

# 2012 ANNUAL REPORT

*Preparing Asians and Americans  
for a Shared Future*



ASIA  
Society



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Center

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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:

Asia Society Northern California owes its success to four key components, all of which relate to each other: a dedicated and professional staff, a remarkable board, strong support from corporate and individual supporters, and the active participation of the community.

Our board, co-chaired by Chong-Moon Lee and Jack Wadsworth, provides advice and guidance, outreach into the many communities that make up the San Francisco Bay Area, and much of the financial support that enables us to undertake so many public and private programs. Board support has been indispensable to our continued growth within the Bay Area and, increasingly, into the rest of Northern California and Asia.

Our staff of dedicated professionals produces a remarkable slate of programs and special events, from large-scale productions such as our Annual Dinner (this year featuring Governor Jerry Brown and Union Bank President and CEO Masashi Oka) and Pacific Cities Sustainability Initiative conferences in Los Angeles and San Francisco, to small events such as our annual Wine + Art open house event in December. We are increasingly focusing on generating original content through our public programs. In collaboration with our sister Center in Los Angeles, ASNC is producing a highly anticipated study on Chinese direct investment in California. This report, when completed, will be the first major study to directly address one of the most important linchpins of the State's future economic success. Our Pacific Cities Sustainability Initiative—a forum for best practices in urban sustainability in the United States and Asia – is in its third year and provides a unique forum combining business, policy, and academic perspectives.

Our corporate and individual supporters are ANSC's key partners. A complete list of our donors can be found on page 9. They provide not only financial support, but also programmatic guidance and trans-national perspectives in many important areas. Many also provide us with in-kind assistance through the use of their venues and even staff support for programs and special events.

Finally, the support of the public is crucial to our growth. The Bay Area has a wealth of opportunities and resources and we are delighted to be an integral part of this vibrant and growing region. As California's ties with Asia grow, ASNC will continue to be one of the primary links working to create relationships across the Pacific. We look forward to seeing you at one of our upcoming programs!

Dr. N. Bruce Pickering  
Executive Director & VP  
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John S. Wadsworth  
Co-Chairman

Chong-Moon Lee  
Co-Chairman



# SUSTAINABILITY PROGRAMS

# BUSINESS & POLICY PROGRAMS



Asia's rapid urban growth (Photo: Flickr User tyler\_haglund)



Creating livable sustainable cities



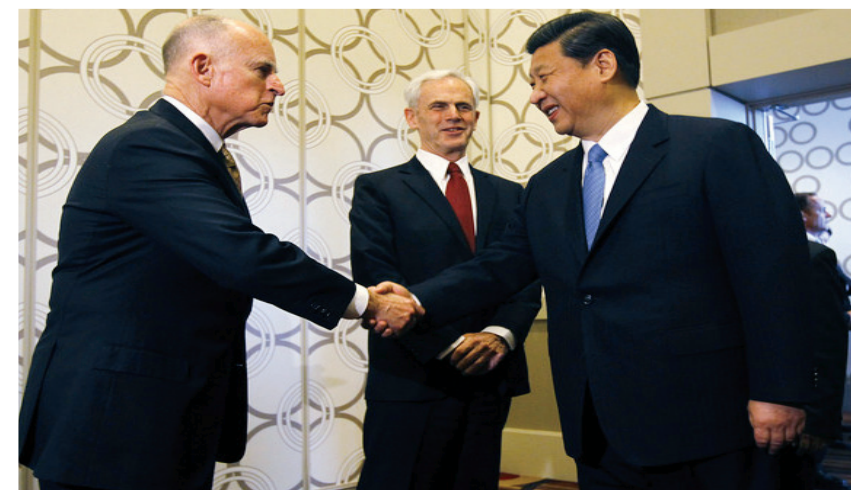
Promoting clean energy technology



Mansukh Bhai shows off his invention: a terra cotta fridge that runs without electricity. (Photo: www.mitticool.in)



A pharmacist prepares traditional Chinese medicine. (Photo: eteacherchinese.com)



Chinese Vice President Xi Jinping shakes hands with California Governor Jerry Brown on a recent visit to the state. (Photo: Getty Images North America)

Asia Society's **Business in Asia programs** keep our members up-to-date on the latest trends in the U.S.-Asian business relationship. On May 23, a panel of experts convened by Asia Society addressed "**Jugaad Innovation: Reigniting America's Ingenuity,**" an event exploring a flexible, low-cost approach to business innovation that is being pioneered in emerging economies such as India.

Like the United States, China is engaged in a massive reform of its healthcare system. Besides providing affordable healthcare to Chinese citizens, this reform represents a huge opportunity for foreign investors. Asia Society explored the opportunities and challenges for investors at a May 16 event with leading healthcare experts from the U.S. and Asia "**Investing in China's Healthcare Boom.**"

Asia Society and Rhodium Group are releasing a new report this fall that will examine the opportunities for California to maximize Chinese direct investment. The upcoming report builds on the success of an earlier study released by Asia Society in May 2011, entitled "**An American Open Door? Maximizing the Benefits of Chinese Direct Investment.**" The report, focused on strategic industries and policy recommendations, will be launched at a series of events in California and China.

