

Meet the Author: Ian Toll, "Pacific Crucible: War at Sea in the Pacific, 1941-1942." January 17, 2012

Arts & Culture: Voices in the Wooden House: A lecture by Charles Egan on newly recovered Angel Island poems. January 21, 2012

Meet the Author: Perry Link, editor, on "No Enemies, No Hatred: Selected Essays and Poems by Liu Xiaobo." January 26, 2012

Young Professionals Group/Off The Menu: Taiwanese Beef Noodle Soup. February 8, 2012.

Arts & Culture: K&L Gates Lunar New Year Celebration. February 9, 2012

Young Professionals Group: "Eat, Play, Live: Stories from Expats in Asia." February 16, 2012

Meet the Author: Gregg Jones, "Honor in the Dust: Theodore Roosevelt, War in the Philippines, and the Rise and Fall of America's Imperial Dream." February 28, 2012

Pacific Cities Sustainability Initiative: Sustainable Transportation Conferences & Looking Ahead



Asia Society Northern California continues to lead its groundbreaking urban sustainability collaboration between business, academia, and policymakers, the Pacific Cities Sustainability Initiative (PCSI). This past October's conferences were the second year in the PCSI series and focused on the topic of sustainable transportation. The Pacific Cities Green Transportation Conference took place over two days in both San Francisco (October 24) and Los Angeles (October 26).

This year's conference saw a gathering of experts from the private sector, public agencies, and academia who are all making strides towards a sustainable future and were able to share their knowledge and experience in the transportation sector. Architect and urban designer **Peter Calthorpe**, and **Rod Diridon**, Executive Director of the Mineta Transportation Institute, provided

riveting keynote remarks at both locations. While the San Francisco and Los Angeles conferences saw some overlap in ideas and speakers, each event had its own agenda unique to its location. Topics ranged from a discussion of public/private partnerships to enhancing the competitiveness of cities through green transportation to envisioning a sustainable future for Los Angeles. The diverse mix of participants brought a variety of perspectives to today's urgent sustainability challenges through an interdisciplinary forum, including specialists with backgrounds in research, technology, architecture, business, urban planning, and policy.

These conferences are part of PCSI's mission to promote long-term collaboration between the US and Asia on sustainable urban growth. The coming year will see large strides for this initiative, so expect big changes for PCSI. Stay tuned for more on these exciting developments!

PCSI is a joint initiative of the Asia Society, the University of Southern California's Center for International Business Education and Research (CIBER), UCLA's Anderson School of Management, and the Association of Pacific Rim Universities. The Urban Land Institute, Bay Area Council and the American Institute of Architects all played a critical role as Conference Organizers. PCSI and conference sponsors include Cisco, PG&E, SoCal Ed, Arup, KPMG, Gale International, and the Incheon Free Economic Zone and its affiliates.

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It's a Complicated World Out There...



...and one of the people who made it comprehensible to many of us has passed away.

On November 1, 2011, Robert Scalapino, Robson Research Professor Emeritus at UC Berkeley and one of the giants of Asian Studies, passed away. Professor Scalapino had many gifts, but I think one of them was his ability to take remarkably complex issues and make them comprehensible, not just to other academics but also to students, politicians (no small feat, that) and perhaps most important, the

general public. Though he was consulted regularly by Presidents, Secretaries of State, and leaders of many foreign government and international organizations (some of whom, such as Sadako Ogata and Han Seung-joo, were his graduate students), Scalapino was an extremely accessible individual. He served on many boards, including the Asia Society's international board based in New York City. For his many contributions, he was the Northern California Center's Honoree for Education at our 2008 (annual Dinner.

Scalapino was one of the last of a generation of scholars who emerged during the Second World War and contributed greatly to academic thought during the Cold War. Despite his stand on the Vietnam War, which placed him at odds with many of his colleagues, Scalapino will be remembered as one of the leaders of Asian studies. In keeping with his legacy, ASNC intends to work with other organizations on a series of programs which will consider American policy in Asia in this time of economic, financial, demographic and political change.

This has been an extremely active year for ASNC so far – and the year's programming is only at the half way mark.

In October, working with our sister Center in Los Angeles, ASNC planned and executed major conferences in both Northern and Southern California on Green Transportation, as a part of our growing Pacific Cities Sustainability Initiative. The initiative, now approaching its third year, will likely become trans-Pacific, with conferences in both North America and Asia next year. We are also developing a new model for interactions between students and business leaders, enabling the students to gain real world experience and the business leaders to benefit from new insights as well as the energy and enthusiasm the students bring to the table.

