

Asia

Society



Northern
California
Center



2015

ANNUAL REPORT

*We Know Asia,
Get to Know Us*



Northern California Center

Asia Society is proud to celebrate its 60th Anniversary as the leading educational organization dedicated to promoting mutual understanding and strengthening partnerships among peoples, 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.

Established in 1998, Asia Society's Northern California Center (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.



Dear Friends and Supporters,

One of the questions we are often asked is how we decide on the programs we produce in Northern California. The richness and diversity of Asia and Asian America on which to draw, the challenge for Asia Society Northern California is really one of determining what to highlight.

In the past year, we have worked extensively with a wide range of outstanding partners, most often leaders in their respective fields – the Asian Art Museum and Bay Area Council in San Francisco, the Urban Land Institute and the Treasury Department (on the address by Secretary of the Treasury Jacob Lew), the China Europe International Business School and the American Chambers of Commerce in China and in Shanghai. And, of course, we have our own internal Asia Society partnerships, from our office in India to our headquarters in New York City. The Asia Society also has a new policy institute, headquartered in New York and led by former Australian Prime Minister Kevin Rudd. These partnerships enable us to reach new audiences, frequently outside of the San Francisco Bay Area and even outside the U.S.

But it all starts here, in San Francisco and Northern California. Our location – on the Pacific Rim, with a diverse and dynamic population – must rank as one of the most interesting and intellectually vibrant places anywhere in the world. It is the perfect place for Asia Society to build on John D. Rockefeller III's vision of a community of individuals with an interest in, and a passion for, Asia.


Location and partners are only part of the story – our board and staff are the glue that binds all the diffuse elements together.

- Our board, Co-Chaired by Chong-Moon Lee and Jack Wadsworth, provides intellectual leadership, guidance, and the financial resources for ASNC to undertake its remarkable range of programming, from arts and culture, to business and policy. Without their continued support, we would not be able to carry out our mission of bringing Asia to the Bay Area and beyond.
- Our staff is a remarkable group of individuals – some of the best people we have ever worked with: Robert W. Hsu, Wendy Soone-Broder, Jennifer Choo, Anna Castagnozzi Bush, Makenna Martinez, Maria Scarzella Thorpe and Juan Wei have all spent countless hours planning and executing the remarkable range of programs we present.

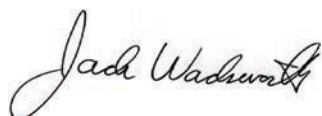
This year, you can look for a number of high profile programs and studies:

- A continuation of our research on inbound direct investment from China, this one focused on the real estate market, which will be produced in association with Rosen Consulting Group, the nation's leading real estate consulting firm.
- Our Pacific Cities Sustainability Initiative, which has created a “network of networks” of experts from Asia and North America on urban sustainability from Asia and North America, to consider best practices for dealing with the great challenge of the 21st Century – creating livable and sustainable urban spaces.
- Forecast Asia – our multi-Center initiative designed to highlight the most important economic issues confronting the Asia Pacific region. Last year's Forecast Asia was presented in Los Angeles and Houston as well as in San Francisco. This year we will add our Centers in Sydney and New York.
- And finally, our Annual Dinner, which traditionally takes place in May.

We look forward to seeing you at Asia Society events throughout the year!



N. Bruce Pickering



John S. Wadsworth, Jr.



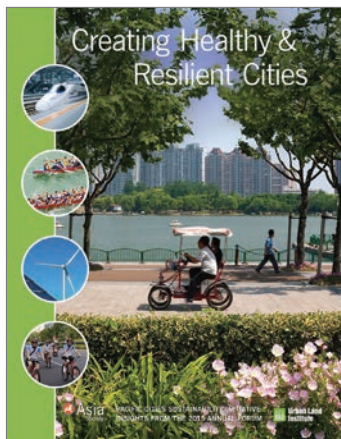
Chong-Moon Lee

Signature Initiatives



A Vital Partnership: California and China on Climate Change

Asia Society, in partnership with the Annenberg Foundation Trust at Sunnylands, released a report on March 4 entitled *A Vital Partnership: California and China Collaborating on Clean Energy and Combating Climate Change*. The report documents California's experience working with China as part of a significant effort to jointly address the challenge of global climate change. Released at an event featuring California Governor Jerry Brown and Former U.S. Secretary of Energy and Nobel Laureate, Steven Chu, the Report provides a one-of-a-kind resource to learn about the many vital partnerships already taking place between California and China on clean energy and to combat climate change. Download the report in English and Chinese at AsiaSociety.org/AVitalPartnership.



