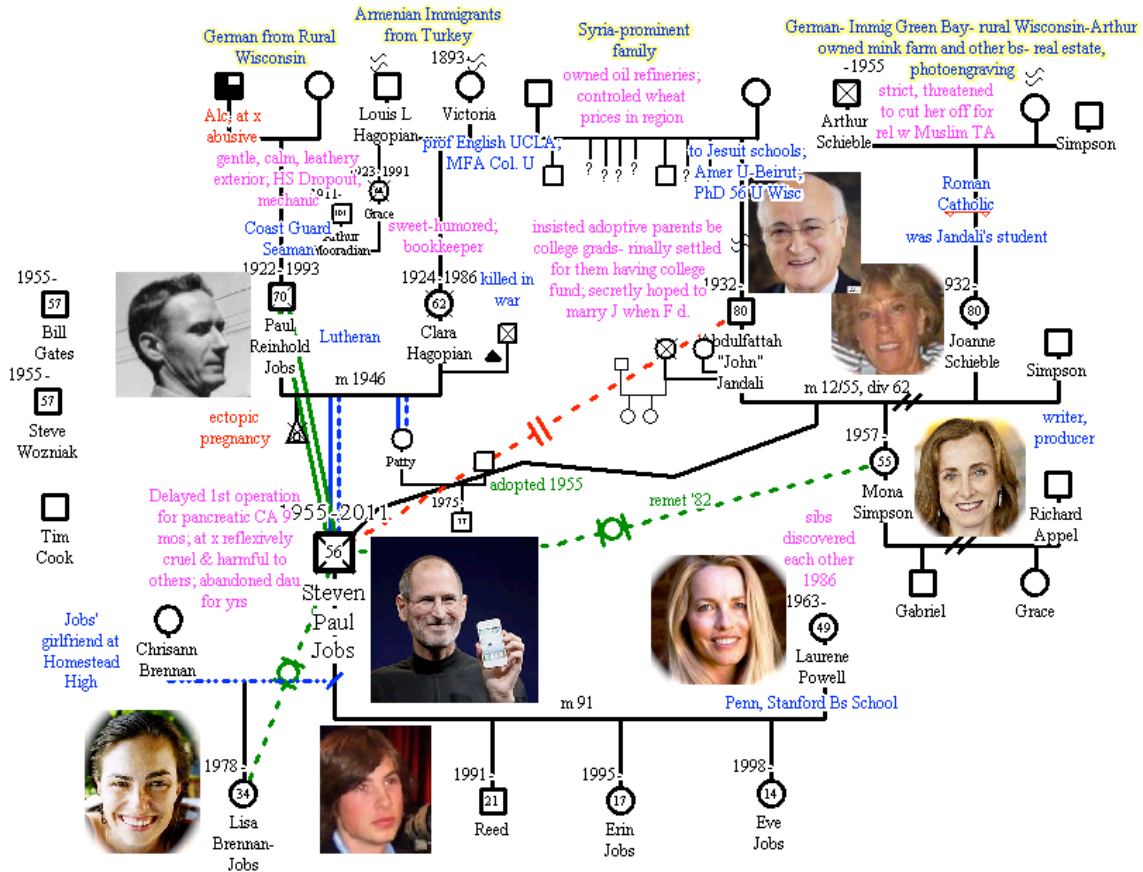


STEVE JOBS: A GENOGRAM LIFE STORY

By Monica McGoldrick



Here's to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes. The ones who see things differently. They're not fond of rules. And they have no respect for the status quo. You can quote them, disagree with them, glorify or vilify them. About the only thing you can't do is ignore them. Because they change things. They push the human race forward. While some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do.

- Apple Inc. commercial.

"A creative entrepreneur, whose passion for perfection and ferocious drive revolutionized six industries: personal computers, animated movies, music, phones, tablet computing and digital publishing. You might even add a seventh, retail stores, which Jobs did not quite revolutionize but did re-imagine. In addition he opened the way for a new market for digital content based on apps rather than just websites. . . Throughout his career, Jobs liked to see himself as an enlightened rebel pitted against evil empires" (2011, pp. xx-xxi, 136)

-Walter Isaacson, Jobs' biographer

"Steve could see things. Steve always understood that our 1st relationship with anything is an emotional one. Steve wasn't an inventor, he wasn't a codewriter, he wasn't a designer, he wasn't a business man really. He saw things- he was a visionary."

