

Global Heritage Fund

# The Forum on Cultural Heritage in a Developing World

October 19, 2010

Stanford University, Stanford Institute for Economic Policy Research



Global Heritage Fund



Global Heritage Fund Mission

To protect, preserve and sustain  
the most significant and  
endangered cultural heritage  
sites in the developing world.



Cover image: Hampi, India

Left: Banteay Chhmar, Cambodia

Above: Jeff Morgan, GHF Executive Director

## Welcome

The Forum on Cultural Heritage in a Developing World explores the challenges facing our most significant and endangered archaeological and heritage sites in the developing world—and what we can do to save them—before they are lost forever.

Some of the most significant and endangered sites are in the developing world, where there is limited capacity to safeguard their future. In the first decade of the 21st century, we have lost or seriously impaired hundreds of our most precious historic sites — the physical record of our human civilization. These cultural treasures have survived thousands of years, only to be lost in this generation—on our watch.

Primary goals of the Forum are to:

- 1) raise critically needed global awareness
- 2) identify innovative technologies and solutions
- 3) increase funding through private-public partnerships

Not only are we losing our precious cultural heritage, but also one of the most targeted and effective means for human development in developing countries. GHF's new report—Saving Our Vanishing Heritage — has found that global heritage sites have the potential to generate over \$100 billion a year in revenues and critically needed foreign exchange to poor and emerging countries of the world.

The Forum on Cultural Heritage in a Developing World begins a global campaign to save the most significant and endangered heritage sites in the developing world – and integrate heritage conservation into the future agenda of the UN Millennium Development Goals and international development on a major scale.

Thank you for joining us.

Jeff Morgan  
Executive Director  
Global Heritage Fund

October 19, 2010

Opposite: Ciudad Perdida, Colombia



Left: Hampi, India  
Center and right: Foguang Temple, China

**Humankind's most important** archaeological and cultural heritage sites in developing countries are under threat like never before from uncontrolled development, mass tourism, looting and environmental degradation. Yet these sites generate cultural pride and billions of dollars every year for developing nations.

The **Forum on Cultural Heritage in a Developing World** will bring together the leading experts in conservation, development, philanthropy, technology, travel and tourism, and academia to explore the challenges and opportunities facing some of our most endangered heritage sites in developing countries. The Forum's goals are to 1) raise critically needed global awareness, 2) find innovative technologies and solutions, and 3) increase funding through private - public partnerships. **Thank you for joining the Forum on Cultural Heritage in a Developing World.**

## Objectives

The Forum on Cultural Heritage in a Developing World will:

1. Increase Public Awareness of a Global Crisis
2. Identify New Technologies and Innovative Solutions
3. Increase Funding and Private-Public Partnerships

The Forum on Cultural Heritage in a Developing World will be a milestone in a global campaign to bring needed resources and expertise to save our global heritage for future generations. Global coordination, increased funding, new solutions and technology, can all be harnessed to save our global heritage through better planning, scientific conservation, community involvement and partnerships.

The Forum will include the public announcement of results from a global study – Saving Our Vanishing Heritage, which evaluates the loss and destruction, and sustainable conservation and development of global heritage sites over the past ten years from 2000-2010. The Forum will also feature a new early warning and threats monitoring network – Global Heritage Network (GHN) – that will be debuted showing the state of conservation of global heritage sites using advanced satellite imagery and threats analysis. GHN provides a collaboration platform for experts, donors and the public to enable on-going, active involvement by the global community in saving endangered global heritage sites.

Invited participants will share their own experiences from business, government, academia and conservation through afternoon workshop sessions and expert panels will discuss the challenges and innovative solutions in heritage conservation, master planning, site management, sustainable preservation and tourism, and integrated community development in the Americas, Asia, Eastern Europe, the Middle East and Africa.



Above: Chavín de Huántar, Peru

## Program Overview

**Master of Ceremonies: Mr. Josh Bernstein, GHF Trustee  
Explorer and Environmental Advocate**

<b>7:30AM - 8:30AM</b>	Light Breakfast & Registration
<b>8:30AM - 9:00AM</b>	<b>WELCOME</b> <b>Dr. Bill Brown</b> , President, Woods Hole Research Center and Chair, Global Heritage Fund Board <b>Mr. William Draper III</b> , Venture Capitalist and Former Administrator, United Nations Development Program (UNDP)  <i>Saving Our Vanishing Heritage: Balancing Preservation and Development</i> <b>Mr. Jeff Morgan</b> , Co-Founder and Executive Director, GHF
<b>9:00AM - 9:20AM</b>	<i>The Values of Global Heritage Sites – Economic Impact on Poor Communities</i> <b>Mr. Donovan Rypkema</b> , President of Heritage Strategies International
<b>9:20AM - 10:45AM</b>	<b>SUSTAINABLE PRESERVATION: CASE STUDIES</b> <b>Moderator:</b> Dr. Gerhard Casper, President Emeritus, Stanford University  <b>SAVING MAJOR ARCHAEOLOGICAL SITES AND HISTORIC CITIES IN DEVELOPING COUNTRIES</b> <b>Conservation and Challenges to Save Venice, Italy</b> – Dr. Sonia Evers, Trustee, Save Venice <b>Conservation of Aleppo Ancient City, Syria</b> – Mr. Adli Qudsi, Director, Conception & Construction Consultants, Rolex Award for Conservation Recipient <b>Pingyao Ancient City, China</b> - Ms. Kuang Han Li, China Heritage Program Manager, GHF <b>Mirador, Guatemala</b> – Dr. Richard Hansen, Director, Foundation for Anthropological Research and Environmental Studies (FARES) <b>Master Planning for Ajanta Caves, India</b> – Ms. Abha Narain Lambah, Abha Narain Lambah Associates: Conservation Architects and Historic Building Consultants
<b>10:45AM - 11:00AM</b>	<b>BREAK</b>
<b>11:00AM - 12:00PM</b>	<b>ECONOMIC IMPACT OF HERITAGE IN GLOBAL DEVELOPMENT</b> <b>Moderator: Dr. Myron Scholes</b> , Frank E. Buck Professor of Finance, Emeritus, Stanford University, Nobel Laureate in Economic Sciences <b>Mr. Peter Greenberg</b> , Travel News Journalist <b>Dr. Christian Ost</b> , Economist, Professor, Former Dean, ICHEC Brussels Management School <b>Mr. Paul Wilke</b> , Senior Business Leader, Sustainable Tourism, Visa, Inc
<b>12:00PM - 1:00PM</b>	<b>LUNCH</b>
<b>1:00PM - 2:15PM</b>	<b>SESSIONS – PARTICIPANT DISCUSSIONS (Concurrent)</b> SESSION 1: Increasing Public Awareness of a Global Crisis SESSION 2: Innovative Solutions for Heritage Preservation SESSION 3: Sustainability through Public – Private Partnerships  <b>BREAKING THROUGH: HOW TO RAISE AWARENESS AND BUILD A MOVEMENT TO SAVE CULTURAL HERITAGE</b> <b>Moderator:</b> Mr. Parker Blackman, Chief Operating Officer, Fenton  <b>Session Panelists:</b> <b>Leveraging the Web to Build Global Movements</b> – Ms. Claire Williams Diaz, Social Innovation Lead, Twitter; 2008 Skoll Foundation Scholar; Co-Founder, HopeRuns <b>Developing a Solution: State of the Parks</b> – Mr. Tom Kiernan, President, The National Parks Conservation Association <b>Creating Large Scale Engagement</b> – Mr. Bob Perkowitz, Founder and President, EcoAmerica