Healthy City, Resilient City Forum

The Third Annual Pacific Cities Sustainability Initiative (PCSI) Forum was held in Beijing, China from April 20-22, 2015. Organized jointly by the Asia Society and Urban Land Institute, this year's Forum brought together a group of more than 160 leading experts from across Asia and the U.S. to help uncover solutions to building healthy, resilient, and sustainable cities across Asia-Pacific. Keynote addresses were delivered by Asia Society Policy Institute President Kevin Rudd and former Vice Minister of China's Ministry of Housing and Urban Development, Qiu Baoxing. In October, a report detailing some of the key ideas to emerge from the Forum was released in San Francisco. For more details, and to download the report, visit AsiaSociety.org/PCSI.



(Asia Society)

Forecast Asia: China and the Global Economy

Asia Society's Centers in Texas, Northern California, and Southern California collaborated to inaugurate *Forecast Asia*, a signature series that gathers together experts each year to examine Asian markets and their implications for the U.S. economy. The first program, "China's Ambition Grows as the Global Economy Slows," included speakers such as Laura Tyson, former Chair of the White House Council of Economic Advisors, Nick Lardy of the Peterson Institute for International Economics, and Barry Naughton of U.C. San Diego, among others. The next *Forecast Asia* event scheduled in early 2016 will focus on India and its long-term economic prospects.

Business & Policy Programs



(Sajjad Hussain/AFP/Getty Images)

Reimagining India

In September 2014, ASNC partnered with McKinsey & Co., Indiaspora, and the World Affairs Council to bring together leading experts to discuss future prospects in India following the historic victory of Narendra Modi as Prime Minister. Speakers included Adil Zainulbhai of McKinsey India, Rafiq Dossani of RAND, and others.



(Patrick Lux/Getty Images)

Securing Our Digital Future: Asia, China and Cybersecurity

ASNC organized a two-part program series, one in October 2014 and another in May 2015, on cybersecurity in Asia, China, and the U.S. which explored what the private sector, government, and private citizens are doing to protect themselves in today's digital world. Speakers included Peter Schwartz of Salesforce, former Assistant Secretary of Defense Michael Nacht, and many other experts.



Speakers posing for a group photo (Asia Society)

Breaking the Bamboo Ceiling in America

The representation of Asian Pacific Islander women in the senior executive ranks drops sharply in corporate America. ASNC brought together corporate and artistic leaders in February 2015 to examine the chances of breaking through the corporate "bamboo ceiling." The discussion continues ASNC's longstanding Asian America Now program series.



Jack Lew at ASNC (Asia Society)

U.S. Secretary of the Treasury Jacob Lew on China

Just hours after his return from a three-day visit to China, U.S. Treasury Secretary Jack Lew delivered a special address at ASNC in March 2015. In addition to presenting a softer American position on the China-led Asian Infrastructure Investment Bank, Lew discussed American policy on other issues important to the U.S.-China trade relationship.