- Steven Fry

"Stay Hungry, Stay Foolish."

- Steve Jobs

We know Steve Jobs as one of the pioneers of the computer revolution, the creator of Apple Computers. His biographer, Walter Isaacson speaks of his “roller-coaster life and searingly intense personality.” He was born on Feb 24, 1955, which was, according to Malcolm Gladwell (2008), the pivotal year for computer developers. Bill Gates was born the same year! And Eric Schmidt, CEO of Google, who ran Novell, one of Silicon Valley’s most important software firms, while internet guru Bill Joy was born in November 1954.

Steve Jobs, a college dropout from California, took a course in calligraphy at Reed College, did a lot of psychedelic drugs, went to India to hang out with a guru, and eventually became a video game designer with Atari, before forming Apple Computers with his friend Steve Wozniak in



1976 in Jobs’ father’s garage. To start the company he sold his VW bus and Wozniak his beloved calculator. They chose the name “Apple” because it was friendly, accessible and simple. They wanted to make computers not intimidating, so everyone would feel comfortable using them! Over the next 35 years the Steves conceived and developed

the first really user-friendly personal computers and then numerous other additions to our every day ways of communicating in the 21st century.



Steve left Apple in the 1880s and became the creator of Pixar Animation, which created incredibly popular animated movies, such as *Toy Story* and *Finding Nemo*. Pixar films have netted billions of dollars.

In the 1990s Jobs returned to Apple and oversaw the development of the iMac, iTunes, the iPod, the Macbook Pro, the iPhone and the iPad. He also played a key role in the development of the unique Apple Retail Stores with their “Genius Bars” and glass stairs.



Steve Jobs (1955-2011) was the son of two University of Wisconsin graduate students, his father, Abdulfattah “John” Jandali, a political science professor who eventually turned to the restaurant business, was the son of a prominent Syrian Muslim family, who had studied also in Beirut before coming to the U.S. Steve’s mother, Joanne Schieble

Simpson, a speech therapist, was the daughter of German immigrants who owned a mink farm and other real estate businesses in Green Bay Wisconsin.



His mother gave him up for adoption as an infant, because of his maternal grandfather's disapproval of her relationship with Jandali. She left for California to have the baby and gave it up for adoption there. But her father died soon after she returned, and she and Jandali went on to marry and had a second child, a daughter, Mona Simpson, though they later divorced and he returned for a time to Syria. Joanne remarried and lost contact with Jandali who returned to the US in 1962, but later reconnected and Mona herself went on to become a well known writer, though Steve never met her until he was 30.



Jandali was apparently the youngest of three sons in a wealthy family in Homs, Syria, that owned a great deal of land and had workers who raised cotton and wheat. He came to the University of Wisconsin in 1952 to get his PhD, which he completed in 1956. His dissertation was entitled: "United Nations Efforts to Set Standards for National Independence." He later taught at other universities, including the University of Puget Sound in Tacoma, Washington. Apparently he led a group of students from there on a trip to Egypt where he abandoned them, apparently gambling away their money and disappearing.. In the ensuing controversy, he resigned from the university and eventually resurfaced in the restaurant and casino business in Nevada, where he has remained.. His second wife had grown children when he married her and lived in Reno. After her death he married for a third time in 2008.



Steve was adopted by Paul Jobs, a high school dropout mechanic, whose family were German from rural Wisconsin, and Clara Hagopian Jobs, a bookkeeper mother, the daughter of Armenian immigrants, who had had a previous marriage to a soldier who died in World War II. Steve's adoptive parents, Paul and Clara, moved to California, where he grew up with a younger sister Patricia, also adopted, in a working class neighborhood. Paul and Clara had had to promise Steve's biological parents they would make sure their son went to college. They saved for years for this, though in the end Steve dropped out of Reed College before even finishing his freshman year, finding himself bored by many required classes. He was nevertheless given the right by the college after dropping out to audit whatever classes he found of interest, which he did with enthusiasm.