**Lessons from the Golden Gate National Parks Conservancy** – Mr. Greg Moore, Executive Director

**The Role of Tourism & the Travel Industry** – Mr Jim Sano, President, Geographic Expeditions

**Lessons from Turkey: Bringing Catalhoyuk to the World** - Dr. Ian Hodder, Professor of Archaeology, Stanford University

#### **TECHNOLOGY & INNOVATIVE SOLUTIONS FOR HERITAGE PRESERVATION**

**Moderator:** Prof. Patrick Whitney, Steelcase/Robert C Pew Professor & Dean, Institute of Design, Illinois Institute of Technology; GHF Trustee

##### **Session Panelists:**

**Global Conservation through Google Earth and Geo Applications**, Mr. Michael T. Jones, Chief Technology Advocate and Inventor of Google Earth

**Satellite-Based Early Warning and Threats Monitoring**, Dr. Dan Thompson, Manager of Global Heritage Network (GHN)

**GIS for the Global Heritage Community**, Mr. John Steffenson, Director, Federal Civilian and Global Affairs, Environmental Systems Research Institute (ESRI)

**Training the Next Generation: Angkor and Banteay Chhmar, Cambodia** – Mr. John Sanday, OBE, Director of Asia, GHF.

**Aligning Destination Marketing with Heritage Preservation**, Hoi An, Vietnam – Mr. Randy Durband, Senior Partner, Robin Tauck & Partners

**The Mobilization of Civil Society**, Mr. John Hurd, President, ICOMOS International Advisory Committee, Director of International Conservation, GHF

#### **SUSTAINABILITY THROUGH PUBLIC – PRIVATE PARTNERSHIPS**

**Moderator:** Dr. Johannes Linn, Senior Resident Scholar, Emerging Markets Forum; Non-resident Senior Fellow, The Brookings Institution; GHF Trustee

##### **Session Panelists:**

**Lessons from El Brujo Archaeological Site, Peru** – Mr. Marco Aveggio, Director, The Wiese Foundation

**Saving the Maya Cultural and Natural Heritage of Guatemala** – Mr. Fernando Paiz, Chairman, PACUNAM

**Cultural Heritage Partnerships** – Dr. Larry Coben, Executive Director, Sustainable Preservation Initiative

**Promoting Inclusive Growth Through Private Sector Development** – Mr. Santiago Soler, Sustainable Tourism Coordinator, Inter-American Development Bank

**Lessons from the US** - Ms. Jennifer J. Raab, President, Hunter College, NYC, Former Chairman of the New York City Landmarks Preservation Commission

**2:15PM – 2:45PM**

**Q & A**

**2:45PM – 3:30PM**

**Break Out Groups**

**3:30PM - 4:00PM**

**BREAK**

**4:00PM – 4:30PM**

**SESSION PRESENTATIONS**

**4:45PM - 5:30PM**

**Keynote:** *Turning Oppression into Opportunities* Mr. Nicholas Kristof, Pulitzer Prize winning New York Times Journalist and Author

**Introduction by Ms. Connie K. Duckworth**, Founder and CEO, ARZU, Inc., GHF Trustee

**5:30PM**

**CLOSE**

**6:30PM - 9:00PM**

**EVENING RECEPTION**

**Josh Bernstein,  
Master of Ceremonies**

International explorer, photographer, author, and television host Josh Bernstein has traveled more than 500,000 miles by train, plane, bus, bike and camel to over 40 countries, exploring the biggest mysteries of our planet in pursuit of knowledge and discovery.



Josh has traced the Ark of the Covenant from the caverns of Jerusalem to the mountains of Ethiopia, searched for the Holy Grail in the bowels of Nazi Germany, and communed with tribal chiefs in the darkest jungles of the Amazon Rainforest. He has ventured deep underground with NASA scientists to explore the origins of life on Earth and has hunted with alleged cannibals by moonlight in the forests of Papua New Guinea – all in a quest to uncover some of the most fascinating mysteries of our planet.

Josh's television career began in 2005, when he debuted as the host of a new adventure-archaeology series called Digging for the Truth on The History Channel. In 2007, Josh moved from The History Channel to Discovery Channel, where he has served as host and executive producer of In the Unknown with Josh Bernstein. Josh is currently developing a number of new projects to be announced shortly.

In addition to his work on television, Josh is also the president and CEO of BOSS, the Boulder Outdoor Survival School. Josh has two degrees from Cornell University (BA, Anthropology and Psychology). After graduating from college, he spent a year in a post-graduate program in Jerusalem studying, among other things, mysticism and ancient texts.

