



Asia

Society



Northern  
California  
Center



# 2014

ANNUAL REPORT

*We Know Asia.  
Get to Know Us.*



Northern California Center

Established in 1998, Asia Society Northern California (ASNC) is uniquely positioned on the edge of the Pacific and at the entrance to Silicon Valley. ASNC connects the San Francisco Bay Area's diverse local community with a wide network of leaders and visionaries in the fields of policy, business, arts & culture, and sustainability.

Through conferences, panel discussions, cultural programs, exclusive dinners, and networking events, ASNC presents timely and relevant forums for educating and engaging the public about the critical issues facing the United States, Asia, and the world.



Photo Credits: Asia Society, Whitney Legge, Jonah Podbereski, Lisa Sze.

**Dear Supporters and Friends,**

It gives us great pleasure to bring you Asia Society Northern California's Annual Report for FY 2014. Each year builds on the successful programming of earlier years, and we are proud to have reached new heights in building bridges and identifying the most important issues and individuals shaping the Asia Pacific region today.

Globally, our new President, Josette Sheeran, has committed herself to expanding Asia Society's global footprint while at the same time enhancing many of the organization's existing key functions in areas such as policy, business, and arts and culture.

In Northern California, ASNC continues to organize programs and initiatives to strengthen the culture of understanding between North America and Asia, some of which have been developed in conjunction with the global Asia Society network. A few highlights include:

- A new report, *High Tech: The Next Wave of Chinese Investment in America*, continuing our work in analyzing the U.S.-China trade relationship
- The Pacific Cities Sustainability Initiative Annual Forum, which was held in Manila and brought together urban sustainability experts from all across the United States and Asia
- A major conference on innovation in Tianjin, China, featuring an impressive group of high-level leaders in business, policy, and education

None of this would have been possible without the advice and guidance of members of the Advisory Board, who have provided us with intellectual guidance, important financial resources, and participation in conferences, roundtables, and other events.

A second critical component of our success has been the tireless dedication of ASNC's staff, including Wendy Soone-Broder, Robert W. Hsu, Maria Scarzella Thorpe, Anna Castagnozzi Bush, and our newest Corporate Development Officer, Makenna Nelson, as well as the many interns and volunteers who have contributed to our work.

This year, we said goodbye to our Program Director, Robert Bullock, whose contribution to this past year's success has been enormous and who has been a pillar of ASNC for the last 7 years. However, at the time of this writing, we are fortunate to welcome Jennifer Choo into this most important staff position. We also bid farewell to our Program Manager for Sustainability, Emily Peckenham, who left us with a firm foundation to continue building our work on sustainability and for PCSI.

We hope you will enjoy revisiting highlights from the past year in this Annual Report and find inspiration to continue to work with us as we strive for even bigger and better achievements in the coming year.

Sincerely,

N. Bruce Pickering  
Executive Director, ASNC  
Vice President of Global Programs, Asia Society

Chong-Moon Lee  
ASNC Advisory Board Co-Chairman

John S. Wadsworth, Jr.  
ASNC Advisory Board Co-Chairman

## Signature Programs



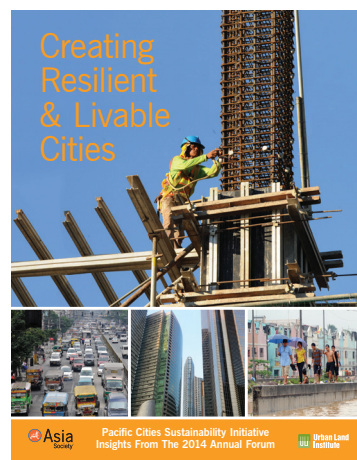
### Innovation

“Innovation 2013: From Silicon Valley to China” was held from October 30–November 1, 2013 in Tianjin, China, and focused on China’s efforts to reinvent its economy as an innovation-rich, high-tech powerhouse competing head to head with other advanced economies. Organized by Asia Society Centers in New York, San Francisco, Shanghai, and Hong Kong, headline speakers included **Farooq Kathwari** of Ethan Allen and **Lin Bin** of Xiaomi, along with Asia Society Co-Chair **Ronnie Chan** and President **Josette Sheeran**.



