

2011 ANNUAL REPORT

*Preparing Asians and Americans
for a Shared Future*



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Society



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Asia Society

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,

Since its founding in 1998, Asia Society Northern California has become one of the pre-eminent voices for engagement between the United States and Asia on the West Coast. From its modest beginnings, ASNC now offers programs touching on virtually every aspect of the increasingly fascinating and complex relationship with Asia. From food, arts and culture, to Asian America, policy and politics, finance and economics, Asia Society Northern California continues to bring high quality programs to its members and associates.

High points in FY2011 were a conference on Scaling Up Green Finance in December, the release of a major Asia Society report on Inbound Foreign Direct Investment from China in June, and our Annual Dinner in May, which celebrated the contributions of the Asian American community and featured Senate Speaker Pro Tem Fiona Ma, YouTube Founder Steven Chen, philanthropist and community organizer Ted Fang, and pioneering venture capitalist Naren Gupta.

Asia Society Northern California also helped inaugurate two initiatives which have already shown great promise in linking Asia and American ever more tightly.

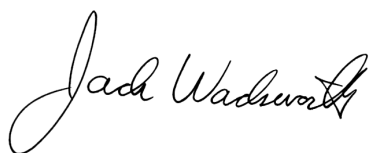
The first of these, the Asian Contemporary Arts Consortium, is a collaboration between the Asian Art Museum, California College of the Arts and Asia Society and other Bay Area Institutions, designed to increase awareness and understanding of Asian contemporary arts and design in the San Francisco Bay Area. Working with some of the most prominent galleries in the area, including Haines and Frei Norris, ACAC-SF has already become central to this region's contemporary arts scene and continues to expand rapidly.

The second major initiative, the Pacific Cities Sustainability Initiative, was founded last year with the active support of the Marshall School of Business at USC and the Anderson School of Management at UCLA. PCSI seeks to create a forum for best practices in sustainability between North America and Asia. With the active support of PG&E, Southern California Edison, CISCO, ARUP, Gale International, and KPMG, it too has grown rapidly as a forum for identifying sustainable solutions.

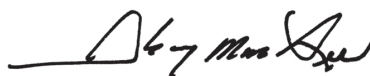
This year promises to be just as interesting, and will include conferences on sustainable transportation, intellectual property protection in the Life Sciences industry in China, and inbound foreign direct investment from China in the United States.

We hope to see you at one of the many upcoming Asia Society events in this coming year!

Sincerely,



John S. Wadsworth
Co-Chairman



Chong-Moon Lee
Co-Chairman

SUSTAINABILITY PROGRAMS



The world's freshwater supply is just one focus of ASNC's Sustainability. (Photos: icimod.org)

The rapid urbanization we are witnessing now and over the next few decades will be concentrated in Pacific Rim cities. This represents both challenges and potential solutions for many environmental concerns such as clean water, energy efficiency, air pollution, and human security. Our **Pacific Cities Sustainability Initiative (PCSI)** connects business leaders, policy makers, academics and students, and the public in a forum to engage in careful, creative, and collaborative efforts to balance economic growth and environmental preservation. This **five-year initiative of conferences, workshops, and related activities** addressed in 2010 metrics for urban sustainability, the challenge of scaling green finance, and the water-energy nexus. Moving forward, PCSI will focus on green transportation, clean energy, green buildings and green infrastructure.

Global warming threatens communities across the world — and demands international collaboration to slow it and prepare cities and villages alike to adapt to its most deleterious effects. The **Sustainable Development in Asia program series** tackles global warming by convening international experts and interested community members at public programs.

BUSINESS & POLICY PROGRAMS



Site of a damaged nuclear reactor in Japan in the wake of the March 11 earthquake and tsunami.

Asia Society's **Late-Breaking programs** bring audiences behind the scenes of current events, cutting through the media noise with thoughtful, scholarly and easy-to-understand programs. "**Japan in Crisis**," for example, brought together a panel of experts who broke through the chaff of conflicting and incomplete reports in the aftermath of the March 11, 2011, earthquake and tsunami disaster.



Connecting with global businesses on intellectual property. (Graphic: Asia Society Northern California)

The Financial Crisis has created a new global landscape of trade, investment and business innovation. Asia Society's **Business in Asia programs** make sense of the "new normal," giving businesspeople insight into the future of doing business in Asia with programs such as "**Protecting Intellectual Property in China: Regulatory Change and Business Strategy**," "**Where are the Asian CEOs? Executive Leadership in San Francisco**," and "**An American Open Door: Maximizing the Benefits of Chinese Foreign Direct Investment**."



Rice cultivation in Vietnam. (Photo: United Nations Environment Programme)

Asia Society **policy programs** offer in-depth exploration of cultural and political histories, offering insight into international conflict and cooperation, as well as thoughtful dialogue on today's most pressing issues. "**Japan's Defense Policy and East Asia**," "**The Future of U.S.-Asia Relations**," and "**Never an Empty Bowl: Sustaining Food Security in Asia**" are just a few additional examples.