**Dr. Bill Brown**

Dr. Brown joined the Woods Hole Research Center as President and CEO in February, 2010. He was previously the President and CEO of the Academy of Natural Sciences in Philadelphia, the nation's oldest natural history museum. He has served as President and CEO of the Bishop Museum in Honolulu, Hawaii, and Science Advisor to Interior Secretary Bruce Babbitt during the Clinton Administration. Dr. Brown is a member of the District of Columbia Bar. He is a member of the Division on Earth and Life Studies advisory committee of the National Academies. He is Chairman of the



Global Heritage Fund, President of the Natural Science Collections Alliance, a director of the Wistar Institute, and a trustee of the Academy of Natural Sciences. He is a former Chairman of the Ocean Conservancy, and a former director of various boards, including the Environmental and Energy Study Institute, Environmental Law Institute, U.S. Environmental Training Institute, and the U.S. Committee for the United Nations Environment Programme. Dr. Brown holds degrees from the University of Virginia (BA, Biology), Johns Hopkins University (MAT), the University of Hawaii where he was an NSF Graduate Fellow (Ph.D., Zoology), and Harvard Law School (J.D.).

**William Draper**

Having begun his venture capital career in 1959, William H. Draper III is one of America's first venture capitalists. Today, he is Managing Director of Draper Richards L.P. and Draper International, and he is Chairman of The Draper Richards Foundation. Draper served as the head of the United Nations Development Program from 1986 to 1993 and oversaw nearly 10,000 international aid projects. He was also President and Chairman of the Export-Import Bank of the United States from 1981 to 1986 and was appointed to this position by President Reagan. He also founded Sutter Hill Ventures, one of the leading venture capital firms in the U.S., in 1965. He is on the boards of the Atlantic Council, The Draper Richards Foundation, Hoover Institution, Freeman Spogli Institute of International Studies at Stanford University, World Affairs Council of Northern California, the United Nations Association-USA and the Harvard Business School California Research Center Advisory Board. He is a member of the Council on Foreign Relations and the President's Council on International Activities at Yale University. Draper received a Bachelor of Arts degree from Yale University in 1950 and a Master of Business degree, with distinction, from the Harvard Business School in 1954.



**Jeff Morgan**

Mr. Morgan is a trained urban and regional planner. Prior to founding Global Heritage Fund (GHF) in 2002, he worked as an international sales and marketing executive in software and network computing. In the position of Executive Director at GHF, he is responsible for global conserva-



tion excellence, building a leading international conservancy and improving the lives in communities where GHF sites are located. Jeff leads GHF's mission to build a global movement to save endangered heritage sites in developing countries, and is a co-author of Cracking the Japanese Market: Keys to Success in the New Global Economy (Free Press, 1991) and Saving Our Global Heritage (GHF Press, 2004). Mr. Morgan received an M.S. in Management from Stanford University Graduate School of Business, and a B.S. in City and Regional Planning from Cornell University. He serves on the Advisory Board of the Stanford Institute for Economic Policy Research (SIEPR) and GHF's Board of Trustees and Senior Advisory Board. He is married with three children.

**Donovan Rypkema**

Donovan Rypkema is president of Heritage Strategies International, established in 2004 as a companion firm to PlaceEconomics, the consulting firm of which Rypkema is the principal. Both provide catalytic information to public and NGO clients at the nexus of heritage conservation and economics. Rypkema has worked with communities in 49 U.S. States and more than 35 countries. International clients include the World Bank, the Inter-American Development Bank, the Council of Europe, UNDP, Europa Nostra, the European Heads of Heritage Forum and others. Rypkema was the lead witness at a European Parliament hearing regarding heritage conservation and the economic crisis. He is the author of numerous articles and publications as well as a book, The Economics of Historic Preservation: A Community Leader's Guide that has been translated into Russian and Korean. Rypkema holds a Masters degree in Historic Preservation from Columbia University. He is a member of the Team of Specialists in Public Private Partnerships for the UN Economic Commission for Europe, on the Board of Directors of Global Urban Development, and teaches a graduate course on the economics of historic preservation at the University of Pennsylvania where he received the 2008 G. Holmes Perkins Award for Distinguished Teaching.



**Gerhard Casper**

Gerhard Casper is President Emeritus of Stanford University and the Peter and Helen Bing Professor in Undergraduate Educa-



tion at Stanford. He is also a Professor of Law, a Senior Fellow at the Freeman Spogli Institute for International Studies at Stanford (FSI), and a Professor of Political Science. He attended Yale Law School, obtaining his Master of Laws degree in 1962. He then returned to Freiburg, where he received his doctorate in 1964. Mr. Casper emigrated to the United States in 1964, spending two years as Assistant Professor of Political Science at the University of California at Berkeley. In 1966, he joined the faculty of the University of Chicago Law School, and between 1979 and 1987 served as Dean of the Law School. In 1989, Mr. Casper was appointed Provost of the University of Chicago. He served as President of Stanford University from 1992-2000. Mr. Casper has written and taught primarily in the fields of constitutional law, constitutional history, comparative law, and jurisprudence. From 1977 to 1991, he was an editor of *The Supreme Court Review*. At present, Mr. Casper serves as a member of the Board of Trustees of the Central European University in Budapest and a member of the Board of Trustees of the American Academy in Berlin. He is also a member of various additional boards, including the Council of the American Law Institute and the Committee for Economic Development. From 2000-2008, he served as a successor trustee of Yale University.

**Sonia Evers**

Dr. Sonia “Sunnie” Evers is an art historian specializing in the Italian Renaissance. She currently teaches art history, Renaissance Culture and Women’s Studies at Convent of the Sacred Heart High School in San Francisco and as a guest lecturer at Stanford University and UC Berkeley, where she received her PhD in 1995. In addition, she is the author of several articles and papers on the Venetian sixteenth century artist, Paolo Veronese and has organized several European trips for both students and adults. She is a member of the Board of Save Venice, UC Press and San Francisco Ballet.



**Adli Qudsi**

Adli Qudsi, architect, is a 1964 graduate of Washington State University, USA. He practiced in Seattle Washington until 1975 then returned to Syria and initiated Conception & Construction Consultants, an architectural design and planning firm



involved mainly in public and private sector rehabilitation projects in Syria.