### Chinese Foreign Direct Investment

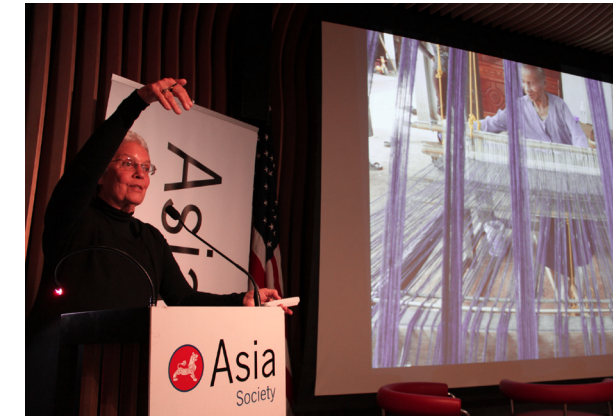
A new Asia Society report released in April 2014, *High-Tech: The Next Wave of Chinese Investment in the U.S.*, details the growing trend of Chinese investment in America’s high-tech sectors. Using original data to capture these new flows and analyze their impacts on the U.S. economy and on U.S.-China relations, the report provides common ground and new insight into this new trend. Produced in collaboration with the Rhodium Group, the report was released at events in San Francisco, Los Angeles, New York, Washington, D.C., Shanghai, and Beijing. Download the report at [AsiaSociety.org/ChinaHiTechInvestment](http://AsiaSociety.org/ChinaHiTechInvestment). Stay tuned for a new Asia Society report on Chinese investment in U.S. real estate to be released in 2015.



### Pacific Cities Sustainability Initiative

**The Pacific Cities Sustainability Initiative (PCSI)**, a partnership between Asia Society and the Urban Land Institute (ULI), convened its Second Annual Forum, “Creating Livable and Resilient Cities” in Manila, Philippines, in March 2014. Organized in collaboration with Asia Society Philippines and ULI Philippines, the Forum brought together over two hundred urban sustainability practitioners from across Asia and the U.S., as well as Mayors from cities across the Philippines, to learn and share practical strategies on creating a more sustainable future for Asia Pacific cities. This year’s Forum was especially significant as Filipino participants shared their experiences rebuilding after the devastation of Typhoon Haiyan in November 2013. Original thought pieces and advice on creating more livable, resilient cities from Forum discussions were published in Summer 2014 and released at a public event in San Francisco and digitally worldwide. Learn about PCSI, the Forum, and download the report at [AsiaSociety.org/PCSI](http://AsiaSociety.org/PCSI)

## Policy & Business Programs



Paola Gianturco, author and photographer, presents her new book *Grandmother Power* to open our healthcare panel in October 2013.

### Healthcare in Asia

In October 2013, the Asia Society hosted an international group of experts for a discussion of aging societies in Asia, healthcare policy reforms across Asia, and the transformation of healthcare in the region as well as in the U.S. The discussion ranged from digital healthcare, preventative medicine, and new medical technologies to the growing opportunities for exchange between healthcare providers in the U.S. and Asia. Moderated by **Jane Barratt** of the International Federation on Ageing, the panel also included **Karen Eggleston** (Stanford), **Regis Kelly** (UC San Francisco) **Jorge Puente** (Pfizer), and **Wei Siang Yu** (Borderless Healthcare Group, Singapore). The San Francisco event and a companion program on aging held in New York were made possible by the generous support of Pfizer.



“North Korea: What Can the International Community Do?” panel discussion in June 2013. (Photo Credit: Lisa Sze)

### North Korea and the World

ASNC hosted two, hard hitting, sold-out programs on North Korea this year. In September 2013, a panel discussion featured best-selling writer **Blaine Harden**, **Sandra Fahy**, a Japan-based anthropologist who works with North Korean refugees, and DPRK defector **Jin Hye Jo**, who spoke about her family’s life in the DPRK and their harrowing escape to China and eventually to the U.S. In June 2014, ASNC held a major conference funded by the Korea Foundation and LG called “North Korea: What Can the International Community Do?” The discussion focused on rapidly changing conditions in North Korea society and the growing range of options for the international community to engage with North Korea’s people, and to a limited degree, the regime itself. The conference featured North Korea experts from five countries, including **Michael Kirby**, Chair of the U.N. Commission of Inquiry on Human Rights in the DPRK; **Robert King**, U.S. Special Envoy for North Korean Human Rights Issues; **Ambassador Chun Yungwoo**, former National Security Advisor in South Korea; and DPRK defector and activist **Lee Seongmin**.