We also hosted the second of our three part series on protecting intellectual property in China – this one focused on the protection of Life Sciences IP, and our fifth Wine + Art Open House, at our offices on Washington St.

In the spring, please look for a continuing range of programs on Asia's economic outlook and of course, our Annual Dinner, now scheduled for early May - stay tuned! None of this could be possible without the support of our Advisory Board, our dedicated staff, or our loyal members. We thank you all for your continuing support.

N. Bruce Pickering
Executive Director

Chairmen's' Corner

The Northern California Advisory Board is an integral element of the Asia Society presence in Northern California, and provides intellectual, financial, and outreach guidance to the staff of the Northern California Center.

We are proud to serve as the co-chairs of this well respected local branch of the larger Asia Society global family.

It is our pleasure to note that two highly regarded local leaders have joined the Advisory Board:

Naren Gupta, Founding Managing Partner of Nexus Venture Partners. Dr Gupta is a prominent leader in Silicon Valley's venture capital community, a founding member of TiE (The Indus Entrepreneurs). He holds an MA from the California Institute of Technology and a Ph.D. from Stanford in engineering.

Bakul Joshi, Founder and President of Multiple Access, a Silicon Valley technology firm. Born in Uganda, Bakul holds a Masters Degree in Business from University of Baroda, India. He is also a founding member of TiE and is currently assisting the GIVCA (Global India Venture Capital Association) as their Executive Director.

Mark Levine, Group Leader of the China Energy Group at Lawrence

Berkeley National Laboratory. Dr. Levine is one of the world's leading authorities on building efficiency, and formerly headed the Environmental Division at LBNL.

Chong-Moon Lee & John S. Wadsworth, Jr.
Co-Chairmen of the ASNC Advisory Board

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Life Sciences IP in China Conference 11/7



With recent announcements by the Chinese government to both promote the innovative capacities of domestic companies as well as clamp down on intellectual property (IP) transgressions, our November 7 conference, “Protecting Life Sciences IP in China,” was a timely forum for scientific research and legal professionals alike in the Bay Area life sciences sector.

Opening keynote speaker Wei Huacheng, board chair of Beijing Pharmaceutical Group Co., Ltd., set the stage by presenting on recent trends - including the frenetic pace of new patent applications in China – and was followed by a panel discussion among legal and academic experts on China’s evolving IP protection systems. Among the points raised by this first panel were that IP in the life sciences sector, because of certain characteristics in its R&D process, must be approached differently than for other industries

or sectors, and that there needs to be more standardization in China’s IP regime as well as more harmonization between the setting of regulations and their enforcement.

The second panel, which discussed best practices for firm strategy and operations, offered best practices from patent attorneys and investors. Due diligence was underscored as the best possible way to mitigate IP infractions, with one panelist pointing out that companies should strongly consider whether or not they want their IP in China as part of their business strategy. The panel also advised that companies create an internal infrastructure that would mitigate the risk of lost trade secrets. On the whole, the group agreed that the best way to protect a company’s IP in China is through a combination of trust between an organization and its stakeholders and a close understanding and proper execution of legal provisions for protection.

The IP conference ended with a closing presentation from Dr. Oliver Lutze of Bayer Technologies, who is based in Shanghai. Dr. Lutze noted the importance of becoming involved in IP policy discussions - whether through Chambers of Commerce, business advocacy groups or direct government dialogue - as a means of shaping the future of China’s IP laws. China’s government is open, said Dr. Lutze, to company input when it files laws, and he urged companies to use the comment period to advocate for fair IP policies in life sciences industries.

Asian American Political Clout 11/15

Ed Lee’s historic win in San Francisco’s mayoral election on November 8 highlights the strong political influence of the city’s Asian American electorate, according to the remarks of a panel of experts and academics convened on November 15 for “Asian American Political Clout: A Post Election Analysis.”

Ed Lee is the first Chinese American elected to the city’s highest political office. As the panelists suggested, one key factor that handed Lee victory was his race – among the Asian American electorate, turnout rate was more than 50%, a city record. It was noted that Asians are the fastest-growing racial group in the U.S., making them a growing political force. The Bay Area in particular has the highest proportion of Asian Americans, with almost one in four residents in this group.

According to recent research presented by the panelists, Asians are more inclined to vote for candidates of the same racial identity. The San Francisco mayoral election illustrated this finding – Chinese-Americans overwhelmingly supported Lee over his two runner-ups, John Avalos and Dennis Herrera. However, co-ethnic voting rates vary among different groups of Asian Americans. Co-



ethnic voting trends were found to be strongest among Korean-Americans and weakest among Indian-Americans. *For a more detailed summary of this discussion, including links to panelists’ presentations, visit our blog: <http://asiasocietync.blogspot.com/>.*

Wine + Art Member Appreciation Event 12/1



A beautiful display of creative pieces by Cynthia Tom Fine Arts and the Asian American Women Artists Association.