For more information please visit: [www.AsiaSociety.org/ChinaCAInvestment](http://www.AsiaSociety.org/ChinaCAInvestment)

Rapid urbanization poses tremendous challenges for decision makers in Asia. As cities become the center of economic, social, and cultural life in Asia, they also consume the lion's share of scarce natural resources, such as water, food, and energy. Ensuring a reasonable quality of life and finding ways to maintain this quality in the years, decades, and generations to come are central to urban sustainability.

The Pacific Cities Sustainability Initiative (PCSI) connects global experts from academia, government, the private sector, and civil society in order to foster dialogue and share of best practices in addressing urban sustainability challenges around the Pacific Rim. PCSI has been promoting long-term collaboration between the U.S. and Asia on sustainable urban growth through conferences and meetings in California, and plans are underway to expand this program by taking it to Asia.



# ARTS & CULTURE PROGRAMS

# ASIA SOCIETY PROGRAMS



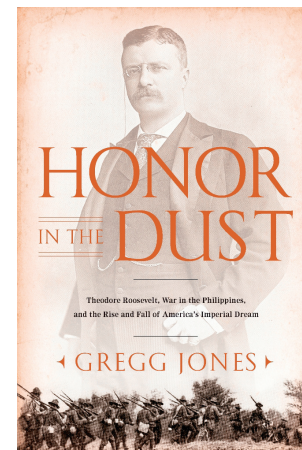
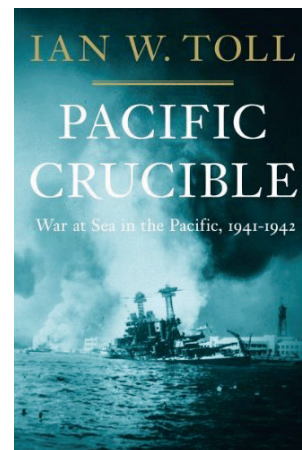
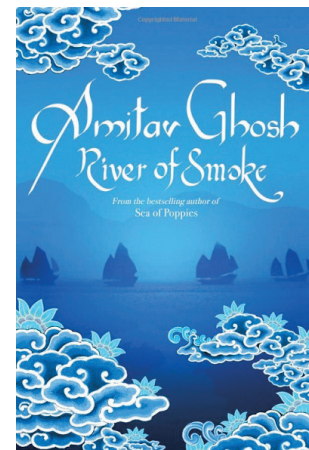
Taiwanese Beef Noodle Soup (Photo: Asia Society Northern California)

Asia Society's **Off the Menu series** features leading Asian and Asian-inspired chefs and food writers from the Bay Area and beyond. One of the highlights of the 2011-12 series was "**Taiwanese Beef Noodle Soup**," featuring Chef Hou Chun-sheng, winner of the 2011 International Beef Noodle Soup Festival in Taipei.



Eat, Play, Live Panelists (from left to right): Charles Thor, Irene Tieh, Wen-Chih Yu, Adam Collardey, and moderator Sydnie Kohara (Photo: Asia Society Northern California)

On February 16, Asia Society Northern California and its Young Professionals Group hosted "**Eat, Play, Live: Stories from Expats in Asia**," a panel discussion on Americans living and working abroad in Asia. The discussion was moderated by veteran broadcast journalist and Asia Society board member Sydnie Kohara.



Our 2011-12 **Meet the Author series** featured discussions with leading fiction and non-fiction writers including Perry Link on activist Liu Xiaobo, Amitav Ghosh on *River of Smoke*, Ian W. Toll on the war in the Pacific and Gregg Jones on U.S. imperial ambitions in the Philippines.

Asia Society Northern California hosted over 60 programs in Fiscal Year 2012. Here are a few highlights from our diverse public program offerings.

## SUSTAINABILITY

Zhou Xiang, Green Anhui  
August 22, 2011

PCSI Panel Discussion: Environmental Law in China  
September 27, 2011

PCSI Conference: Mobility, Livability, and Economic Growth: Sustainability Lessons from the Pacific Rim  
October 24, 2011

PCSI Conference: Connecting Los Angeles to Asia - Opportunities for Sustainable Mobility  
October 26, 2011

Building China's Urban Future  
March 21, 2012

## BUSINESS & POLICY

Conference: Protecting IP in China - Innovation, Legal Change, and Business Strategy in the Life Sciences Industry  
November 7, 2011

Asian Americans in Politics: A Post-Election Analysis  
November 15, 2011

Human Rights in Cambodia Symposium  
November 19, 2011

Nicholas Platt's *China Boys* & Shanghai Conservatory Concert  
March 15, 2012

Nicholas Platt: *China Then and Now*  
March 16, 2012

Christopher Twomey: *Is Armed Conflict with China Avoidable?*  
March 22, 2012

Simone Ahuja & Navi Radjou: *Jugaad Innovation: Reigniting American Ingenuity*  
May 23, 2012

