

Asia
Society



Northern
California
Center



2013

ANNUAL REPORT

*We Know Asia,
Get to Know Us*



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,

We are pleased to bring you Asia Society Northern California's (ASNC) Annual Report for FY 2013. It has been a very successful year for us across the board, and lays a strong foundation for the years ahead.

Globally, the Asia Society said goodbye to one President—Vishakha Desai, who led the organization for eight years—and welcomed Josette Sheeran as its seventh President. The former Vice Chair of the World Economic Forum, Josette will focus on creating a framework for the Asia Society's eleven Centers in the U.S. and Asia to work together cooperatively and efficiently.

Locally, ASNC has continued to prosper, growing its budget and staff to become a catalytic NGO and a key link in the relationship that binds California to Asia. Increasingly, the Northern California Center is positioning itself as a generator of original, high-quality research and analysis. This ability to create content and convene top quality experts enables us to address some of the most important issues defining the relationship between the Bay Area, California, and Asia.

A critical factor in our success has been the advice and support of our Advisory Board, which provides ASNC with a great deal of the intellectual and financial resources we need to be successful, not only in Northern California but also in Asia and other parts of the U.S. This past year, ASNC Board members participated in events in Houston, Los Angeles, New York, Washington DC, Hong Kong, Shanghai, and Beijing. We also welcomed four new Board members this year: Peter Schwartz (Salesforce), Chris Cooper (Deloitte), Robert Cox (formerly of James Hardie), and Barry Taylor (Wilson Sonsini Goodrich & Rosati). All are distinguished members of our community, and will make great contributions to ASNC's continuing growth.

As this Annual Report shows, ASNC passed a number of important milestones this past year. Our budget increased more than 40% over last year (\$1.1 million), which is more than four times the budget in 2003. In October 2012 we released a major—and frequently quoted—report on Chinese investment in California. In February 2013 the Pacific Cities Sustainability Initiative went to Asia for its first Annual Forum, and the following May we released a new PCSI report and video. We closed off the year with a highly successful Annual Dinner.

We look forward to continuing our work with the Bay Area community and hope to see you at upcoming Asia Society events!

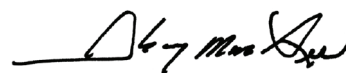
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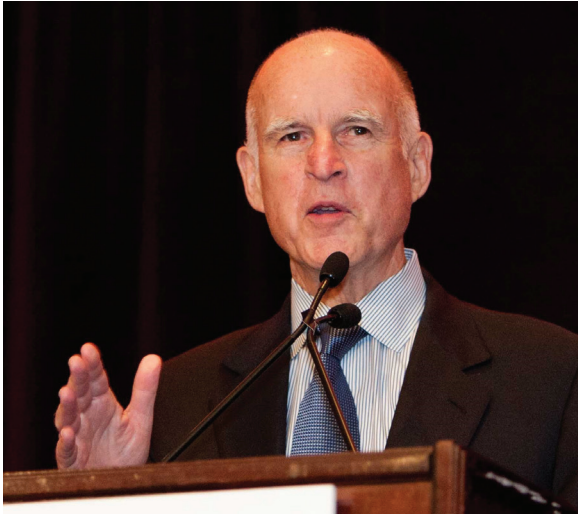


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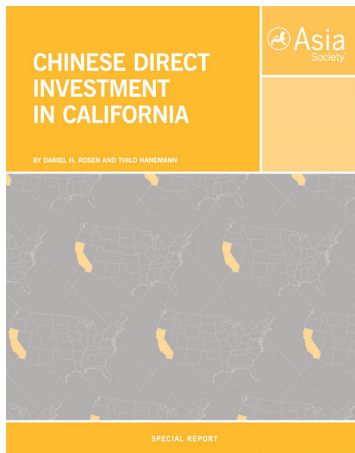
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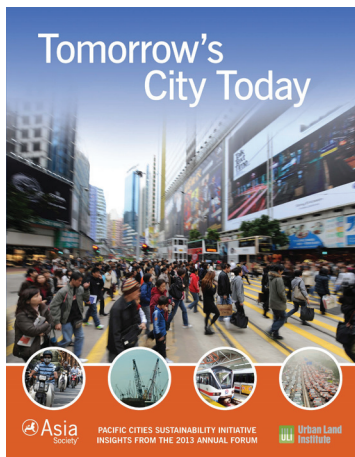
California Governor Jerry Brown



Malaysia's Petronas Twin Towers (AFP/Stringer)



Asia Society, in partnership with Rhodium Group, produced a new report in October 2012, *Chinese Direct Investment in California*, which offered the most comprehensive study to date of Chinese investment in the Golden State and in the U.S. overall. Released at events in San Francisco, Los Angeles, Shanghai, and Beijing, the report received widespread attention among state lawmakers and in the national and international press. Download the report at AsiaSociety.org/ChinaCAInvestment. Stay tuned for a new report examining Chinese investment in U.S. high technology firms in early 2014.