Adli mounted a successful campaign to conserve the Old City of Aleppo leading to the declaration of the Old City as a historical monument by the Syrian government in 1978 and its inclusion in UNESCO’s list of World Heritage Sites in 1986. In 1992 he initiated “The Project for the Rehabilitation of The Old City of Aleppo” enlisting the participation of the German government and the Arab Fund for Economic and Social Development in Kuwait as active partners with the City of Aleppo. In 1998 he received a “Rolex Award for Enterprise” for his efforts in the protection of Old Aleppo and the creation of the successful rehabilitation project.

Adli served as the Representative (1999-2007) and Consultant (2008 - 2009) of the Aga Khan Trust for Culture in Syria implementing their conservation of 3 castles in Syria and their participation in the Project for the Rehabilitation of Old Aleppo.

**Kuang Han Li**

Kuang Han Li manages GHF’s Pingyao Ancient City, Foguang Temple and Monastery Complex (completed) and Fujian tulou Projects in China, including overseeing GHF’s planning, restoration, and interpretation efforts. Additionally, Han is responsible for new China Heritage archaeological site investigations. Han has worked as a consultant to the Getty Conservation Institute’s collaborative project with the Chinese State Administration for Cultural Heritage in Hebei, China and also Kham Aid Foundation’s historic assessment and conservation efforts in Sichuan, China.



**Richard Hansen**

Dr. Richard D. Hansen, Ph.D, is an eminent American archaeologist and currently Senior Scientist at the Institute for Mesoamerican Research in the Department of Anthropology at Idaho State University. Dr. Hansen is a specialist on the ancient Maya and also a director of the Mirador Basin Project, which investigates the mainly unexplored territory in Petén, northern Guatemala. Site of special significance include the Mirador and Nakbe.



Hansen is founder and president of the non-profit Foundation for Anthropological

Research and Environmental Studies (FARES). In December 2005 he was given the National Order of the Cultural Patrimony of Guatemala by the Guatemalan President, Oscar Berger, and in 2008 was named Environmentalist of the Year for Latin America by the Latin Trade Bravo Business award. He has published over 93 scientific papers, a book and popular articles plus another 190 professional papers in scientific conferences. He has conducted and directed archaeological research across the world from Israel, the U.S. Great Basin, the U.S. Southwest, and Central America. In 1989, discoveries by Hansen and his colleagues established the idea that ancient Maya rulers had centralized their roles far earlier than once supposed, building several massive centers with the help of commoners as early as 1000-800 B.C.

**Abha Narain Lambah**

Abha Narain Lambah is a conservation architect practicing in Mumbai, India. She is a recipient the Sanskriti Award 2003, Eisenhower Fellowship (U.S.A.) 2002, the Charles Wallace Fellowship (U.K.) 1998 and the Attingham Trust Fellowship 2007. Abha’s architectural practice has won 7 UNESCO Asia Pacific Heritage Awards for Heritage Conservation and deals with a range of historic monuments and sites across India. Her projects include the restoration of the 15th century Temple of Maitreya Budha at Basgo in Ladakh, the 15th century Chandramauleshwara and 16th century Krishna temples in the World Heritage Site of Hampi, preparation of Management Plans for Ajanta World Heritage Site and the ancient fortified city of Sisupalgarh as well as Nomination Dossiers for Santiniketan and Hyderabad.



She has been a consultant to ICCROM, Global Heritage Fund and World Monuments Fund on various projects. The core of her architectural practice focuses on colonial buildings in India, especially from the 19th century Victorian Gothic genre. Among these are the Viceregal Lodge, Shimla, the Convocation Hall of the University of Mumbai designed by Sir George Gilbert Scott, the Bombay Municipal Head Office designed by F.W.Stevens, Elphinstone College, Old Secretariat Mumbai, Pune Engineering College, J.J. School of Art and the Bombay High Court. Abha has co-edited “Architecture of the Indian Sultanates”, “Conservation After Legislation: Issues for Mumbai” and “A City’s Legacy – The Indian Navy’s Heritage in Mumbai. She has authored “Through the Looking

Glass: The Grade I Heritage of Mumbai” and co-authored “A Conservation Manual for Owners & Occupiers: Heritage Buildings & Precincts, Mumbai” She has been a columnist for the Hindustan Times and MARG.

### **Myron Scholes**

Myron S. Scholes is the Frank E. Buck Professor of Finance, Emeritus, at the Stanford University Graduate School of Business since 1996. He is Chairman of the Board of Economic Advisors of SterlingStamos. He is former Chairman of Platinum Grove Asset Management (since 2009), which he co-founded in 1999.

Professor Scholes is widely known for his seminal work in options pricing, capital market equilibrium, tax policies and the financial services industry. He is widely published in academic journals. He is co-originator of the Black-Scholes options pricing model, which is the basis of the pricing and risk-management technology that is used to value and to manage the risk of options contained in instruments around the world. For this work, he was awarded the Alfred Nobel Memorial Prize in Economic Sciences in 1997.

He was the Frank E. Buck Professor of Finance at the Stanford University Graduate School of Business from 1983 to 1996, and a Senior Research Fellow at the Hoover Institution from 1987 to 1996. He received a Ph.D. in 1969 from the University of Chicago where he served as the Edward Eagle Brown Professor of Finance in the Graduate School of Business from 1974 – 1983 and where he was the Director of the Center for Research in Security Prices from 1976 – 1983. He was an Assistant and Associate Professor of Finance at Massachusetts Institute of Technology Sloan School of Management from 1969 to 1974.

Professor Scholes is a member of the Econometric Society and served as President of the American Finance Association in 1990. Professor Scholes has honorary doctorate degrees from the University of Paris, France, McMaster University, Canada, Louvain University, Belgium and Wilfred Laurier University, Canada. He is a member of American Academy of Sciences.

Professor Scholes has consulted widely with many financial institutions, corporations and exchanges and continues to lecture to many academic groups and other organizations around the world. Professor Scholes is a past Director of the Chicago Mercantile Exchange, and a current director of Dimensional Fund Advisors and American Century (Mountain View) mutual funds.

### **Paul Wilke**

Paul Wilke leads the development of public relations strategies and related programs in support of Visa’s ecommerce, cross-border transactions, and travel and tourism business objectives. Prior to his current role, Paul worked in Visa’s Asia Pacific region in Singapore, which he joined in 2004. He was responsible for all public affairs and communications activities of Visa in South and Southeast Asia. Additionally, he was responsible for Visa’s travel and tourism initiatives in the Asia Pacific region. Paul is a former board member of the Pacific Asia Travel Association (PATA).