Left to right: Cynthia Miyashita, Michael Zielenziger, and Niels Erich enjoy lighthearted conversation.



Asia Society Northern California members, board members, friends, and staff gathered in celebration of the holidays at ASNC's annual Wine + Art Party, December 1st.

Thank you to art vendors Cynthia Tom, Anita Zand, and the Asian American Women Artists Association, as well as Parducci and Alamos wineries for contributing to this event.

ASNC would especially like to thank our members and board members for all of the support you have given us this past year! We look forward to working with you more closely in 2012!



Left to right: Two of ASNC's Board Members, Bill Fuller and Mark Levine, enjoying the wine and art selections for the evening.



Left to right: April Mo, ASNC Program Associate, Janina Wong, and Anita Zand, one of the evening's art vendors.



Members of Asia Society Northern California's recently revived Young Professionals Group, William Lee and Maria Scarzella Thorpe.

YPG Corner: Announcing Our Re-launch!

Asia Society Northern California is delighted to announce the re-launch of its Young Professionals Group (YPG), which will be officially kicked off with a February 16 event. The YPG's mission is to provide opportunities for young professionals in the Bay Area and Silicon Valley to network and learn about Asian business and cultural affairs through regular programming on topics that resonate with the community it aims to serve. The group will be partnering with existing alumni and other similar groups whose interests overlap or compliment one another.

In 2012, the YPG will be hosting events that cover a spectrum of topics and will focus especially on networking opportunities for its members and constituents. The February 16 event, "Living, Working, and Eating in Asia," will feature a panel of young expats sharing adventures from their time abroad. Food-focused events will also play a large role on the 2012 calendar, including programs on Taiwan's famous beef noodle soup, and tofu in its many shapes and forms.

To get discounted access to these and other ASNC programs, we offer a Young Professionals membership rate. Learn more about the benefits of joining by visiting asiasociety.org/support/membership/northern-california/general-membership.



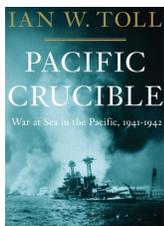
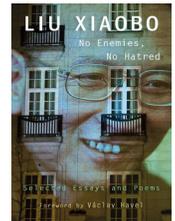
To learn more about the YPG, suggest an event topic or get on our distribution list, please contact Kate Ryge at kryge@asiasociety.org. You can also LIKE us on our Facebook page (Young Professionals Group - Asia Society Northern California).

Meet the Authors



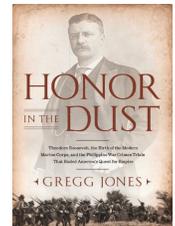
Rebecca Fannin, author of "Startup Asia: Top Strategies for Cashing in on Asia's Innovation Boom," in conversation with the Bay Area Council's Sean Randolph. *January 12, 2012, at Nixon Peabody LLP.*

Perry Link, editor of "No Enemies, No Hatred: Selected Essays and Poems by Liu Xiaobo." *January 26, 2012, at the Mechanics' Institute Library.*



Ian Toll, author of "Pacific Crucible: War at Sea in the Pacific, 1941-1942." *January 17, 2012, at the Mechanics' Institute Library.*

Gregg Jones, author of "Honor in the Dust: Theodore Roosevelt, War in the Philippines, and the Rise and Fall of America's Imperial Dream." *February 28, 2012, at the Mechanics' Institute Library.*



Asian Economic Outlook Conference

Although the economies of the West remain anemic and challenged by sovereign debt crises, political uncertainty, and a still-troubled financial sector, the economies of Asia are surging. Asian exports are strong overall even as international markets are sluggish and efforts at "balancing" – increasing domestic consumption to replace slowing exports – have achieved mixed success to date.

The economies of China and India, in particular, are moving rapidly up the product cycle, claiming high-technology sectors as their own, beginning to generate cutting-edge intellectual property, and becoming centers of R&D and product development. Outward investment into the developing world and, increasingly, the West, is expanding as Chinese, Indian and other firms move closer to market, acquire resources, skills, and technologies, and skirt rising protectionist pressures.

Will the Asian economic surge – the great story of the 21st century – continue? Is poor economic performance in the West start to drag Asia down as well? Which Asian firms are becoming the hot brands of the day, joining Sony, Toshiba, Hyundai, and more recently Tata, Haier, and Huawei? What emerging economic trends and stories are the news media mis-reporting, or missing altogether?

