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## SAVING CRADLES of CIVILIZATION



JEFF MORGAN AND  
THE GLOBAL HERITAGE FUND  
SEEK TO PRESERVE AND RESTORE  
ANCIENT SITES, FROM CHINA TO  
PERU, AND NOW IRAQ

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NEWS  
THIS  
WEEK

may move into Linfield/Middlefield/Willow  
area of Menlo Park. **Page 7**



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# from ancient ruins to tourist destinations

Startup foundation seeks to save and restore cradles of civilization on five continents, including in China, India, Russia, Vietnam, Guatemala, Libya, Peru — and Iraq

By **Marion Softky**, Almanac Staff Writer

## "I'M BULLISH ON IRAQ."

Jeff Morgan of Menlo Park may be one of the few people in the world who can credibly make that statement.

Mr. Morgan is executive director of a start-up foundation that aspires to nothing less than saving sites around the world where civilizations began. As in Iraq, many of these ruins are rapidly being lost to neglect, war, vandalism, looting, erosion, pollution, and new creeping cities.

The Global Heritage Fund (GHF), founded in March 2001, has already made its mark in saving ancient ruins in developing countries, and converting the surrounding communities from Third World backwaters into thriving tourist destinations.

Starting this year, GHF is taking on the biggest challenge of all. Iraq hosts hundreds of the most ancient and important archaeological sites in the world. The names Nineveh, Babylon, Samarra and Ur are burned into the

memories of children everywhere.

While antiquities in Iraq have suffered devastation from looting, war, and the current fighting, Mr. Morgan and his foundation are planning for a time when Iraq becomes stable again.

"We believe tourism will be the No. 1 industry in Iraq — after oil," says Mr. Morgan in his office in an old Palo Alto Victorian.

Efforts to protect and restore world heritage sites in Iraq kicked into high gear in June. GHF and the World Bank co-sponsored a conference for Iraqi archaeologists in the famous tourist attraction of Petra, the ancient city carved out of rose-colored cliffs in neighboring Jordan.

Thirty specialists in all aspects of antiquities from all over Iraq spent 10 days in a hands-on workshop, learning what needs to be done to preserve and restore their endangered sites.

"They thought they were coming

for a nice trip to Jordan," says Mr. Morgan with a chuckle. "We made them work for 10 days straight to develop site-management plans for the top five sites. And we did it all in Arabic."

Out of the conference came five master conservation plan outlines for the five most endangered sites out of the 16 sites that might qualify as world heritage sites for the United Nations. Now the Iraqi State Board of Antiquities and Ministry of Culture have a solid framework to continue planning for the management and preservation of some of the earliest cities in human history — when conditions permit.



## Jeff and Valerie Morgan — quite a couple

By Marion Softky  
Almanac Staff Writer

By nature and nurture, Jeff Morgan is a product of Silicon Valley.

His father, James C. Morgan, built Applied Materials into a world leader in semiconductor equipment manufacturing; he is still chairman of the board. Among many honors, he won the National Medal of Technology in 1996, and now serves as vice chairman of President Bush's Export Council.

Jeff's mother, Becky Morgan, is even better known on the Peninsula as a state senator for nine years, and president and CEO of Joint Venture Silicon Valley Network.

Jeff grew up in a Palo Alto Eichler, graduated from Palo Alto High School, and followed both parents to Cornell University, where he got a degree in 1984 in urban and regional planning.

He spent the next 16 years as an executive with a series of high-tech firms, from HP and Sun to startups. He lived in Japan for a while, and, with his father, co-authored a book, "Cracking the Japanese Market."

He also developed a taste for international work, and migrated into international sales and marketing. "I didn't have any interest in going to Dallas again," he says.

Meanwhile, Mr. Morgan met Valerie Disle, a young French video producer visiting friends in Palo Alto. They married in 1989, and live with their three children in west Menlo Park.

Ms. Morgan is taking a respite from making corporate and marketing videos to take care of the kids and help her husband with some filming needs. She recalls her two most exciting film experiences.