The Pacific Cities Sustainability Initiative (PCSI), a partnership between Asia Society and the Urban Land Institute, went to Hong Kong this year for its first Annual Forum on February 18-20, 2013. The Forum brought together more than 120 architects, urban planners, and academics, in addition to leaders from the private sector and NGOs, to share and showcase creative approaches to creating sustainable and livable cities across Asia and the U.S. A video and report, entitled *Tomorrow's City Today*, which present key takeaways from the Forum, were released at public events in San Francisco and Los Angeles in May 2013. Download the report and learn more at AsiaSociety.org/PCSI.

Business & Policy Programs



President Xi Jinping and President Barack Obama meet for the Sunnyslands Summit in California (Ivan Yan/Flickr)

ASNC continued its long-standing focus on **U.S.-China investment and trade relations** with standout programs on selling California wines in China (September 27), the new wave of private-sector innovation and entrepreneurship in China (January 23 and April 30), China's growing investment in Silicon Valley high tech (March 21 and May 23), and the surge in Chinese acquisitions of California real estate (June 5).



Panel discussion on Chinese investment in California real estate

Policy programs spanned a range of topics, featuring renowned experts such as Blaine Harden on human rights and prison camps in North Korea (July 11), Kishore Mahbubani on Asia's rise and the U.S. pivot toward Asia (February 26), David Shambaugh on China's growing global reach (April 4), and Peter Gleick and Brahma Chellaney on water wars in Asia (June 5).



Newly naturalized U.S. citizens say the Pledge of Allegiance (Jim Watson/AFP/Getty Images)

ASNC's long-running **Asian America Now program series** continued to focus on the pressing issues and debates for this growing community. Highlights included panel discussions on Asian Americans and philanthropy (October 30), the 2012 Presidential election (October 24), and immigration reform (January 31), as well as a conversation between legendary writers Maxine Hong Kingston and Gish Jen (April 16). Southwest Airlines is the official sponsor of the *Asian America Now* program series.

Arts & Culture Programs



Naomi Duguid and Alex Ong discuss the evening's menu

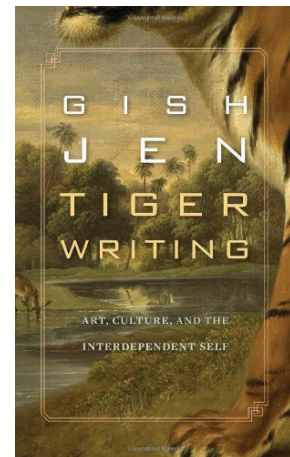
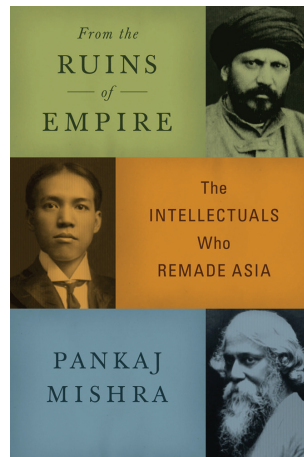
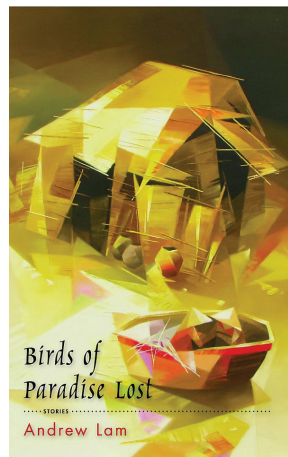
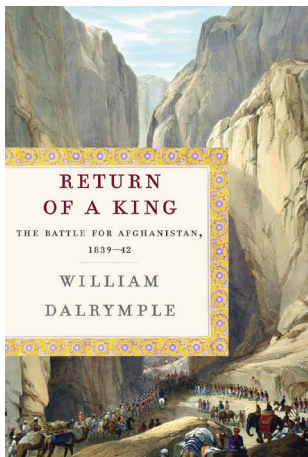
ASNC's signature **Off the Menu program series** features leading Asian and Asia-inspired chefs and food experts for one-of-a kind dinners and conversations about traditional and contemporary Asian cuisine. This year's highlight was an all-Burmese dinner on September 25 that presented the favorite recipes of James Beard Award-winning food writer Naomi Duguid as prepared by Alex Ong, the celebrated chef of Betelnut Restaurant and member of ASNC's Advisory Board.



Designs by Kaileeni, featured at YPG's December 2012 trunk show

This year, **Asia Society Northern California's Young Professionals Group** continued to grow and host its regular series of programs with four events in San Francisco, including Thursday night at the Asian Art Museum and speed networking with the Cal-Asia Business Council's Young Professionals. YPG membership has seen a tenfold growth since its re-launch in late 2011, and the group plans to expand its programming in FY14.

ASNC's **Meet the Author series** showcased a wide range of leading fiction and non-fiction writers this year, including Pankaj Mishra on modern Asia's revolt against the West, William Dalrymple's history of the failed British invasion of Afghanistan, a new collection of short stories from local favorite Andrew Lam, and a meditation on writing, biography, and self by novelist Gish Jen.