Join some of the world's leading business visionaries, investors, and analysts to address these questions and more. This is your opportunity to get the latest market intelligence, build up contacts, and explore business opportunities in China, India, and the rest of Asia.

Spring 2012. Details forthcoming at <http://asiasociety.org/NorthernCalifornia>.

Meet Our Consultant



Kate Ryge is delighted to be ASNC's new Corporate Development Consultant, focusing on membership growth, sponsorship and underwriting efforts. She is also working to re-launch ASNC's Young Professionals Group and will serve as a Co-Chair of the group's steering council. From 2008-2011, Kate lived in Shanghai, China, working at the American Chamber of Commerce (AmCham Shanghai) on their extensive programming efforts. At AmCham Shanghai, Kate managed 9 member-led Committees, liaising between the business community and the Chamber to meet the needs of the membership. She also spearheaded the launch of the Chamber's Young Professionals Forum and is excited to bring her expertise in this area from Shanghai to San Francisco. Aside from her work at the Chamber, Kate was a freelance writer for CNNGo.com and the fashion blog, VainLane.com. In her spare time, Kate is an avid

cook and documents her successes and failures on her blog, The Happy Tummy (www.tummyhappy.wordpress.com). She speaks Danish, French and some Mandarin. Kate graduated from the University of California, Davis, and holds a teaching credential from St. Mary's University.

Meet Our Interns

Asia Society Northern California is fortunate to have a great team of interns year-round, whose help is invaluable in allowing us to continue expanding our reach. Interns at Asia Society take on a wide range of projects, from researching and planning their own public programs, organizing special membership campaigns, and managing our social media strategy. We are pleased to introduce you to our Fall/Winter 2011 interns:



Michelle Arguelles recently graduated from Boston College where she majored in International Studies. Her academic work and extracurricular activities there largely focused on Asia with specific interest in Japan, culminating in a senior thesis on Japanese security policy. She also spent time both participating and planning various conferences dealing with topics such as US-Japan relations and small arms trade. She speaks Japanese and some Danish. Also a freelance graphic designer, Michelle has created several products for Asia Society, including the 2011 Annual Report and this newsletter.



Sun Dai is a recent graduate of University of San Francisco, where she earned a Master's Degree in Asia-Pacific Studies. Born and raised in China, she is interested in learning about Asia through a Western perspective. Sun Dai pays special attention to technology, especially in mobile devices and industry. She is currently working part-time at Apple San Francisco

Flagship Store and is also a freelance graphic designer. She joined Asia Society to utilize her specialty in design, while learning how to promote understanding between Asia and the US, in terms of event planning, research, media outreach, etc.



Charlie Hufnagel is a Philadelphia native and a recent graduate of Oberlin's History and East Asian Studies programs. He currently divides his time between social media at Asia Society, bartending at The Lab and working at a software startup. He speaks reasonable Japanese and German, and dabbles in graphic design and new media art. He joined Asia Society in the hopes

of further promoting cross-cultural communications between the US and Asia through education, cuisine and art.



Eric M. Santiago Peña is a second year graduate student at the University of San Francisco in the Masters program of Asia-Pacific Studies. He was born and raised in Puerto Rico and is fluent in Spanish, English and French. He is currently studying Japanese, and hopes to continue graduate studies in Japanese Literature & Culture. During his studies he has sharpened his research and writing skills, and decided to join Asia Society in its mission to educate the public about contemporary topics related to Asia. He contributes with his knowledge on IT and online media, and is now constantly learning the ins and outs of a non-profit in terms of media outreach, event planning and research.



Maria Scarzella Thorpe was born and raised in Italy and moved to San Francisco in 2006 to pursue a BA in International Relations (with a minor in Global Peace studies and Chinese) at San Francisco State University. Her interests brought her to China for the first time in 2008, where she studied Chinese Foreign Policy and Culture at Peking University. During her senior

year in college, she conducted research work for the Center for US-China Policy Studies at SFSU. Maria recently completed her Master of Science in Chinese Comparative Politics at the London School of Economics and Political Science, and travelled to China again in 2010 for the Shanghai Expo while working as a Research Assistant at the China in Comparative Perspective Network Laboratory at LSE. In the past her comparative research has focused on Chinese economic growth and development strategy, human rights and labor issues, as well as poverty alleviation policies. Her main research at Asia Society focuses on US-China relations and the emergence of new codes of conduct within the labor sector in China.

Continuing on:

Neha Sakhuja continues her ASNC internship and has become an integral part of both our programming and development teams.

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We seek to increase knowledge and enhance dialogue, encourage creative expression, and generate new ideas across the fields of policy, business, education, arts, and culture.

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