Paul has also lived in Singapore, Malaysia and Germany. Prior to joining Visa, Paul spent six years at Singapore-based public relations firm Baldwin Boyle Shand (BBS). Originally a business journalist in Delaware, Paul was editor-in-chief for Delaware Business Review. He has a Bachelor of Science Degree in Journalism from the S.I. Newhouse School of Public Communications, Syracuse University, New York.

### **Peter Greenberg**

Peter Greenberg is America’s most recognized, honored and respected front-line travel news journalist. Peter is Travel Editor for CBS News, appearing on The Early Show, Evening News with Katie Couric, and across many CBS broadcast platforms. An Emmy Award-winning investigative reporter and producer, Peter is also host of the nationally syndicated Peter Greenberg Worldwide Radio show. His other current titles include Travel Editor at Large for AARP, Contributing Editor for Men’s Health magazine, and contributor to Parade, ForbesTraveler.com, Bing Travel, and Oprah.com. Peter was the creator, co-executive producer and host of CNBC’s acclaimed prime-time specials, “Inside American Airlines: A Week in the Life,” and “Cruise Inc: Big Money on the High Seas.” And “Black Box Mystery: The Crash of the Concorde”.

Peter’s books include, Don’t Go There! The Travel Detective’s Essential Guide to the Must-Miss Places of the World, Tough Times, Great Travels, The Complete Travel Detective Bible, The Traveler’s Diet: Eating Right and Staying Fit on the Road, Flight Crew Confidential, and Hotel Secrets from the Travel Detective.

He also the prestigious Distinguished Service Award in Journalism from the University of Wisconsin, as well as the Excellence in Broadcasting Award from the Aviation Space



Writers Association of America. He lives in New York, Los Angeles, Bangkok, and most major airports around the world.

### **Christian Ost**

Christian Ost is economist, professor, former dean of ICHec Brussels Management School, and currently in charge of the Executive Education programs. His academic field covers business cycle theory in corporate management, and heritage economics. In 2008-09, he was scholar at the Getty Conservation Institute in Los Angeles.



### **Parker Blackman**

Parker Blackman has been working in public interest communications, advocacy and organizational development for nearly 20 years. At Fenton, he has led branding, integrated communications strategy and planning for a range of clients including Human Rights Watch, The Wikimedia Foundation, First Five LA, The William and Flora Hewlett Foundation and Playworks. He has consulted for movement leaders including Arianna Huffington and Robert Kennedy, Jr.



Prior to Fenton, Blackman spent 10 years as a leader in environmental and grassroots advocacy. He opened U.S. PIRG’s first Inter-mountain West office. As executive director of the Washington Public Interest Research Group, he successfully devised and executed a campaign to defeat a Texaco-sponsored plan to build a new, 231 mile oil pipeline across the state and won new, tougher regulations on existing oil and gas pipelines within the state. He also conceptualized and ran PIRG’s National Fellowship Program. Blackman grew up on the beaches of Santa Monica, California. He credits the years he lived abroad with his family and attending the International School of Paris for cultivating his love for different cultures, languages and alternate perspectives on the world.

### **Claire Williams**

Claire Williams Díaz leads social innovation and philanthropy at Twitter. She holds an MBA and other degrees from Stanford and Oxford Universities and was a Skoll Foundation Scholar. She co-founded Hope Runs, a non-profit organization in Kenya. She is a published author and writes on such diverse topics as social media strategy, saving



money, and generation Y. Her first book, *The Choice Effect*, appeared in 2010. Find her at [www.claire.us.com](http://www.claire.us.com) or via @clairew on Twitter.

### Tom Kiernan

Tom Kiernan joined NPCA as president in January 1998 to guide NPCA as the leading voice of the American public in protecting and enhancing America's national parks.



Previously, Tom served as president of the Audubon Society of New Hampshire, Deputy Assistant Administrator for Air at EPA (where he won the Gold Medal for his role in achieving consensus on a \$450-million pollution-control project at Grand Canyon National Park), positions with the Oregon Department of Environmental Quality, and with Arthur Andersen & Company.

Under his leadership, NPCA has launched several programs targeted to making specific, lasting improvements in the National Park System. These include NPCA's Center for Park Management, which provides parks with the tools needed to make efficient and effective business decisions, and the Center for State of the Parks, which has developed and applied a scientific methodology to the assessment of the health of the natural and cultural resources within the national parks.

Tom grew up in Virginia, kayaking in Mather Gorge, which is part of the C&O Canal National Historical Park. He was co-founder of the Rocky Mountain Outdoor Center in Colorado, and has tested the white waters throughout the United States and Africa, achieving top-ten status in the U.S. in slalom kayaking. Tom holds an M.B.A. from Stanford and a B.A. from Dartmouth College.

### Bob Perkowitz

Robert Perkowitz is an entrepreneur, environmentalist, writer, investor and distance cyclist. Over the past 25 years Bob has been President of direct marketing and manufacturing organizations with revenues ranging to \$600 million, including Cornerstone Brands, Smith+Noble and Joanna Western Mills. He currently is Managing Partner of VivaTerra LLC, Chairman of Potenco, Inc., President of Paradigm Management, Inc., a Director of SRAM, Inc., and a partner in Firebrand Partners, LLC and Arqua Equity Partners, LLC. In the non-profit sector, in



addition to his work with ecoAmerica, Bob is also on the board of the Environmental Defense Fund, Environmental Defense Fund of North Carolina and the Queens University Learning Society. He also serves on the Sierra Club's National Advisory Council and served a Trustee of the Sierra Club Foundation from 2001-2007. Bob received a B.S. in Social Thought from Lake Forest College and an M.B.A. from Lake Forest Graduate School of Management. He resides in San Francisco and Charlotte, NC with his wife Lisa Renstrom. Bob has ridden his bike across North and South America, Australia and Europe and is currently trying to figure out how to ride across Africa and Asia.

