

*Preparing Asians and Americans for
a Shared Future*



ASIA
Society



Northern
California
Center

**2010 Annual
Report**

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Asia Society believes that without an understanding of Asia, the United States cannot compete in a globalized economy. With your help, we provide a forum for the public, because without closer ties and deepened understanding, we cannot solve the problems of tomorrow, today.

Dear Supporters and Friends,

During the past year, Asia Society Northern California once again proved its reputation for providing thought-provoking, interdisciplinary, geographically diverse programming on Asia and Asian American affairs to the Bay Area. Our public programs remain as timely and fascinating as ever, and our range of program series expanded yet again in 2010.

Having been named an Asia Society Center for Excellence in Sustainability, Asia Society Northern California continued its Sustainable Development in Asia program series, offering programs about environmental NGOs, Traditional Chinese Medicine, e-waste recycling and a host of other issues facing Asia as it develops. In addition, we expanded our Asian America Now programming, taking a look at the next generation of Asian women writers and the next generation of Asian American comedians. ASNC grew its Young Professionals Group, offering networking events as well as programs. As always, our Off the Menu series continued to bring delicious and unorthodox Asian cuisine to our members. 2010 also saw many topics on policy and current affairs, including the conclusion of the immensely popular Future of Democracy in Asia program series.

Never before has ASNC reached so many, and 2010 saw expansion beyond even the borders of California of its programming. Leveraging the partnerships we have built in the U.S. and Asia over the past 12 years, ASNC launched the Pacific Cities Sustainability Initiative. This undertaking is a joint venture between ASNC, our sister Asia Society center in Southern California, USC's Marshall School of Business, UCLA's Anderson School of Management and the Association of Pacific Rim Universities' World Institute. PCSI, which is also funded by a grant from PG&E, will consider how cities — so often seen as the cause of climate change — can become beacons of sustainability by creating a mechanism for communication of best practices. With more than half the planet now living in urban settings, this is one of the great imperatives of the 21st Century. PCSI will offer public programs, workshops and conferences in California and Asia over the next four years.

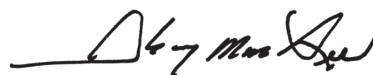
As you know, Fiscal Year 2010 also fell during the economic recession, which ASNC took decisive and aggressive steps to face. With overwhelming support from our board, corporate supporters and individual members, ASNC remained fiscally strong and on a growth strategy — a testament not only to our mission's importance in the Bay Area, but also the prudence with which we govern ourselves.

Within this report you will find more detailed information about our programming in Fiscal Year 2010, as well as our finances. We thank all of our members, sponsors and supporters for your generosity and support, and invite you to read further. You enable us to continue sharing the diversity of Asia with California, bringing Asians and Americans together for a shared future.

Sincerely,



John S. Wadsworth
Co-Chairman



Chong-Moon Lee
Co-Chairman

Environmental Programs

Rapid urbanization threatens the delicate balance of world resources, but it also offers new hope — the **Pacific Cities Sustainability Initiative** takes on climate change on a global scale, engaging partners across California and the Pacific Rim to look at global sustainable cities. This 5-year initiative of conferences, workshops and related activities will focus on the issues of **water-energy nexus, green transportation, clean energy, green buildings and green infrastructure.**



This photo, featured in Asia Society New York's "Rivers of Ice" exhibit, depicts the loss of ice in the Himalayas over the past 100 years. If current melt rates continue, these glaciers will be unable to maintain mass balance, ultimately disrupting the water supply to hundreds of millions of people downstream.

Global warming threatens the entire world — and demands worldwide collaboration to stop it. The **Sustainable Development in Asia** program series tackles global warming by covering international experts and the public at programs such as "The Emerging Water Crisis in California & Asia," "The State of Environmental NGOs in China" and "Traditional Chinese Medicine and Endangered Species."