Arts & Culture Programs



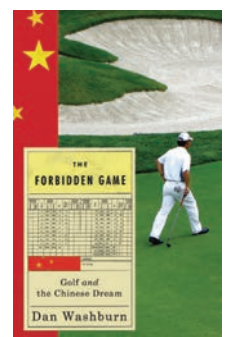
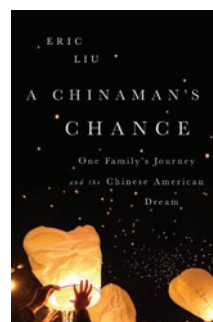
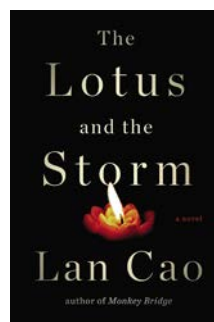
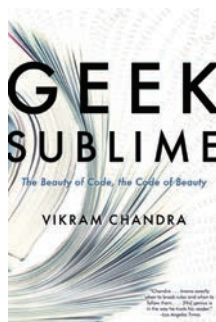
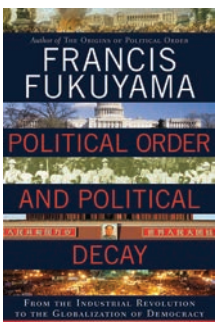
*Unnamed Room No. 2, 2006
by Chen Wei (Courtesy of Rubell
Family Collection)*



Visitors explore art installation at 28 Chinese exhibition (Asia Society)

Organized in collaboration with the Asian Art Museum of San Francisco to coincide with the Museum's **28 Chinese** exhibition, ASNC assembled leading experts in June and July 2015 to examine the contemporary art scene in China. Speakers explored issues faced by current artists in China, and the contradictions and dislocations brought about by a rapidly evolving social landscape in the country.

ASNC's **Meet the Author program series** showcased works of fiction and non-fiction by some of today's leading authors and thinkers, including noted political scientist Francis Fukuyama, Asian-American notables such as Vikram Chandra, Lan Cao, Andrew Lam, and Eric Liu, Pulitzer Prize winner Adam Johnson, best-selling journalist and author Blaine Harden, and Asia Society's own Dan Washburn.



Asia Society Northern California Young Professionals Group (ASNC YPG) is an association of young professionals who share a strong interest in Asia. They provide opportunities for young professionals in the Bay Area community to lead, network and engage in activities addressing Pan-Asian cultural, business, arts, policy and educational affairs. ASYPG members enjoy the benefits of connecting with fellow like-minded professionals representing a diverse array of fields and communities.

Asia Society Programs

Asia Society Northern California hosted over 75 programs in FY 2015. Here are a few highlights:

PCSI

Report Launch: Cities at Risk:
Creating Resilient and Livable Cities
July 14, 2014

2015 Annual PCSI Forum: Healthy
City, Resilient City
April 20-22, 2015

Sustainability

Fracking the Future: Global Impacts
of China's Energy Revolution
October 1, 2014

Resilience by Design: Post-Disaster
Innovations from Asia
December 10, 2014

Report Launch: *A Vital Partnership:
California and China Collaborating
on Clean Energy and Combating
Climate Change*
March 4, 2015

Policy & Business

Modi's India: Thinking about
the Future
July 23, 2014

Reimagining India
September 23, 2014

Securing our Digital Future:
America, Asia and Cybersecurity
October 7, 2014

ASEAN Matters for the Bay Area
October 9, 2014

Democracy, Development and
Decay: A Conversation with
Francis Fukuyama
October 23, 2014

Digital Revolution in China
November 14, 2014

Special Address by
Hon. Jacob J. Lew, Secretary of
U.S. Treasury
March 31, 2015

Cybersecurity and the Future of
U.S.-China Relations
May 19, 2015

Firing the Fourth Arrow:
The Private Sector and the
Future of Japan
June 15, 2015

Forecast Asia

China's Ambition Grows as the
Global Economy Slows
February 3, 2015

Arts & Culture

Film: *The Worlds of Bernice Bing*
September 28, 2014

Art & Activism: Cheryl Haines
Discusses "@Large: Ai Weiwei
on Alcatraz"
February 12, 2015

Film: *Nowhere to Call Home:
A Tibetan in Beijing*
April 30, 2015

Art without Borders: Contemporary
Asian Art and the Bay Area
May 12, 2015

28 Chinese: Chinese Art Now
June 11, 2015

28 Chinese: China Today:
Society and the Individual
July 18, 2015

Asian America Now

The Chinese American Dream
July 29, 2014

Asian Pacific Islander Women
in Leadership
February 25, 2015

Meet the Author

The Lotus and the Storm
by Lan Cao
September 10, 2014

*The Forbidden Game: Golf and the
Chinese Dream* by Dan Washburn
September 16, 2014