### Greg Moore

Greg Moore has served as the Executive Director of the Golden Gate National Parks Conservancy since 1985. The Golden Gate National Parks Conservancy is the nonprofit organization that works in partnership with the National Park Service and Presidio Trust to preserve and enhance the Golden Gate National Parks. Under Moore's leadership, the Parks Conservancy has become one of the most successful nonprofit organizations supporting any area of the national park system, providing more than \$165 million in support to park projects and programs since the Conservancy's establishment. During his tenure, the Conservancy has received various national awards for excellence in interpretation, conservation, and park improvement efforts.



Moore's early career involved various positions with the National Park Service and other public agencies focusing on conservation, protected areas, and parks – and involving planning, management, and interpretation. His work has often focused on partnership development among the public, nonprofit, and private sectors.

Moore holds a Bachelor of Science degree in Conservation of Natural Resources from U.C. Berkeley and completed a Mid-career Fellowship in Environmental Planning at the University of Washington. He currently serves on the Board of the Association of Partners for Public Lands and is a past Board President. He also serves on the Boards of the National Conservation Lands Foundation and the National Parks Friends' Alliance.

### Jim Sano

Jim Sano is the President of Geographic Expeditions, a San Francisco-based company that offers experiential travel, location management, and sustainable development consulting services to individual travelers, affinity organizations, and governments. Before joining GeoEx in 1988, Sano, who began his National Park Service career as a ranger naturalist, was Special Assistant to the Superintendent of Yosemite National Park, overseeing the park's naturalist/interpretive programs; coordinating several key elements of Yosemite's General Management Plan; and serving as a member of its search and rescue team.



Sano has served for twenty years on the Executive Committee of The Trust for Public Land and was the founding president of the Mono Lake Foundation. He was also on the National Council of the World Wildlife Fund and was a founding director of the Natural Step and the Yosemite Restoration Trust.

Leader of numerous climbing expeditions around the world, including the American Men's and Women's Mount Everest Expedition in 1983, Sano was co-leader of the first guided ski-mountaineering trip to retrace Sir Ernest Shackleton's legendary traverse of South Georgia Island in the Sub-Antarctic and the first expedition to reach the remote Gangkhar Puensuum in Bhutan.

### Ian Hodder

Ian Hodder came to Stanford in 1999. He is the Dunlevie Family Professor in the Department of Anthropology, and since 2006 he has been Director of the Stanford Archaeology Center. Since 1993 he has been excavating at the 9,000 year-old Neolithic site of Catalhoyuk in central Turkey. The 25-year project has three aims - to place the art from the site in its full environmental, economic and social context, to conserve the paintings, plasters and mud walls, and to present the site to the public. The project is also associated with attempts to develop reflexive methods in archaeology. Ian Hodder teaches and writes about archaeological method and theory. Among his publications are: *Symbols in Action* (Cambridge 1982), *Reading the Past* (Cambridge 1986), *The Domestication of Europe* (Oxford 1990), *The Archaeological Process* (Oxford 1999), *Catalhoyuk: The Leopard's Tale* (Thames and Hudson 2006).



### Patrick Whitney

Professor Patrick Whitney is the director of the Institute of Design, Illinois Institute of Technology, and is the Steelcase/Robert C. Pew Professor of Design. He is on the Distinguished Advisor Board of the Association of Computing Machinery's Special Interest Group in Computer Human Interaction (ACM-SIGCHI). He has been on the jury of numerous award programs including the 1995 Presidential Design Awards, and was a member of the White House Council on Design. Professor Whitney was the President of the American Center for Design (ACD) and the editor of the Design Journal, its annual publication. He edited *Design in the Information Environment*, a book published by Knopf in 1984. He has consulted to numerous corporations, including Aetna, Texas Instruments, McDonald's, and Zebra Technologies, and has conducted private education programs for executives from government agencies and corporations in the USA, Europe, and Asia. Recent speaking engagements include the Delhi Sustainable Development Summit, and the TED Conference 2004 in Monterey. He is the principal investigator of a research project called *Global Companies in Local Markets*, and of the Institute of Design's *Design for the Base of the Pyramid* sustainable development initiative.



### Michael Jones

Michael Jones is Google's Chief Technology Advocate, charged with advancing the technology to organize the world's information and make it universally accessible and useful. Michael travels the globe to meet and speak with governments, businesses, partners and customers in order to advance Google's mission and technology. He previously was Chief Technologist of Google Maps, Earth, and Local Search — the teams responsible for providing location intelligence and information in global context to users worldwide. Before its acquisition by Google, Michael was CTO of Keyhole Corporation, the company that developed the technology used today in Google Earth. He was also CEO of Intrinsic Graphics, and earlier, was Director of Advanced Graphics at Silicon Graphics. A prolific inventor and computer programmer since the 4th grade, he has developed scientific and interactive computer graphics software, held engineering and business executive roles, and is an



avid reader, traveler and amateur photographer using a home-built 4 gigapixel camera made with parts from the U2/SR71.

### Dan Thompson

Dan Thompson joined Global Heritage Fund full-time in January 2008, having previously conducted fieldwork at GHF-supported projects in the Mirador Basin, Guatemala, and at Ani and Çatalhöyük, both in Turkey. He is the manager of Global Heritage Network, oversees project data collection and mapping, and provides support to fundraising efforts.



Dan has BA degrees in Anthropology/Geography and Journalism, an MA in Near Eastern Studies from UC Berkeley, and a PhD from the Institute of Archaeology at UCL in London, England. His research and professional interests include archaeological GIS and multispectral imagery analysis, landscape archaeology and cultural heritage preservation. Dan has spent 23 years living outside the United States and speaks some French, Turkish, Italian and Spanish.

### John Steffenson

John Steffenson has worked for ESRI for over 15 years and has over 25 years of experience with geospatial technology. Based in Washington, DC, he oversees the Federal Civilian and Global Affairs Business Development Team at ESRI. He manages a team of professionals located in Washington and across the country and Europe. His team is responsible for managing a broad portfolio of federal departments and agencies, international organizations such as the United Nations and Organization of American States, and multi-national non-governmental organizations. Prior to joining ESRI, John worked for the US Forest Service for 15 years. He held senior management positions on numerous high profile projects such as the President's Forest Plan, Spotted owl Recovery Plan, Scientific Assessment Team, among others. John also worked for the House Interior Committee in the US House of Representatives in the early 1980's under Chairman Morris Udall and worked on legislation such as the Mt. St. Helen's National Volcanic Act and the Arkansas Wilderness Act. He also provided staff support for hearings on the Alaska Timber Supply Fund and proposals to combine the US Forest Service and the Bu-



reau of Land Management. John has degrees in Forestry and Geography and lives in Falls Church, Virginia with his family.

