

PRIVATE SECTOR

PRIVATE SECTOR; Flower Power, With PowerBooks

By Abby Ellin

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This is the time of year when much of Silicon Valley, and a good portion of the downtown San Francisco establishment, junior division, shift their networking scene to the Black Rock Desert, 100 miles or so north of Reno, Nev. There, about 28,000 people attend Burning Man, a high-tech music and arts festival, of sorts, that has been compared to Woodstock, Carnival and Mardi Gras. Tickets for the festival, which culminates this weekend, are \$200 and up.

"We're very close with our clients and we can go hang out with them at Burning Man and not worry about being at a dinner meeting," said Niki Marold, 24, marketing director of Thelen, Reid & Priest, a San Francisco law firm specializing in Internet start-ups. Gil Silberman, Thelen's managing partner, rented a 34-foot recreational vehicle for \$1,800 to take 8 of his 16 employees. Abby Ellin

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