Corporate Briefing: Nick Lardy - Asia Financial Forum with Jack Wadsworth  
March 28, 2012

Understanding Muslim Minorities in Asia: The Political Presence of India's Muslims  
April 25, 2012

The Cross-Border Talent Economy: How US Companies Can Compete in the Global Market  
April 26, 2012

Roundtable: Investing in China's Healthcare Boom  
May 16, 2012

The Next Phase of China's Health System Reforms  
May 29, 2012

## ARTS & CULTURE

Panel Discussion: Ping Pong Diplomacy and its Legacy  
July 5, 2011

Film Screening/Discussion: "Bicycle Bride"  
July 6, 2011

Enchanting Ethnic Indonesian Dance  
September 12, 2011

Filipino American International Book Festival  
October 1-2, 2011

Taiwan Film Festival  
October 14-16, 2011

Asian Contemporary Art with Holland Cotter, Vishakha Desai, and Jay Xu at the Asian Contemporary Art Week  
May 15, 2012

## SPECIAL EVENT

K&L Gates Lunar New Year Party  
February 9, 2012

## MEET THE AUTHOR

Amitav Ghosh: *River of Smoke*  
October 19, 2011

Wade Davis: *Into the Silence: The Great War, Mallory, and the Conquest of Everest*  
November 1, 2011

Ezra Vogel: *Deng Xiaoping and the Transformation of China*  
November 8, 2011

Rebecca Fannin & Sean Randolph: *Startup Asia*  
January 12, 2012

Ian Toll: *Pacific Crucible: War at Sea in the Pacific, 1941-1942*  
January 17, 2012

Perry Link on Liu Xiaobo's *No Enemies, No Hatred*  
January 26, 2012

Robert Guest: *Borderless Economics*  
February 23, 2012

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

Handel Jones: *Chinamerica*  
April 12, 2012

## YOUNG PROFESSIONAL GROUP

Taiwanese Beef Noodle Soup  
February 8, 2012

Eat, Play, Live: *Stories from Expats in Asia*  
February 16, 2012

Happy Hour: Jeremy Lin's Knicks Take on the Chicago Bulls  
March 12, 2012



# ASNC 9th ANNUAL DINNER

Asia Society Northern California's 9th Annual Dinner took place on May 11<sup>th</sup>, 2012 at The Ritz-Carlton Hotel San Francisco. The dinner, which raised over \$330,000 in revenue, featured a discussion about U.S.-Asia relations, a silent auction, and a raffle.

Each year, the Annual Dinner honors leaders for their work in bridging the gap between Asia and America. In 2012, Asia Society Northern California honored Masashi Oka, President and CEO of Union Bank for his leadership in business and innovative international investment strategies. The Policy honoree was Governor Edmund G. Brown Jr., the only California governor to serve two nonconsecutive terms.

We are grateful to the following individuals and organizations for their support of the 9th Annual Dinner (see list on right):



Left to right: Masashi Oka, honoree; Governor Edmund G. Brown Jr., honoree; Chong-Moon Lee, ASNC Co-Chairman; Edwin M. Lee, Mayor of San Francisco; Jack Wadsworth, ASNC Co-Chairman; Bruce Pickering, ASNC Executive Director & VP Global Programs



Left to right: Hiroshi Inomata, Consul General of Japan; with his wife Midori Inomata



Left to right: Sydnie Kohara, Master of Ceremonies and Former CBS-5 News Anchor; Edwin M. Lee, Mayor of San Francisco; Wendy Soone-Broder, ASNC Director of Development & Global Corporate Development



Classical Chinese music by Romi Yount, Chinese American International School in San Francisco



Left to right: Governor Edmund G. Brown Jr., honoree; Masashi Oka, honoree; with his wife Yoshiko Oka



Orville Schell, Arthur Ross Director of the Center on US-China Relations at Asia Society in New York

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Thank you to all our corporate donors, who through corporate membership, program underwriting and Annual Dinner sponsorship supported Asia Society Northern California's work in 2011-2012.

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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 2011 - June 2012)

Contributions & Grants . . . . .	33,566
Individual Donations . . . . .	174,150
Program Underwriting . . . . .	101,809
Membership . . . . .	21,115
Corporate Membership . . . . .	60,000
Global Corporate Membership . . . . .	45,550
Annual Dinner . . . . .	330,139
Program Admission Fees . . . . .	14,173
Miscellaneous . . . . .	1,007

## Expenses (July 2011 - June 2012)

General . . . . .	208,808
Fundraising . . . . .	242,478
Programs . . . . .	246,000
Miscellaneous . . . . .	37,834

**Total Income . . . . . 781,509**

**Total Expense . . . . . 735,120**

**Net Income . . . . . 46,389**

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# Asia Society

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*Founded in 1956 by John D. Rockefeller III, the Asia Society is the 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 U.S.-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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