### John Sanday

John Sanday joined GHF in 2007 as Director for Asia and Pacific Programs. John is the BanteayChhmar, Cambodia Project Director and is also responsible for project oversight, quality assessment, monitoring and reporting, new project investigations and helping to secure in-country matching funding for select GHF projects in the Asia-Pacific region. John Sanday is a British architect who has spent the last 36 years living and working in Nepal. As one of the leading architectural conservators in Asia, he has traveled and worked all over the sub-continent on a wide assortment of historic buildings including Himalayan monasteries, Indian Palaces, and since 1989 monuments in Angkor, Cambodia. John's most recent commissions are in Mustang, Nepal and Bumthang, Bhutan, where John has created programs to train young professionals and craftsmen to master the skills of preserving their own cultural heritage. John has been elected a fellow of the Society of Antiquaries, London and more recently awarded by Her Majesty Queen Elizabeth II an Order of the British Empire (OBE) for his contribution to architectural conservation and training, especially in Cambodia and Nepal.



### Randy Durband

Randy Durband has held senior leadership positions with premier U.S. tour operators, having served as President for Travcoa, INTRAV, and Clipper Cruise Lines, as well as Executive Vice President of Tauck World Discovery. He has a 28-year career in travel and tourism. As a Senior Partner of Robin Tauck & Partners, Randy supports Sustainable Travel through global public/private partnerships. His leadership expertise and experience in \$100 - \$400 million tour companies lends expert consultancy with business acumen to tourism issues. He has extensive networks in EU, USA, Asia-Pacific and Eastern Europe and broad knowledge of many international destinations in over 80 countries on every continent. His work in sustainable travel encompasses a range of activities: advising on the marketability of heritage sites and market-led product development to tourism development agencies;



teaching and advising on sustainable destination marketing; connecting the tourism sector to the preservation and conservation world; and speaking and writing on issues relating to sustainable tourism and destination stewardship. He is a principal of the Coalition for World Heritage Destinations, comprised of Sustainable Travel International (STI), Robin Tauck & Partners, Solimar International, and SAVE Travel Alliance. Randy currently serves on the boards Global Exchange and Sustainable Travel International and is CEO of its consumer-facing website [www.green.travel](http://www.green.travel).

#### John Hurd

John Hurd currently serves as GHF's International Conservation Director. At GHF, John has responsibility for conservation at all sites worldwide. He works closely with GHF project directors and international experts on sites selection, project monitoring and especially technical direction and advice. John is also the Director of the GHF Senior Advisory Board, a group of international specialists who review GHF procedures, especially site selection and annual project assessment. After a BS in the Geology of Clays, John studied a two-year Conservation Science diploma and an 'objects' higher National diploma, leading to work as a sculpture conservator at the Victoria and Albert Museum in London. From 1989 -1998, John was a partner at Lincoln Conservation Studio, a atelier specializing in large architectural objects conservation. In 1998 John formed Hurd Conservation International, an international field consultancy with projects across Asia for several International agencies; he was a senior conservation consultant to UNESCO, Division of Cultural Heritage, on the Silk Roads cities of Central Asia. Hurd was elected as President of ICOMOS International Scientific Committee for Earthen Architectural Heritage in 2006. In October 2006 he was elected as President of the ICOMOS Advisory Committee. John is a fellow of the Institute of Advanced Architectural Studies and a Visiting Fellow of the school of Archaeology at the University of York.



#### Johannes F. Linn

Johannes Linn is a Resident Senior Scholar at the Emerging Markets Forum in Washington and a Non-resident Senior Fellow at the Brookings Institution. From 2005-2010 he served as Director of the Wolfensohn Center



for Development at Brookings. Prior to joining Brookings in 2003, Mr. Linn worked for three decades at the World Bank in various capacities. From 1996 to 2003 he served as Vice President for Europe and Central Asia. In this capacity he oversaw various projects of World Bank support for cultural heritage preservation in Central and Eastern Europe. His current research interests are in the areas of global governance reform, aid effectiveness, and regional cooperation with a special focus on Central Asia. Since 2004 he has served on the board of the Global Heritage Fund, where he chairs the Program and Planning Committee. Mr. Linn holds a Bachelors degree from Oxford University and a doctorate in economics from Cornell University.

#### Marco Aveggio

BBA Universidad de Lima, Perú, Board Member of the Wiese Foundation since 1999.



#### Fernando Paiz

Mr. Paiz is past Chairman of the Board of Directors of Wal-Mart Central America. Mr. Paiz and his family have been founding shareholders and operators of the largest supermarket chain in Central America (540 modern supermarkets in 5 countries) for many years. He is founding president of Convergence Communications, the first internet and cable TV operator in Guatemala and Petco International, the first company to introduce and produce PET bottles in South America.



Mr. Paiz is member of other international business and philanthropic boards and community organizations including the Paiz Foundation, which supports education and the arts in Guatemala, the Maya Route Conservation Foundation, the Foundation for Maya Cultural and Natural Patrimony (PACUNAM), Heinemann Foundation and Zamorano University in Honduras. Mr. Paiz is the founding president and former director of the Central America-US Chamber of Commerce in the State of Florida.

For his efforts to protect the Mayan patrimony in Guatemala, the French government awarded as Knight of the Order of Arts and Letters in 2010. Mr. Paiz holds a B.S. degree in Industrial Engineering from Northeastern University and a Master Degree in Management from the Sloan School at the Massachusetts Institute of Technology ("MIT").

#### Larry Coben

Larry Coben is the founder and Executive Director of the Sustainable Preservation Initiative ("SPI"). SPI ([www.sustainablepreservation.org](http://www.sustainablepreservation.org)) seeks to preserve the world's cultural heritage by providing sustainable economic opportunities to poor communities where endangered archaeological sites are located. SPI believes the best way to preserve cultural heritage is creating or supporting locally-owned businesses whose success is tied to that preservation. SPI's grants create transformative economic opportunities for the local residents while saving archaeological sites for future generations to study and enjoy.