All his life he seems to have suffered from feelings of rejection for having been given up for adoption, yet he himself abandoned his first daughter, Lisa, for many years.

Lisa's mother, Chrisann Brennan, who was Jobs' girlfriend from high school, later said that being put up for adoption had left Jobs "full of broken glass . . . He who is the abandoned becomes the abandoner." (Isaacson, 2011, p. 5) He was a complex personality, capable of phenomenal energy, enthusiasm, and charisma in his creative endeavors, and on the other hand at times of coldness and cruelty to others, with



hardly a hint of regret.

As an adult Steve decided to make the effort to find his biological mother and did so. Later Mona found their father, but Steve said he had decided from whatever information he had found about the father that he did not want to meet him. It turned out that some years earlier Steve and the father had actually met, when Steve happened to go to the father's restaurant. Neither realized at the time that they were related, though the father knew that Steve was well known and later bragged to Mona about Steve Jobs having come to his restaurant, still not realizing that was his son. Jobs made the decision not to meet his father again, a decision which, from a systems perspective is regrettable. Our view would be that it's never time to shut the door to possibilities of learning your history. And who knows? Perhaps one day one or more of Steve's children will make the effort to reconnect with the father's family because they would have an investment in learning about him as well.

An article about Jandali from the Daily Mail in Britain says that:

"In the months leading up to Steve Jobs's death, Mr Jandali became overcome with guilt for abandoning his son. But he admitted that after all this time he was too proud to make the first move to arrange a meeting. Mr Jandali . . . said he did not call Mr Jobs for fear he would wrongly think he was after his money. He said at the time: 'This might sound strange, though, but I am not prepared, even if either of us was on our deathbeds, to pick up the phone to call him.'" (www.dailymail.com, Nov 7, 2012).

This quote suggests that father and son both had the same reluctance of facing some aspect of their identity, which we would hope for Jobs' children not to carry on into the next generation. To understand it we would need to know much more about the family Jandali came from and the role he played. Was he the only one to come to the US? How did he go from being a son of a wealthy oil family in Syria to being a college professor of political science in Wisconsin to a restauranter and then casino owner in Reno? And what about the rest of the family? Were there siblings who also immigrated to the U.S.? How did they fare? Jobs' father, Abdulfatah Jandali was born in Syria to a wealthy oil family and was teaching political science at the University of Wisconsin when he met his wife, Joanne Scribele, a speech therapist, who was his student. Her father opposed their marriage, so she gave up the baby they had together for adoption, requiring the adoptive family to promise he would go to college. We can wonder now what has happened to the Jandali family in Syria. They come from Homs, which became a primary opposition stronghold and experienced a major attack in 2011. What has happened to the family in the past few years? Have they become part of the opposition in Syria. Have they become refugees? Have others come to the US?

There are also more specific family questions we might ask: Were others as brilliant as Steve? Were they as interested in beautiful, streamlined, simple things? Were any as quirky in their eating habits or driven by spiritual quests or as difficult in their personal relationships as Steve? Did any of the rest of the family abandon children? And why did Steve repeat the same abandonment with his daughter Lisa that had been such a painful part of his own history? The adoptive couple: Paul Jobs, a machinist and veteran of world war II Clara Hagopian Jobs, an accountant lived in Silicon Valley. They named their son

Steve and had a younger adoptive daughter, Patti, living in Mountain View, California.

Steve grew up close to his father Paul, who taught him a lot about working with electronics and the two spent many hours in the family garage, where Steve learned a great deal about perfectionistic hard work, and mechanics. Later Jobs would give his father much credit for the perfectionism of his design sense, saying the father would insist that even the back of a bookcase or of any item should be perfect, just like the part you see. Because of his high intelligence, Steve struggled in school, often feeling bored and by high school his father realized his was much more intelligent than he was himself, which was a hard moment for both of them.