Geek Sublime by Vikram Chandra
January 28, 2015

What We Know: Writing on North
Korea Today with Blaine Harden,
Adam Johnson and Joseph Kim
March 24, 2015

Off the Menu

Go Green with Matcha Tea
July 30, 2014

Special Events

Wine and Art Holiday Party
December 2, 2014

K&L Gates Lunar New Year
Celebration
March 5, 2015

Bay Area Council Annual Chinese
New Year Celebration
February 26, 2015

12th Annual Dinner: Art and the
Power of Transformation
May 12, 2015

Young Professionals Group

YPG 2014 Dragon Boat Team
September 20, 2014

Asia Society Northern California 12th Annual Dinner: Art and the Power of Transformation



On May 12, 2015, Asia Society Northern California hosted its Twelfth Annual Dinner. Three prominent global leaders were honored for their substantial contributions to the field of contemporary Asian art: Akiko Yamazaki, Chair of the Board, Asian Art Museum; Cheryl Haines, Principal and Director, Haines Gallery and Founding Executive Director, FOR-SITE Foundation; and Li Huayi, a renowned contemporary Chinese artist.

Sixty years ago this year, Asia Society's founder, John D. Rockefeller, envisioned a transformation of Americans' understanding of Asia through exhibitions and performing arts. Today, the organization's groundbreaking exhibitions of traditional, modern, and contemporary art—as well as performing arts, film, and author programs—are presented across the Society's global network of Centers. Through its 2015 Annual Dinner, Asia Society Northern California explored how art has both connected and disrupted the world we live in today through engaging discussions with leading artists, collectors, art philanthropists, and academics as well as through a celebration of art in the Bay Area.

The Annual Dinner is Asia Society Northern California's largest fundraising event of the year, supporting the Center's diverse range of business, policy, sustainability, and arts & culture programming. We are sincerely grateful to the following companies, organizations, and individuals for their generous support:

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Ken & Ruth Wilcox
Vicky Wong
Williams Sonoma
Yank Sing Restaurant

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.

\$25,000 - \$49,999



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Wendy Soone-Broder

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Clair C. Olson
Joy Ou
Vicky Wong

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: www.AsiaSociety.org/Northern-California/Support/Donate.

Membership

Membership support makes our work possible. Benefits have been upgraded, and now include free admission to standard programs, members-only programs, and discounted admission to special events and conferences. Categories range from Student/Teacher memberships to Young Professional to our highest level of membership support, our President's Circle. More information: www.AsiaSociety.org/Northern-California/Support/Membership, or call our Membership team at (415) 212-9497.

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: www.AsiaSociety.org/Northern-California/Support/Corporate-involvement or call our Membership team at (415) 421-8709.

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: www.AsiaSociety.org/Northern-California/Support/Volunteer or call (415) 421-8707.

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: www.AsiaSociety.org/Northern-California/About/Careers

Consider supporting ASNC's general programming and operations with a gift of cash, stock or a car donation. More information: www.AsiaSociety.org/Northern-California/Support/Donate



Asia Society Northern California staff and volunteers at the 12th Annual Dinner

Governance

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 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 (July 2014 – June 2015)

Contributions and Grants	35,000
Individual Donations	413,320
Program Underwriting	142,200
Membership	14,089
President's Circle	6,000
Individual	8,089
Corporate Membership.	67,500
Global Corporate Membership.	54,000
Annual Dinner.	418,549
Program Admission fees.	11,892
Miscellaneous.	42,782

Expenses (July 2014 – June 2015)

General	462,796
Fundraising.	317,380
Programs	333,077
Miscellaneous.	85,882

Total Income 1,199,332
Total Expense. 1,199,135

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Asia Society is a nonpartisan, nonprofit institution with headquarters in New York, major centers in Hong Kong and Houston, and offices in Los Angeles, Manila, Mumbai, New York, San Francisco, Seoul, Shanghai, Sydney, and Washington, D.C.

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