Asia Society Programs

Asia Society Northern California hosted over 70 programs in FY 2013. Here are a few highlights:

Sustainability

Panel Discussion: California's High Speed Rail: Lessons from Asia
November 8, 2012

2013 Annual PCSI Forum
February 18-20, 2013

Report Launch: Tomorrow's City Today:
Insights from the 2013 PCSI Annual
PCSI Forum
May 28, 2013

Business & Policy

Blaine Harden & Philip Yun: *Escape
from Camp 14*
July 11, 2012

Panel Discussion: Scaling the Grape
Wall: Exporting California Wines to
China
September 27, 2012

Chinese Direct Investment in California:
Conference and Launch of an Asia
Society/Rhodium Group Report
October 10, 2012 (San Francisco),
October 11, 2012 (Los Angeles),
November 15, 2012 (Shanghai),
November 16, 2012 (Beijing)

*Asian America Now: The 2012
Race: Asian Americans and the U.S.
Presidential Elections*
October 24, 2012

*Asian America Now: Giving Gap?
Connecting Asian-American
Philanthropy and Community Needs*
October 30, 2012

Panel Discussion: Entrepreneurship
and Innovation in China with the China
Europe International Business School
January 23, 2012

*Asian America Now: Immigrants,
Asian Americans, and the Decline of
Entrepreneurship in America*
January 31, 2012

Panel Discussion: Asia's Rise and the
Future of the U.S. as a Pacific Power
February 26, 2012

Conference: Chinese Investment in
Silicon Valley High Tech
May 23, 2013

Panel Discussion: Water Wars in Asia?
June 5, 2013

Panel Discussion: Courting the Chinese
Buyer: The New California Real Estate
Boom
June 13, 2013

Arts & Culture

*Asian America Now: Gish Jen & Maxine
Hong Kingston: Tiger Writing: Art,
Culture, and the Interdependent Self*
April 16, 2013

Naomi Duguid & Alex Ong: *Burma:
Rivers of Flavor*
September 25, 2012

Special Event

Wine and Art Open House
December 6, 2012

Meet the Author

Pankaj Mishra: *From the Ruins of
Empire: The Intellectuals Who Remade
Asia*
October 2, 2012

Gretel Ehrlich: *Facing the Wave: A
Journey in the Wake of the Tsunami*
February 22, 2012

Andrew Lam & Aimee Phan: *Birds of
Paradise Lost*
March 21, 2012

William Dalrymple: *Return of a King:
The Battle for Afghanistan*
May 1, 2013

Young Professionals Group

A Night at the Asian Art Museum
July 19, 2012

Asia Creative Collective: A Shanghai
Meets San Francisco Trunk Show
December 12, 2012

Member Appreciation Happy Hour
January 30, 2013

Speed Networking
March 20, 2013

ASNC 10th Anniversary Annual Dinner



Lynn Price, Jennifer Povlitz, Amory Lovins, Gary Rieschel, Sidney Rittenberg, Sydnie Kohara, Bruce Pickering, Richard Kramlich, Jack Wadsworth, Chong-Moon Lee

On May 17, 2013, Asia Society Northern California celebrated the 10th Anniversary of its Annual Dinner, ASNC's largest yearly fundraiser and signature event attended by 400 members of the business, civic and academic community in the Bay Area.

The theme of the 10th Annual Dinner was *Creating Cultures of Innovation*, and three individuals were honored for their pioneering leadership in forging ties and deepening understanding between the U.S. and China. C. Richard Kramlich, co-founder and chairman of VC firm NEA, was honored for Business Leadership; Amory B. Lovins, author and co-founder of the Rocky Mountain Institute, was honored for Policy Leadership; and Sidney Rittenberg, Mao's former translator and current President of Rittenberg Associates was honored for Education Leadership.

This year's event was ASNC's most successful fundraiser to date and raised \$410,000 in support of the Center's diverse programming efforts around business, policy, arts & culture and society. We are grateful to the following companies, organizations and individuals for their generous support of the 10th Annual Dinner:

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Yank Sing Restaurant
Yao Ming Family Vineyards
Zenaida Cellars Vineyard

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Thank you to all of our corporate donors, who through corporate membership, program underwriting, and Annual Dinner sponsorship supported Asia Society Northern California's work in 2012-2013.

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Asia Society Northern California prides itself on fiscal responsibility. We have met our budget every year since our founding over eleven years ago, and make sure that donors' contributions are well spent to go towards high-quality programming. Asia Society Northern California is independently funded, and is supported by gifts from individuals, corporations and foundations who support our mission strengthen the relationship 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 help us in our efforts to enrich Asian and Asian American understanding in the Bay Area.

Income (July 2012 – June 2013)

Contributions & Grants	60,543
Individual Donations	218,184
Program Underwriting	207,854
Membership	21,683
PC	9,000
Individual	12,679
Corporate Membership	53,000
Global Corporate Membership	73,350
Annual Dinner	397,233
Program Admission Fees	23,268
Miscellaneous	1,056,656

Expenses (July 2012 – June 2013)

General	363,038
Fundraising	290,434
Programs	341,270
Miscellaneous	28,661

Total Income.	1,056,656
Total Expense.	1,023,402
Net Income.	33,254

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