Having been bullied in his earlier school life, Steve had few friends his own age In high school, but he said his friends were “the smart kids”- those interested in math, science, electronics, pot and LSD. He lived in Silicon Valley which was full of engineers and where a neighbor turned him on to Heathkits. He joined a Hewlett-Packard Explorer’s Club and eventually needed a part for something he was making and looked Bill Hewlett up in the phone book and called him. He got the part and also a summer job at Hewlett Packard. He began doing a lot of drugs with his girlfriend Chrissann and moved with her and others up into the hills which angered his father.

At 16 he met Steve Wosniak, his future partner, who was 5 years older, and who knew a great deal more about electronics than Jobs did. They became good friends and had many interests in common, including music. Wosniak turned Jobs on to Bob Dylan and they both became fans and followers. Over the next couple of years he spent 7 months living on an Ashram in India, began practicing Zen, and sought spiritual enlightenment. On the other hand, in terms of practicalities he had such poor hygiene that the only solution others could think was to have him work nights so others would not have to put up with the smell. He also took up eating a strange and limited diet which lasted for the rest of his life. And in personality he was arrogant and difficult. But he was also brilliant and creative, continuing throughout his life to reinvent himself and his computers until the very end.

After high school Jobs attended Reed College in Oregon for one semester and then stayed on with the President’s permission to audit other classes, including one in calligraphy, which appears to have had much influence on Steve for the emphasis on fonts and the look of letters. By 1974 he was back in California and took a job developing video games for Atari. Two years later he and Wosniak started Apple Computers. Jobs was only 21. His father let them use his garage and helped them in their business. Wosniak became the designer of very user-friendly computers and Steve was in charge of marketing. Their business did extraordinarily well.

In 1978 he had a daughter, Lisa, by his high school girlfriend, Chrisanne. Interestingly, they were both 23, the same age as his parents when he was born! He did not acknowledge her for years, until Chrisanne was forced to bring a paternity suit to force him to support his daughter, which he finally did then the DNA tests confirmed that he was the father! However, it was still years later before he began to spend any time with her, though he had named one of his computers for her in 1983. It was not until 1987 that he became involved with Lisa.

In the 1980s he found his mother who told him about his sister Mona, whom he then met also, but when she suggested they find their father he was unwilling.



In 1990 he met his future wife Laureen Powell, an MBA student at Stanford, whom he married in 1991. She appears to have been an extremely positive influence on him. Together they had three children Reed Paul (1991), Erin (1995), and Eve (1998). Jobs had resigned from Apple in 1985, developing NeXT and then Pixar in the next years. In 1998 he brought Apple back from bankruptcy and the same year put out the IMAC. In 2001 he brought out the IPOD.

In 2003 he learned that he had a rare and inoperable cancer. Initially it appeared that he had a good prognosis. But he refused traditional treatments and there was a long delay until his wife convinced him to cooperate with interventions. By then it was too late and although he lived until 2011, he died at the early age of 56. He was creative right up until the very end, coming out with the IPHONE in 2007 and the Macbook Air in 2008 and the IPAD in 2010.

At a personal level, one might gather some family oriented hypotheses from Jobs' sister Mona, who has written three novels about family- all appearing close to her own life experiences. One is about growing up without a father (*The Lost Father*), another about her brother (*A Regular Guy*) and in the third, she explored a young girl's relationship with her difficult self-centered mother (*Anywhere But Here*).



In *The Lost Father*, Simpson describes a young woman growing up always waiting for the father to reappear. His absence and their waiting organized their lives. As she says, "Absence has qualities, properties all its own, but no voice" (p. 4). The narrator goes on to say: "We believe in an altogether different life than the one we had, my mother and I. We wanted brightness. We believed in heaven. We thought a man would show us there. First it was my father. We believed he would come back and make me a daughter again, make my mother a wife. My grandmother did not like him, but I prayed for her anyway. If he came, we didn't want her to be left behind." This is interesting since it was because of the grandfather that Jobs' parents were not able to marry in the first place. Probaby, as Wisconsin business people, they would not have approved of a Syrian immigrant, no matter how successful his family.

