

exposed | **Randi Shade**

board member, entrepreneurs foundation & idea network

photo by mathew sturtevant

Randi Shade says she is "driven by a sense of responsibility to contribute positively to the community's well-being." She has served as the founding executive director of the Texas Commission on Volunteerism and Community Service. Under her leadership Texas was awarded more funding for community service initiatives than any other state, over \$55 million. In 1999, Randi founded CharityGift, an Internet-based company that makes it possible for people to make charitable donations as any-occasion gifts to honor others. In February 2005 Shade sold CharityGift to Kintera, Inc., and became vice president of gift cards to ensure a smooth transition of operations and technology. As executive director of the Entrepreneurs Foundation & Idea Network from 2001 until 2005, Shade worked with companies to leverage their strengths to benefit the community-at-large, helping them volunteer and allocate private equity while priced low to create new cash for philanthropic giving. Today she serves on the board of directors.



community

What's for dinner tonight?

Chopped salad at the Four Seasons Hotel—ordered and eaten poolside.

What's the most memorable compliment you've received?

When I was running for student body president at UT, the editor of the *Daily Texan* endorsed my candidacy saying he liked how I got things done without taking myself too seriously, adding that I wasn't too uptight to wear a denim jacket

to student government meetings. Being fairly lazy about my appearance, I just loved it when all my opponents started wearing jeans instead of jackets and ties. I am the last person anyone would expect to set a fashion trend.

What's the most memorable insult you've received?

When I was a campaign staffer for Ann Richards during her 1990 gubernatorial campaign she once said to me, "Randi, I know you're a smart girl, but your intelligence quotient drops at least 150 points every time I get into your car."

Who/what inspires your style?

As corny as it sounds, Austin, Texas, is what inspires my style. Ever since my first visit to Austin as a 10-year-old I think I sensed an energy here that was right for me. Austin inspires my interest in education, entrepreneurship, and community involvement. Austin is laid-back yet success-oriented. It is beautiful and messy at the same time. There's an appreciation here for old traditions and history but also a wonderful curiosity

about the new and a love of the weird. Austin is part Hoffbrau and part Flemming's, and I guess that's what I aspire to be.

What is one thing people don't generally know about you?

That I have a twin brother; he is an oncologist living in the suburbs of Chicago with his wife and three kids. We live very different lives but are still close; plus he can get my goat in ways nobody else ever could (or would).

What is your theme song?

"No Fear" by Terri Clark.

What book has inspired you in your life/work?

Hard to say, but maybe *The Power of Myth*.

Which fictional character would you want to trade lives with?

Samantha Stevens from "Bewitched."

Where do you go in Austin to get away?

Four Seasons pool.