For a while, she assisted director Agnes Varda with filming the 1994 "101 Nights," a history of film actors. She had to modify scripts day-by-day, and deal with actors such as Robert de Niro, Catherine Deneuve and Marcello Mas-

troanni.

"[Agnes Varda] was a very strong-headed woman who changed her mind all the time," she says. "It was a great experience."

Later, Ms. Morgan volunteered to help local filmmaker Dorothy Fadiman with "The Fragile Promise of Choice: Abortion in the U.S. Today." "That was very inspiring," she says.

Mr. Morgan, after earning a master's degree in management from the Stanford Graduate School of Business in 1998, found himself becoming restless with the high-pressure, high-tech world of international sales.

He recalls a lunch with the head of Nature Conservancy, who asked him, "Jeff, why don't you do something to help the world?"

Another defining moment came on a visit to the famous Maya center at Tikal in Guatemala. Talking to the son of one of the early local guides, he learned the son is now attending law school — an occupation far beyond his father's dreams.

At that moment, Mr. Morgan realized how tourism could change not only a site, but the lives of the people around it. People who were living on dirt floors 10 years ago now have regular houses with running water. "That moment changed

my life," he says.

The Global Heritage Fund itself grew out of a lunch with Stanford archaeology professor Ian Hodder, who helped recruit experts for the board of advisors. "I quit my job as vice president for marketing at NextSet in March 2002," Mr. Morgan says.

Ms. Morgan has joined her husband on two trips. They leave the children with her parents in Paris, and set off. Last summer, they visited Libya to see the largest Greek temple in the ancient world, and before that, an ancient temple in India.

"It was mind-boggling to see Jeff at work — to see him dealing with people from another culture," she says. "He loves to learn and can remember everything."

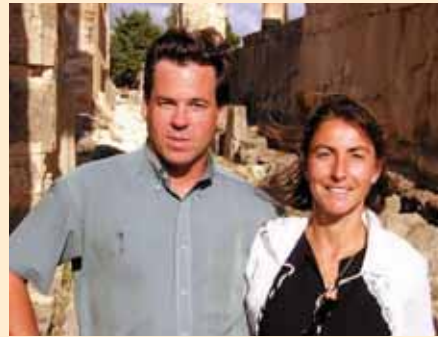


Photo courtesy of the Global Heritage Fund

Jeff and Valerie Morgan of Menlo Park check out the Temple of Zeus, the largest Greek temple in the world, in northern Libya for the Global Heritage Fund. Mr. Morgan is executive director of the startup fund, which seeks to preserve and restore cradles of civilization around the world.

This process can move forward as soon as Iraq calms down, Mr. Morgan says. "People don't want war," he says. "All the people I met from Iraq are very positive about the prospects for having a country. They're happy they're free, but very scared for their children."

### Silicon Valley style

"We're really saving the cradles of civilization," says Mr. Morgan passionately. "Every site is a UNESCO World Heritage Site — the top sites in the world."

Mr. Morgan brings Silicon Valley genes and skills to this new mission. Son of Silicon Valley powerhouses James and Becky Morgan, Jeff was trained as a city planner at Cornell University, and worked for years with big-name companies and startups, here and abroad. He specialized in international sales and marketing, before responding to an inner call to help the world.

Mr. Morgan and archaeologist Ian Hodder, chairman of Stanford's Archaeology Department, co-founded the Global

Heritage Fund three-and-a-half years ago. Its goal is not only to preserve and restore ancient cultural sites, but to promote tourism around them, and develop self-sustaining, healthy communities.

To this task Mr. Morgan is bringing Silicon Valley know-how and organization to some of the most unlikely spots on earth. His technique is to recruit donors and partners where the money and expertise are, and then build partnerships and funding in the receiving country.

"We focus on a site and build a community partnership for commercial development and travel," Mr. Morgan says. "This

allows you to have concrete results in one place. I like that."