Bruce Cain of Stanford, Orville Schell of Asia Society, Ritula Shah of BBC, Jim Wunderman of Bay Area Council, and Dominic Ng of East West Bank at our BBC program in October 2013.

### U.S.-Asia Relations in the 21st Century

Policy programs spanned a range of topics over the year, featuring renowned experts including **Dominic Ng** of East West Bank and Committee of 100 and BBC’s **Ritula Shah** in conversation on the U.S. and Asia’s rise, recorded for broadcast on BBC Radio’s The World Tonight; **Ma Jun**, a renowned leader in China’s growing environmental movement; and **John Curtis** of The British Museum and **Trita Parsi** of the National Iranian American Council on Contemporary Iran on ancient Persia and its relevance for contemporary Iran (August 9).

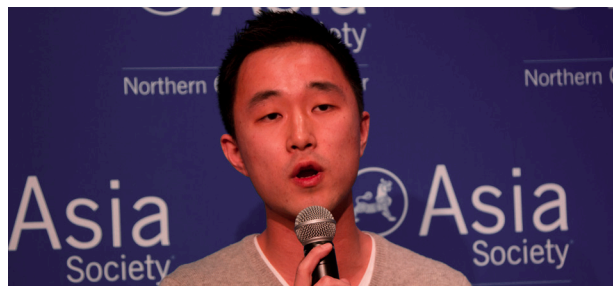
## Arts & Culture Programs



Hina Group Executive Director Hanson Li, Asia Society Executive Director Bruce Pickering, chef Linda Anusasananan and chef Martin Yan at MY China.

### Off the 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. Highlights of the year included: "Chinese Soul Food", an all-Hakka feast in March with globe-trotting chef **Martin Yan** and Hakka chef/writer **Linda Lau Anusasananan**; a June dinner entitled "Sushi for the Senses," with chef **Kusakabe Mitsunori** and chef/writer **Eric Gower**, featuring kaiseki-style sushi and sake pairings at the acclaimed new KUSAKABE restaurant; and "Ayurveda and the Science of Yoga", a three-part series in partnership with the Asian Art Museum and UCSF Osher Center for Integrative Medicine featuring UCSF's **Margaret Chesney** and **Anand Dhruva** and tastings by Ayurvedic chef **Nalini Mehta**.



Undocumented immigrant and activist Ju Hong speaking on his separation from family in South Korea.

### Asian America Now

Standout programs this year in this long-running series included a reading by bestselling Chinese-American writer **Jamie Ford**; celebrated writer **Yiyun Li** on her newest work, *Kinder than Solitude*; a panel on undocumented Asians and prospects for immigration reform featuring undocumented activist **Ju Hong**; and "Eating Cultures," a May 2014 exhibition curated by the Asian America Women Artists Association and a related series of events.



Best-selling author Jung Chang's newest work, *Empress Dowager Cixi: The Concubine Who Launched Modern China*.

### Meet the Author

ASNC's *Meet the Author* series showcased a wide range of new works by leading fiction and non-fiction writers, including **Orville Schell** and **John Delury**, **Amit Chaudhuri**, **Jung Chang**, **Geoff Dyer**, **Karen Coates** and **Jerry Redfern**, **Monique Brinson Demery**, **Ramachandra Guha**, and **Eric Liu**.

## Young Professionals Group



Attendees enjoyed a panel discussion, happy hour and film clips at YPG's June 2014 program with Global Lives Project at the Folsom Street Foundry.

In its third year since its 2011 re-launch, the **Asia Society Northern California Young Professionals Group** presented six programs planned and hosted by its Leadership Council of 15 young professionals. Highlights included an August 2013 event featuring **performances from three rising Asian American musicians**, presented in partnership with RAMA and hosted at tech incubator Runway; a January 2014 **program on engaging in philanthropy and social work while traveling in Asia**, presented with the World Affairs Council; and a June 2014 **program exploring Asia's portrayal in film and media**, in partnership with Global Lives Project and hosted at the Folsom Street Foundry.