Coben ([www.larrycoben.com](http://www.larrycoben.com)) is also a University of Pennsylvania affiliated archaeologist. His most recent archaeological work focuses on Inca imperial expansion and the role of spectacles, rituals and theatricality in ancient societies. He was most recently the director of Proyecto Inkallakta, a multidisciplinary project at the monumental Inka site of that name in Bolivia. He has directed or participated in projects in Bolivia, Peru, Guatemala, Ecuador and Jordan (Petra). Coben is also Vice-Chairman of the International Committee on Archaeological Heritage Management's (ICAHM's) Standards Board.

Coben has started and run numerous energy companies. He serves on the Department of Homeland Security's Sustainability and Efficiency Task Force and Cleantech and Green Business for Obama. Coben writes an energy blog for the Huffington Post.

#### Santiago Soler

Santiago Soler is a private sector development specialist with more than 20 years experience in trade and foreign direct investment promotion; trade integration; trade and investment promotion policy; institutional regulatory reforms and policy dialogue; customs and trade facilitation; exports and market access support; business development services to promote competitiveness; clusters and local development; and management of highly qualified teams in multi-year and multi-million dollar projects. He has twenty years of experience in international development projects working for management consulting companies, donor agencies, and multilateral organizations. Additionally, Santiago has extensive



experience in the design, implementation and evaluation of trade, investment and SME competitiveness promotion projects related to technological innovation; trade and investment; business climate; environmental and quality management systems, conformity assessment (standardization, certification and accreditation); agriculture/agribusiness; and sustainable tourism.

**Jennifer J. Raab**

Jennifer J. Raab serves as President of Hunter College in New York City. Since taking the helm as Hunter College's 13th president, she has built upon the College's strong foundation, refined its mission, overseen its academic programs and spearheaded its growth and development as one of the world's leading urban centers of higher education. With a highly diverse student population of more than 20,000, Hunter is the largest college in the City University of New York (CUNY) system.



Prior to her appointment at Hunter in June 2001, Ms. Raab served for seven years as chairman of the New York City Landmarks Preservation Commission. Named to the post by Mayor Rudolph Giuliani in 1994, she won praise from many quarters for her ability to achieve consensus among the diverse constituencies affected by the Commission's regulatory activities.

**Connie Duckworth**

Connie Duckworth founded ARZU, Inc. in 2004 and serves pro bono as Chairman and Chief Executive Officer. She is a retired Partner and Managing Director of Goldman, Sachs, & Co., where she was named the first woman sales and trading partner in the firm's history during her 20 year career. Ms. Duckworth is a Trustee of Northwestern Mutual Life Insurance Company and a Director of Russell Investment Group; and Steelcase Inc. She serves on the Advisory Board of the Duke Islamic Studies Center in Durham, North Carolina; the Board of Directors of Global Heritage Fund in Palo Alto; the Board of Directors of the Interfaith Youth Core in Chicago; and the Board of Overseers of the Wharton School. Ms. Duckworth is the immediate past Chairman of the Board of NorthShore University HealthSystem, in Evanston, Illinois, the first woman to have held this position. She is a past Chair of the Committee of 200, the organization of



leading women entrepreneurs and corporate business executives in the U.S. She is the author of *The Old Girls Network: Insider Advice for Women Building Businesses in a Man's World* (Basic Books 2003), primer on how to start a business.

The recipient of numerous awards, Ms. Duckworth was named a 2008 Skoll Foundation honoree for Social Entrepreneurship. She holds an M.B.A. from The Wharton School of the University of Pennsylvania and a B.A. from the University of Texas.

**Nicolas Kristoff**

Two-time Pulitzer Prize winner and New York Times columnist Nicholas D. Kristof is often called the "reporter's reporter" for his human rights advocacy and his efforts to give a voice to the voiceless.



In 1990 Kristof and his wife, Sheryl WuDunn, also a New York Times journalist, won the Pulitzer Prize for their coverage of China's Tiananmen Square democracy movement, making them the first married couple to win a Pulitzer for journalism. Their most recent book, *Half the Sky: Turning Oppression into Opportunity for Women Worldwide*, immediately hit The New York Times Bestseller List after being published in September 2009. Kristof and WuDunn also wrote *China Wakes: The Struggle for the Soul of a Rising Power and Thunder from the East: Portrait of a Rising Asia*.

Kristof graduated from Harvard College, Phi Beta Kappa, and won a Rhodes Scholarship to Oxford, where he studied law and graduated with first class honors. He later studied Arabic in Cairo and Chinese in Taipei. After working in France he began backpacking in Africa and Asia, writing articles to cover his expenses. Kristof has lived on four continents, reported on six, traveled to a hundred and forty countries, all fifty states, every Chinese province and every main Japanese island. He is also one of the few Americans to be at least a two-time visitor to each member of the "Axis of Evil." During his travels, he caught malaria, experienced wars, saw an Indonesian mob carrying heads on pikes, and survived an African airplane crash.

After joining The New York Times in 1984 to initially covering economics, Kristof served as a correspondent in Los Angeles and as bureau chief in Hong Kong, Beijing, and Tokyo. In 2000, he covered the presidential campaign and, in particular, Governor Bush.

Kristof has taken a special interest in Web journalism and was the first blogger on The New York Times Web site. A documentary about him, called *Reporter*, premiered at Sundance Film Festival in 2009.

Haunted by what he has seen in Darfur, Kristof traveled to the region four times to provide coverage of the genocide unfolding, winning his second Pulitzer Prize for Commentary in 2006, "for his graphic, deeply reported columns that, at personal risk, focused attention on genocide in Darfur and that gave voice to the voiceless in other parts of the world."

Kristof has also won the George Polk Award, the Overseas Press Club award, the Michael Kelly award, the Online News Association award, and the American Society of Newspaper Editors award.

Opposite: Wat Phu, Laos  
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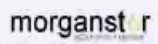
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Global Heritage Fund

625 Emerson Street, Suite 200  
Palo Alto, CA 94301

+1.650.325.7520  
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