With some 200 major sites in developing countries, the process for selecting sites is critical, says Mr. Morgan. He looks for a great team, timing for tourism, and a good location. "If it's in the middle of a desert, no one will live there, and no one will come," he says.

"We use the Picasso test," he continues. "If you can only save six Picassos, which ones do you keep? Out of 15 forts in Russia, which one do you save?"

The result: Izborsk, Russia's oldest fortress, which repelled western invaders for 1,200 years, has already been partly restored through the GHF process of building partnerships and raising funds, both internationally and locally.

"Izborsk is the reason Russians speak Russian today," Mr. Morgan says. "Otherwise they'd speak German or Lithuanian."

So far, Mr. Morgan and GHF have raised \$1.8 million. They are actively working on nine sites in eight countries, with an assortment of partners. They have completed several visible projects, and are coming out with a book, "Saving Global Heritage," on December 1.

"Each site tells a life story that is so relevant today," Mr. Morgan observes. "Each site has faced tragedy and war."

### Mostly success

One satisfied customer is John Rick of Menlo Park, chairman of the Anthropology Department at Stanford. GHF has supported his work at Chavin de Huantar, a monumental pre-Inca cult center and world heritage site in the high Andes of Peru.

Thanks to a grant from GHF, the circular plaza where feathered priests once held pagan rites has been restored. Collapsing drainage canals have been repaired, and some 500 artifacts catalogued.

"Their help has been utterly critical," says Dr. Rick. "Without removing water, the site doesn't

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Iraqi Directorate of Antiquities meters high, the free-arch at Ctesiphon in the world become a thriving center if it — and Iraq stabilized. The Global Heritage Fund in Palo Alto is working with the Oriental Institute at the University of Chicago. The Iraq Department of Antiquities has plans to stabilize the structure, threatened by every-orm cracks and vandals from military air-aking off nearby.



Photos courtesy of John Rick

**Before and after:** The main Circular Plaza at the monumental pre-Inca temple at Chavin de Huantar, high in the Peruvian Andes, was cleared and restored to its original floor (right) last summer with a grant from the Global Heritage Fund of Palo Alto. Stanford University, the government of Peru, and two mining companies are also sponsoring excavations led by Stanford archaeologist John Rick of Menlo Park at the huge UN World Heritage site in order to develop it for tourism.



## The Town of Portola Valley

The Town of Portola Valley is seeking an individual to serve on the Town's Architectural and Site Control Commission, ASCC. All interested parties are requested to please submit a letter to the Town Council by closing date of Friday, November 5, 2004.

**Town Hall**  
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## Projects sponsored by Global Heritage Fund

The Global Heritage Fund of Palo Alto is sponsoring the following nine archeological "epicenters." With partners from both the international community and the local country, it funds specific conservation projects as well as restoration planning, training and community development.

### Americas

- Mirador Basin, Guatemala. A 600,000-acre archeological and wildlife park with major pre-Maya (1200 BC-300 AD) archaeological sites, including the world's largest pyramid. Several structures have been restored.
- Chavin de Huantar, Peru. Pre-Inca temple (1500 BC-200 AD), Peru's most important archeological UNESCO World Heritage site. The main Circular Plaza has been restored, drainage canals repaired, and artifacts collected for the new Chavin Museum.

### Asia and Pacific:

- My Son Sanctuary, Vietnam. Vietnam's only major archeological UNESCO World Heritage site from the Champa Kingdom (1200 BC-800 AD).

- Lijiang Ancient Town, Yunnan, China. Asia's last ancient, living town, Naxi (900 AD-present), threatened by development and lack of planning. Completed 68 restorations out of 200 buildings.

- Foguang Temple, Shanxi, China. China's oldest wooden temple and last vestige to Tang Dynasty architecture, considered "fountainhead" of Chinese classical architecture (500 AD-1000).

- Hampi, Karnataka, India. Famous Shiva temple and UNESCO World Heritage site, Vijanagara Kingdom (1200 AD-1500).