## Asia Society Programs

Asia Society Northern California hosted over 70 programs in FY 2014. Here are a few highlights:

### Policy

Orville Schell & John Delury on Wealth and Power  
July 31, 2013

The Trade That Binds: The Centuries-long Ties Between China and San Francisco  
August 14, 2013

Outside Looking in: Everyday Life in North Korea  
September 17, 2013

The Asian Century? America and Asia's Rise  
October 3, 2013

*The Revolutionary* film screening, with Sidney Rittenberg  
October 7, 2013

Imagined Borders, Deadly Threats: Where the South and East China Sea Crisis is Heading  
October 15, 2013

Beyond the Employer Mandate: Business Strategies for Health Reform  
October 25, 2013

Opportunities and Challenges: China's Financial Reform  
October 29, 2013

China's Environmental Future: An Expert Dialogue with Ma Jun  
November 4, 2013

Eternal Harvest: The Legacy of American Bombs in Laos  
November 12, 2013

Conference: Prospects for Korean Reunification  
March 7, 2014

Strait Talk  
April 7, 2014

Conference: North Korea: What Can the International Community Do?  
June 3, 2014

### Arts & Culture

The Cyrus Cylinder: Uses, Misuses, and Contemporary Iran  
August 9, 2013

Yokohama Yankee with Author Leslie Helm  
August 15, 2013

APAture 2013: A Window into the Art of Emerging Asian Pacific American Artists  
October 8, 2013

Connections Across the Pacific with Timothy Rub  
October 30, 2013

South Asia Film Festival  
November 5, 2013

Reflections of Buddhism in the Early Art of Myanmar and Thailand  
December 12, 2013

Lives in Transit - Global Lives Project  
January 9, 2014

The Ancient Science of Yoga  
March 8, 2014

CAAM Fest San Jose  
March 8 - 23, 2014

The Modern Science of Yoga  
April 12, 2014

The Ayurvedic Kitchen: The Yoga of Culinary Spices  
April 17, 2014

Yoshiki Classical at the Symphony  
April 28, 2014

### Business

Remarks by the Ambassador of the Republic of Korea to the United States  
August 21, 2013

2013 AAMA Big Data Big Impact Conference  
September 13, 2013

ChinaSF 5th Anniversary Celebration  
September 26, 2013

2013 HYSTA Annual Conference: Empowering the Next Generation of Entrepreneurs  
October 5, 2013

Growing Older, Aging Better: Healthcare Revolution in Asia and the U.S.  
October 22, 2013

Innovation 2013: From Silicon Valley to China  
October 31, 2013

Venture Capital Year in Review: A Corporate and International Fund Perspective on Silicon Valley  
December 4, 2013

California-China Trade and Investment Office Discussion with Executive Director Diane Long  
December 4, 2013

Convergence: Manish Chandra on India and Entrepreneurship in the Bay Area  
December 11, 2013

Bay Helix 11th Annual Conference: Leading Changes in Life Sciences Across the Pacific  
January 12, 2014

Forecasting China: Trends in the Economy and Finance  
January 22, 2014

High Tech: The Next Wave of Chinese Investment in America  
A New Asia Society/Rhodium Group Report  
April 1, 2014

Committee of 100 23rd Annual Common Ground Conference  
April 25, 2014

### Asian America Now

*Songs of Willow Frost* by Jamie Ford  
October 16, 2013

*Kinder than Solitude* by Yiyun Li  
February 27, 2014

Faces of Immigration: Undocumented Asians in America  
March 20, 2014

Eating Cultures Exhibition  
May 1 - 30, 2014

### Meet the Author

*Calcutta* by Amit Chaudhuri  
October 1, 2013

*Finding the Dragon Lady* by Monique Brinson Demery  
October 24, 2013

*Empress Dowager Cixi: The Concubine Who Launched Modern China* by Jung Chang  
November 18, 2013

*The Contest of the Century. The new Era of Competition with China and How the US Can Win* by Geoff Dyer  
February 12, 2014

*Gandhi Before India* by Ramachandra Guha:  
March 22, 2014

### Young Professionals Group

International Career Night  
November 18, 2013

Travel With a Purpose  
January 12, 2014

Seeing Asia (Global Wednesdays)  
June 25, 2014

### Special Events

Wine and Art Party  
December 11, 2013

K&L Gates Lunar New Year Celebration  
February 6, 2014

Bay Area Council Annual Chinese New Year Celebration at the Julia Morgan Ballroom  
February 12, 2014

11th Annual Dinner. Education in a Global Era: The U.S.-Asia Connection  
May 10, 2014