Steve Jobs Chronology

- 1955 February 24. Son born to unmarried couple, Abdulfatah Jandali and Joanne Schieble. Her father refuses to let the couple marry
- 1955 Son adopted by Paul and Clara Hagopian Jobs (who had married in 1946 and had one ectopic pregnancy) and named Steven Paul Jobs.
- 1955 Dec. Joanne's father dies.
- 1955 December. Jandali and Schieble marry.
- 1957 Jandali and Schieble have a daughter, Mona.
- 1957 Jandali and Schieble separate.
- 1958 Paul and Clara Jobs adopt second child, Patti.
- 1962 Jandali and Schieble divorced and he lost touch with daughter Mona.
- 196- Schieble remarried and gave daughter name of stepfather, Simpson
- 1969 Jobs, age 14, meets Steve Wosniak, 19, in High School.
- 1972 Jobs began dating Chrisann Brennan in the spring of his last year of high school and Jobs moved to a cabin in Los Altos hills to live with her. Both were doing a lot of drugs. His father was furious. Jobs, Brennan & Wosniak got a job as full body cartoon characters at a shopping center.
- 1972 Fall- to Reed College. Stayed one semester and dropped out but was allowed to continue auditing courses for the next year. At Reed he became involved in Eastern spirituality, especially Zen Buddhism and his nutrition habits became very obsessive. He began doing 2 day fasts and eating an extremely rigid diet, believing that the digestive process sapped your energy so you should eat as little as possible.
- 1972 Steve met older student, Robert Friedland, a charismatic leader for him and others, who had been inspired by Baba Ram Das and who later became a billionaire copper and gold mining executive.
- 1973 Jobs dropped out of Reed but got permission to audit classes including a class in Calligraphy, which fascinated him. He lived a rather bohemian life on the fringes of Reed College, went barefoot most of the time, wearing sandals when it snowed and using drugs (Isaacson, 2011, p. 41).
- 1974 Steve returns to California and gets technician job for Atari developing video games. Because his personal hygiene was so poor and his behavior obnoxious, he was soon placed on the night shift.
- 1974 Jobs, inspired by Friedland, decided he needed to go to India and search for his guru. When he told Alan Acorn, his boss at Atari, he came up with an idea that Jobs should stop in Germany to help with a problem they were having with their product. Jobs was able to fix the problem, but the Germans complained that he smelled like a bum and behaved rudely. Jobs went on to India where he got dysentery and soon lost 40 lbs, down to 120. He spent 7 months in India. He lived in an ashram with Reed friend Dan Kottke, to seek spiritual enlightenment, where he made a lifelong friend, Larry Brilliant (later head of Google's philanthropies).
- 1974 Underwent primal scream therapy with Arthur Janov
- 1974 Back in California Jobs found a Zen teacher, Shunryu Suzuki and became a faithful follower, attending retreats as well.

- 1975 Head of Atari offered Jobs a bonus to redesign a video game. Jobs asked Wozniak to go in on it with him and share the fee. It was many years later that Wozniak realized that Steve lied to him about the bonus which he kept for himself. Jobs was the business person and Wozniak the inventor.
- 1976 Steve Jobs and Steve Wozniak decided to design a simple and friendly, very accessible computer, bringing in a 3rd partner, Ron Wayne, (whom they later bought out for \$800) and founded Apple Computers. Wozniak had developed the Apple I computer while working at Hewlett Packard, but they were not interested, and with Jobs as the marketer, they began selling. The name came from Jobs' being on a fruit diet and their thinking that the name "Apple" was friendly, simple and accessible. The first order was for 50 machines which sold for \$500 each (\$666.66 retail!)
- 1977 April. Apple II, the first integrated computer- case to keyboard to plug to software, a regular computer for regular people, goes on sale. The company had been reformed with Mike Markkula, a marketer who became a new father figure for Jobs and had strong influence on the focus on product presentation and customer friendliness. Soon a new president was hired, Mike Scott, whose job was to "manage" Jobs- to tell him to bathe more often, etc.
- 1978 Steve has daughter, Lisa, with girlfriend from High School Chrisanne Brennan. (Jobs denied paternity, claiming he was sterile, and ignored Lisa for years). Jobs and Brennan were both 23, the same age as Jobs' parents when he was born! Jobs abandoned Chrisanne and Lisa. San Mateo County sued to prove paternity and get him to take financial responsibility.
- 1979 Jobs agreed to get DNA test which proved paternity, after which he paid support but for a long while didn't visit. He had, however put aside his drug use, was going to fewer Zen retreats and pulled back from being strictly vegan.
- 1980 May. New computer, the Apple III went on sale but it flopped.
- 1980 Wozniak takes a leave to finish college at Berkeley.
- 1980 Dec 12. Apple became publicly traded company with sales of more than \$1 billion. It was wildly successful. Jobs at age 25 was now worth \$256 million.
- 1981 June. At International Design Conference in Aspen, Jobs became focused on spare, functional design of Bauhaus movement (Mies van der Rohe and Walter Gropius). Simplicity, intuitively obvious, and "friendly" were what he wanted. Met & friends with Maya Lin. He was influenced also by Japanese style (IM Pei Issay Miyake). He embraced minimalism, sleekness and avoidance of cold products- he wanted them to be fun and not intimidating. His guiding principle: "Form follows emotion."
- 1981 Jobs was distancing from the product and wanted his own product, which became the Lisa, the daughter he still wasn't seeing! But the Lisa was too expensive and complex and soon they were working on a revolutionary computer, which would be the Macintosh.
- 1983 Jobs convinces John Sculley to leave Pepsi Cola and become CEO of Apple.