Arts & Culture Programs

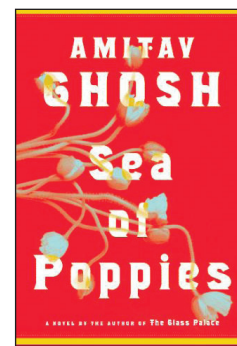
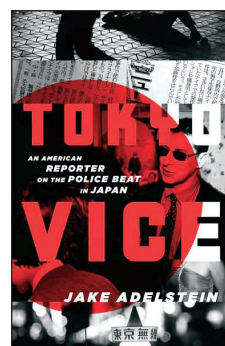
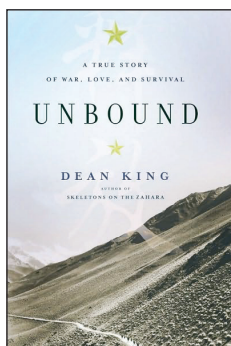
Innovative cuisine

— Asia Society puts its members at the forefront of the foodie experience. The **Off the Menu** program series offers members a taste of the diverse and exciting developments in Asian and fusion cuisine with programs such as "Wok Hay: The Art of the Stir Fry," and "Filipino Flavors."



Cultural heritage is a rich source of wisdom and renewal. Our programs **explore the rich histories, religions, arts and traditions of many Asian cultures**, with programs such as "Jews in Modern China," Contemporary Asian Art and Wisdom for Difficult Times: What the Buddhists Teach.

Fresh ideas — **Meet the Author** programs get personal with bestselling and first-time authors such as Amitav Ghosh, William Vollman, Jake Adelstein and Dean King.



Business & Policy Programs



The **Financial Crisis** has created a new global landscape of trade, investment and business innovation. Asia Society's **Business in Asia** programs make sense of the "new normal," giving businesspeople insight into the future of doing business in China with programs such as "**The US-China Post-Crisis Relationship** conference," and "**INDOVations.**"

Asia Society late-breaking programs bring audiences behind the scenes of **breaking current events**, cutting through media noise with thoughtful, scholarly and easy-to-understand programs, such as "**The Future of Thailand.**"



Asia Society policy programs offer **in-depth exploration** of cultural and political histories, offering insight into international conflict, and thoughtful dialogue on today's most pressing issues.

Select Asia Society Programs

Asia Society Northern California hosted over 70 programs in Fiscal Year 2010. Here are a few highlights of our diverse public program offerings.

Sustainability

From West to East: A Geo-Architectural Shift
July 13, 2009

Conference: "A Call to Action: Cleantech Revolution in the US and China." (Shanghai)
September 7-8, 2009

Back to the Land: A Conversation between Novella Carpenter & David Mas Masumoto
September 9, 2009

Panel Discussion: Asia's Environmental Future
September 19, 2009

The State of Environmental Activism in China
October 20, 2009

Healing Without Harm: Endangered Species and Traditional Chinese Medicine
November 10, 2009

China's Environmental Movement
January 6, 2010

Global Warming & the Water Crisis in California & Asia
January 14, 2010

Workshop: Pacific Cities Sustainability Initiative: Building Sustainable Cities in California and Asia
January 15, 2010

Working Toward a Clean Energy Future in India
March 10-11, 2010

Sustainable Development in Asia: China and the E-Waste Export Challenge
May 4, 2010

Business & Policy

The Future of Democracy in China
October 5, 2009

Youth, Islam and New Media
October 15, 2009

INDovations: Driving Global Innovation from Emerging Markets
January 25, 2010

Rallying Post-Recession: What China's Growth Means for the Bay Area & Chinese Economies
February 10, 2010

Conference: Challenges to the Post-Crisis Relationship
February 18, 2010

Amartya Sen: The Idea of Justice in India
February 24, 2010

A New Era for Taiwan-PRC Economic Relations
April 5, 2010

Hosted Dinner: Science and Technology and the Economic Development of Thailand
April 15, 2010

ASNC Seventh Annual Dinner
Honoring Feng Deng, Arthur Genster, and HP
April 27, 2010

Non-Violence as a Path to Peace, Professor Samdhong Rinpoche, Tibetan Prime Minister in Exile
May 26, 2010

Arts & Culture

Young Professionals Group: Contemporary Asian American Art
July 28, 2009

Panel Discussion: Contemporary Art, Community, and Public Space
July 25, 2009

Meet the Author: Kathryn Ma, *All That Work and Still No Boys*
September 22, 2009