### Off the Menu

Chinese Soul Food featuring Chefs Martin Yan & Linda Anusasananan  
March 3, 2014

Sushi for the Senses: *Off the Menu* with Mitsunori Kusakabe  
June 16, 2014

### PCSI

2nd Annual Pacific Cities Sustainability Initiative Forum: Creating Resilient and Livable Cities  
March 11, 2014

China-U.S. Energy Efficiency Alliance Webinar Series: Selling American Energy Efficiency Products and Services in China  
June 4, 2014

# Asia Society Northern California 11th Annual Dinner



Left: Annual Dinner Co-Chair Jennifer Povlitz speaks; Middle: Annual Dinner honorees and speakers; Right: Usha Joshi, ASNC Advisory Board Member Bakul Joshi, and ASNC volunteer Barbara Koh pose for a photo.

On May 12, 2014, Asia Society Northern California hosted its Eleventh Annual Dinner and three prominent thought leaders in the field of global education were honored for their outstanding contributions: **Wendy Kopp**, Founder and CEO of Teach For All and formerly of Teach For America; **Daphne Koller** and **Andrew Ng** of Coursera, the world's leading platform in online education; and **Dr. Minxuan Zhang**, former President of and current Professor at Shanghai Normal University.

The Asia Society is at the forefront of rethinking the future of education globally, and in an exciting twist to our customary format, we brought together a panel of education experts to share their insights into global education prior to the dinner. Asia Society Northern California explored the educational connections between the U.S. and Asia and the evolving trends in global education by engaging these three world-renowned leaders in the field.

The Annual Dinner marks Asia Society Northern California's largest yearly fundraiser and signature event, supporting the Center's diverse programming efforts around business, policy, and arts & culture throughout the year. We are sincerely grateful to the following companies, organizations and individuals for their generous support of our 2014 Annual Dinner:

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- Berkeley Repertory Theatre
- Book Passage
- Breakaway Matcha
- Broadway by the Bay
- California Shakespeare Theatre
- Children's Creativity Museum
- CHINO
- Howard Chao
- Conn Creek Winery
- Maggie Cox
- Contemporary Jewish Museum
- John A. De Luca
- Duckhorn Vineyards
- E&O Asian Kitchen
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- Oakland Athletics Community Fund
- ODC Dance
- Organized By Christine
- Parducci Wine Cellars
- Peet's Coffee & Tea
- Peju Province Winery
- Jennifer Povlitz
- Press Club
- Quince Restaurant
- Pablo and Silvana Quintanilla
- Eric Fitzgerald Reed
- Leonard X. Rosenberg
- Route To India
- Saison
- San Francisco 49ers
- SF JAZZ
- Sonoma Raceway
- Sugar Bowl Bakery
- Tante Marie's Cooking School
- Barry Taylor
- The Lawrence Hall of Science
- The Treefort
- Trefethen Family Vineyards
- Tributary Whitewater Tours
- TX Bar Organics
- Vicky Wong
- Jack & Susy Wadsworth
- Zenaida Cellars

# Institutional Supporters

Asia Society Northern California thanks its Annual Dinner sponsors, Corporate Members, program underwriters and foundation supporters who, through their generous support, have enabled our Center to strengthen relationships and promote a greater understanding among the people, leaders, and institutions of the United States and Asia.

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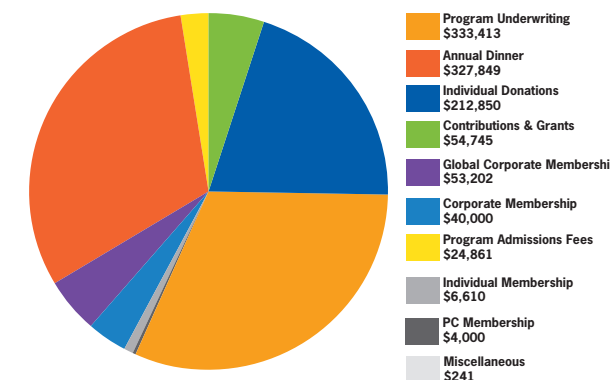
## Governance

Asia Society Northern California prides itself on fiscal responsibility. Asia Society Northern California is independently funded, and is supported by gifts from individuals, corporations and foundations who support our mission to strengthen the relationship between Asia and America.