- 1980s Jobs found his mother Joanne Schieble Simpson who told him he had a sister Mona.
- 1983 January. Jobs came out with the Lisa Computer
- 1984 January 24. Macintosh is introduced to wildly enthusiastic audience.
- 1985 Lisa, age 7, came to live with her father.
- 1985 Jobs' lawyer contacts Mona who is a struggling writer, using an Olivetti
- 1985 Jobs tries to oust Sculley and is ousted himself. Resigns 6 months later.
- 1985 Jobs resigns as CEO of Apple.
- 1985 Jobs begins NeXT software company.
- 1986 Jobs buys animation company Pixar (company worth \$ 4 billion by the time Jobs died) from George Lucas.
- 1987 Jobs returned to Apple.
- 1988 Jobs launched NeXT Computer.
- 1989 Met Laureen Powell, MBA student, while giving speech at Stanford Business School.
- 1990 Girlfriend Tina Redse turned down Jobs' proposal of marriage.
- 1990 1991 March 18. Jobs and Laureen Powell married.
- 1991 September. Jobs and Laureen Powell's first child, Reed Paul, was born.
- 1995 Pixar produces Toy Story. Jobs' 80% is worth \$600 million
- 1995 Daughter Erin is born.
- 1998 Daughter Eve born
- 1998 Pixar produces *Toy Story 2*.
- 1998 By this year Jobs had brought Apple back from near Bankruptcy.
- 1998 Apple introduces the IMAC.
- Jobs oversaw development of iTunes
- 1999 Development of I Movie
- 2001 October 23. Apple introduces the IPOD
- 2001 Apple's first retail store is opened.
- 2001 Pixar produces *Monsters, Inc.*
- 2003 Pixar produces *Finding Nemo*, which receives academy Award for best animated film.
- 2003 Jobs discovered he had rare but operable form of pancreatic cancer. However, he postponed surgery for 9 months, preferring to try vegetarian diet, and making the Apple Board of Directors and his wife very nervous. He later tried acupuncture, visited a psychic, herbal remedies, and eventually chemotherapy and radiation.
- 2004 Pixar produces *The Incredibles*, which receives academy Award for best animated film.
- 2007 Pixar produces *Ratatouille*. Which receives academy Award for best animated film.
- 2006 Pixar bought by Walt Disney with Jobs as biggest share holder.
- 2006 Jobs father Jandali became VP of a Casino in Reno, Nevada.
- 2007 IPHONE

- 2007 Apple had \$18 billion surplus in bank
- 2008 Pixar produces WALL-E, which receives academy Award for best animated film.
- 2008 Macbook Air comes out.
- 2009 Liver Transplant.
- 2010 January. iPad makes its debut.
- 2010 Pixar produces Toy Story 3, which receives academy Award for best animated film.
- 2010 IPAD introduced.
- 2011 October 5. Jobs died at age 56.

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