Meet the Author: Bonnie Tsui, *American Chinatown: A People's History of Five*

Neighborhoods
September 29, 2009

Workshop: Wisdom for Difficult Times: What the Buddhists Teach
October 2-3, 2009

Meet the Author: Amitav Ghosh, *Sea of Poppies*
October 7, 2009

Wine + Art Holiday Party
December 2, 2009
Meet the Authors: Peter Hessler, *Country Driving* and Leslie Chang, *Factory Girls*
February 23, 2010

Panel Discussion: Jews in Modern China
March 2, 2010

Meet the Author: William Vollman, *Kissing the Mask*
April 13, 2010

Asian America Now: The New Generation of Asian-American Women Writers
April 22, 2010

Women in Asia: Jean Kwok, *Girl in Translation*
May 5, 2010

Asian America Now: The New Generation of Asian-American Stand-Up Comics
May 13, 2010

Meet the Author: Dean King, *Unbound: A True Story of War, Love, and Survival*
May 14, 2010

Off the Menu: Wok Hay: the Art of the Stir-Fry
May 29, 2010

Young Professionals Group: *Karate Kid* Advance Screening
June 8, 2010

Meet the Author: William Dalrymple, *Nine Lives: In Search of the Sacred in Modern India*
June 23, 2010



Annual Dinner



From left to right: Bruce Pickering, Executive Director; John Wadsworth, ASNC Co-Chairman; Chong-Moon Lee, ASNC Co-Chairman; Iris Chan, ASNC Advisory Boardmember; Angelina Jaspers, honoree; Kenneth Wilcox, ASNC Advisory Boardmember; Feng Deng, honoree; Arthur Gensler, honoree; Steve Mayer, award presenter.



Sydney Kohara, Co-Ancor of the CBS 5 Eyewitness News Early Edition, kept the evening lively in her role as MC.



Students from Lowell High School pose with ASNC Honorary Chairman The Honorable George P. Shultz. The students volunteered selling raffle tickets at the Annual Dinner to benefit ASNC's high school scholarship program.

Asia Society Northern California's 7th Annual Dinner "Building Bridges to a Shared Future" took place April 27, 2010 at Four Seasons Hotel San Francisco. The dinner, which raised 40 percent of ASNC's 2009-2010 funds, featured a moderated discussion about US-Asia relations, a silent auction and a scholarship raffle.

Each year, the Annual Dinner honors three leaders for their work in bridging the gap between Asia and America. In 2010, the Business and Policy honoree was Hewlett-Packard Company for its environmental leadership. The Arts & Culture honoree was architect Arthur Gensler, whose sustainable designs are springing up in every major Asian city. The Education honoree was Feng Deng, founder of Northern Light Venture Capital and funder of several educational exchange programs for Chinese students.

We are grateful to the following individuals and organizations for their support of the 7th Annual Dinner:

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Financial Statements

Asia Society Northern California prides itself on fiscal responsibility — we have met our budget every year since our founding over ten years ago. We make sure that donors' contributions are well spent and have made each dollar go farther to continue offering our programs in the current economic recession. Asia Society Northern California is independently funded, and is supported by gifts from individuals, corporations and foundations who support our mission to bridge the gap between Asia and America.

Our financial statements are prepared by Asia Society Northern California management and Richard Wong CPAs, and follow standard accounting practices.

We are grateful to our members and corporate donors, who fund our efforts to enrich Asian and Asian American understanding in the Bay Area.

Income July 2009 - June 2010

Contributions & Grants	35,000
Individual Donations	159,300
Program Underwriting	5,000
Membership	34,770
Corporate Membership	80,000
Global Corporate Membership	18,800
Annual Dinner	273,820
Program Admission Fees	9,551
Miscellaneous	1,705

Expense July 2009 - June 2010

General	160,813
Fundraising	147,020
Programs	274,655
Miscellaneous	12,048

Total Expense	594,536
Total Income	617,946
Net Income	23,159

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Founded in 1956 by John D. Rockefeller III, the Asia Society is a leading global organization committed to fostering dialogue and building a community for all those with a passionate interest in Asia. As one of eleven Asia Society centers worldwide, Asia Society Northern California offers fresh perspectives on the forces and issues shaping the US-Asia relationship. From food, fashion, and film, to politics, business, and social issues, we present innovative, multi-disciplinary programs that bring together members and experts to create an active and informed community.

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