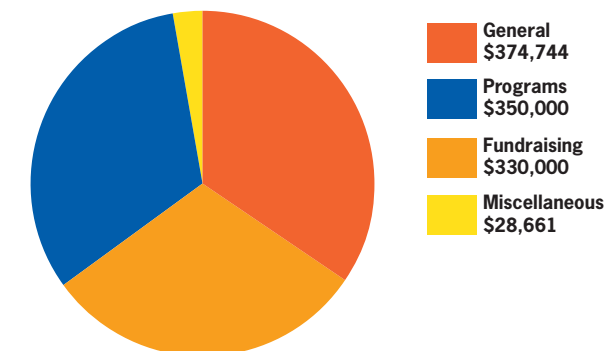
Our financial statements are prepared by Asia Society Northern California management and Richard Wong CPAs, and follow standard accounting practices.

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 (FY 2013 - 2014)



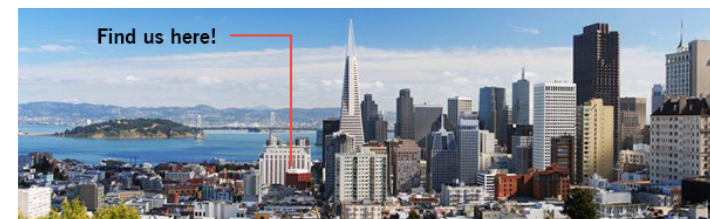
### Expenses (FY 2013 - 2014)



**Total Income** . . . . \$1,057, 771  
**Total Expense** . . . . \$1,063,296  
**Net Income** . . . . .-\$5,525

Asia Society is a designated 501(c)(3) organization. Our Tax ID is #12-323-4632.

## Get Involved



ASNC strives to involve our local community in our work through a wide range of engagement opportunities. Beyond attending our public programs in the coming year, learn how you can get involved and support our vital mission.

### Support our Digital Capital Campaign

ASNC is raising funds to improve our technology infrastructure. From webcasting to analytics tools, these upgrades will enable us to engage with and educate a wider audience on today's critical issues facing the U.S., Asia and beyond. No support is too small – please consider donating today. More information: [asiasociety.org/northern-california/support/donate](http://asiasociety.org/northern-california/support/donate)

### Membership

Membership support makes our work possible. Benefits include members-only programs and discounted admission to all public programs. Categories range from Student/Teacher memberships to Young Professional to our highest level of membership support, our President's Circle. More information: [asiasociety.org/northern-california/support/membership](http://asiasociety.org/northern-california/support/membership)

### Corporate Support

Asia Society offers the corporate community unique access to the issues and leaders shaping Asia and U.S.-Asia economic, political, and cultural relations. Find out how you can engage your company through corporate membership, program underwriting, and special event sponsorship. More information: [asiasociety.org/northern-california/support/corporate-involvement](http://asiasociety.org/northern-california/support/corporate-involvement)

### Volunteer Opportunities

Our talented and dedicated volunteer base plays a vital role in bringing our programming to the public. Contact us to be added to the volunteer list. Whether you have graphic design skills or love working with people at our events, we have something for you! More information: [asiasociety.org/northern-california/support/volunteer](http://asiasociety.org/northern-california/support/volunteer)

### Internships

ASNC internships offer students and young professionals the opportunity to experience fast-paced and mission-driven non-profit work. We accept interns in our Development and Programming departments three times per year, with a minimum commitment of 3 months at 16 hour per week. See our website for details. More information: [asiasociety.org/northern-california/about/careers](http://asiasociety.org/northern-california/about/careers)

### Donate

Consider supporting ASNC's general programming and operations with a gift of cash, stock or a car donation. More information: [asiasociety.org/northern-california/support/donate](http://asiasociety.org/northern-california/support/donate)



ASNC volunteers and interns Adam Parker, Haley Perkins, Winston Gilcrease, Michelle Arguelles, and Miguel Fernando Oropeza De Cortéz-Caballero.

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Northern California Center

Founded in 1956 by John D. Rockefeller III, Asia Society is the leading educational dedicated to promoting mutual understanding and strengthening partnerships across people, leaders, and institutions of Asia and the United States in a global context. Across the fields of arts, business, culture, education, and policy, the Society provides insight, generates ideas, and promotes collaboration to address present challenges and create a shared future.

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