- Asif Khan, Jahangir, Pakistan. Pakistan's second largest dome and tomb of Moghul Empire's first prime minister, father of the Lady of the Taj. (1300 AD-1600).

### Europe, Middle East and Africa

- Izborsk Fortress, Russia. Russia's oldest fortress, which protected the western frontier from 500-1700 AD. Main gate and western towers restored.

- Kars Ottoman Heritage, Turkey. Historic Ottoman town of Kars, gateway of Anatolia to the Caucasus (200 AD-1800).

### GLOBAL HERITAGE FUND

*continued from page 13*

have a future."

In addition, GHF has helped organize fundraising involving the local community. A new Chavin Museum will feature artifacts being collected, and a new highway is bringing tourists across the Andes. Dr. Rick notes, "Jeff is already a force in world archeological conservation."

Mr. Morgan is also proud of the success at Chavin de Huantar. He recalls raising more than \$150,000 in Peru, much from two mining companies. Once the private sector is engaged, they can go to the government for funds.

"Tourism is a great economic driver for poor communities," Mr. Morgan says. "There are hotels, restaurants, transport. There are small family-owned businesses. I like that."

"I like to see people getting involved and trained," Mr. Morgan continues. "It's really neat to see young kids in Peru doing conservation. They're making twice as much as their parents, and they have real skills — and the pride of helping their heritage."

Not all projects are successful. GHF pulled out of a project to

restore Gede, an old Swahili city on the east coast of Kenya, after the local team leader was fired, and people didn't want to work. No great damage was done because GHF started with a modest investment, and lost \$2,000. "We lost the leader because of politics," Mr. Morgan says.

### A viable Iraq?

Mr. Morgan's biggest hope is that tourism will help stabilize Iraq. If people have a job, if they have a family, if they have hope for the future, they can move forward with their lives, he says. "That's true in every country where we work."

Following the Iraq Heritage Congress in June, GHF is now paying for 100 Iraqi guards to protect Sumerian sites in the south from rampant looting.

Looting is very well organized, mostly by the tribes, Mr. Morgan says. "Looters are going out in trucks and loading things up."

GHS is also supporting the Oriental Institute of the University of Chicago, which is actually working with the Iraqis. Three teams created by the Congress to create master conservation plans for each site will benefit from mapping and GIS survey tools

### ■ INFORMATION

The Global Heritage Fund is looking for donors, partners, and people interested in working or contributing expertise to individual projects. It will also publish "Saving Global Heritage," a large book with lots of photographs, on December 1. For information or to contribute, call 325-7520; fax: 325-7511; e-mail: [info@globalheritagefund.org](mailto:info@globalheritagefund.org); or visit [www.globalheritagefund.org](http://www.globalheritagefund.org). Offices are located at 625 Emerson St., Suite 200, Palo Alto, CA 94301.

provided by GHF.

Of 16 potential world heritage sites in Iraq, the Congress focused on five as being of high-priority and most endangered. These are Hatra, Samarra, Ctesiphon, Al-Ukhaidir, and Ur.

At Ctesiphon, for example, the highest free-standing arch in the ancient world is threatened by deterioration, vandals, climbers, salt seepage, and vibrations from large military planes taking off and landing nearby.

Why not Babylon? Saddam Hussein got his hands on Babylon, Mr. Morgan says. He restored the city using modern bricks with his name on each one, and put up a big building in the middle. "He did more damage to the site than anyone," he adds. "It's a disaster."

Mr. Morgan concludes hopefully, "Iraq could be the next Egypt for tourism; in Egypt, tourism brings in \$3 billion a year." ■

Copyright, Joanne Farouch

**This famous relief** of an Assyrian lion at Nineveh in Iraq is one of thousands of treasures that have been vandalized in the wake of the Iraq war. The Global Heritage Fund is paying for 100 guards to fight looting in southern Iraq, where it is widespread and organized.