ARTS & CULTURE PROGRAMS



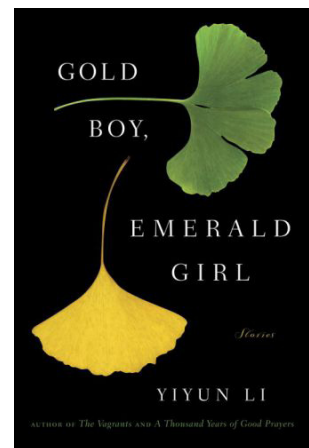
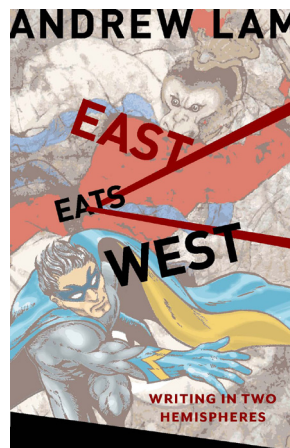
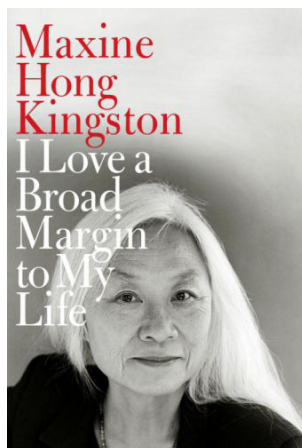
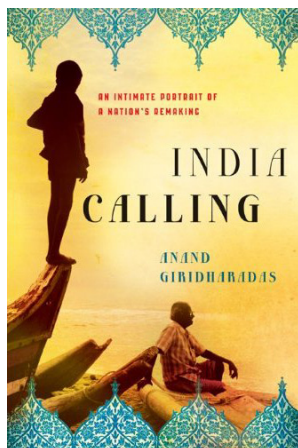
Madhur Jaffrey (Photo: Random House)

Innovative cuisine has long been a popular draw in the foodie culture of Northern California, and in particular the San Francisco Bay Area. With our **Off the Menu** series, the Asia Society puts members at the forefront of the diverse, exciting, and delicious developments in Asian and fusion cuisine with programs such as “Sustainable Sushi,” and “At Home with Madhur Jaffrey: Simple, Delectable Dishes from India, Pakistan, Bangladesh, and Sri Lanka.”



The Living Word, Xu Bing

Cultural heritage is a rich source of wisdom and pride. Our programs explore the textured histories, religions, arts, and traditions of many Asian cultures, with programs such as “A Talk with [Chinese artist] Xu Bing,” “Discovering the Diversity of Australian Wines,” and “Japanese Whiskey Tasting.”



Meet the Author programs get up-close and personal with bestselling and first-time authors such as Anand Girdharadas, Maxine Hong Kingston, Andrew Lam, and Yiyun Li.

ASIA SOCIETY PROGRAMS

Asia Society Northern California hosted over 70 programs in Fiscal Year 2011. Here are a few highlights of our diverse public program offerings.

SUSTAINABILITY

Pacific Cities Sustainability Initiative: Metrics Workshop
August 23, 2010

Shanghai Sustainability Conference - Green Cities: A Call to Action
September 16, 2010

Damming Shangri-La: Dam Building and Security in the Himalayas
October 14, 2010

Conference - Scaling Green Finance in China and the United States: A Call to Action
December 8, 2010

Pacific Cities Sustainability Initiative Conference - Sustainability Issues for California: Water-Energy Nexus
December 16, 2010

Re-Cycling the Roads: New Developments in Bicycle Infrastructure in the U.S. and China
April 20, 2011

BUSINESS & POLICY

Media and Democracy in Indonesia
July 7, 2010

Was Leaving India a Mistake? Panel on "Reverse Brain Drain"
July 22, 2010

Fighting Hepatitis B in the Asian American Community
September 15, 2010

Never an Empty Bowl: Food Security in Asia
September 30, 2010

Fighting Human Trafficking in the Golden Triangle: Public Forum with Kru Nam
October 7, 2010

Conference - Protecting Intellectual Property in China: Regulatory Change and Business Strategy
November 3, 2011

Linking Food Security and Public Health: Lessons from Africa and Asia
November 16, 2010

Asia America Now: Where are the Asian CEOs? Executive Leadership in San Francisco
January 13, 2011

Japan in Crisis: Understanding the Earthquake/Tsunami Disaster
March 24, 2011

Japan's Defense Policy and East Asia: A Lecture by Dr. Masashi Nishihara
April 1, 2011

Panel Discussion: The Future of U.S.-Asia Relations
May 4, 2011

Conference - An American Open Door: Maximizing the Benefits of Chinese Foreign Direct Investment
May 13, 2011

ARTS & CULTURE

Young Professionals Group: Japanese Whiskey Tasting
July 15, 2010

Asia America Now: Shawna Young Ryan, "Water Ghosts"
August 8, 2010

Film Screening: "Mao's Last Dancer"
August 18, 2010

Remembering Afghan Women
August 23, 2010

Asian Chefs Association Gala
September 26, 2010

Asia America Now: Yiyun Li, "Golden Boy, Emerald Girl"
October 13, 2010

Film Screening/Discussion with Director Du Haibin: "1428"
October 13, 2010

Off The Menu: At Home with Madhur Jaffrey: Simple, Delectable Dishes from India, Pakistan, Bangladesh, and Sri Lanka
October 26, 2010

Culinary Institute of America 2010 Worlds of Flavor Conference and Festival
November 4-6, 2010

Meet the Author: Anand Giridharadas, "India Calling: An Intimate Portrait of a Nation's Remaking"
January 18, 2011

Meet the Author: Parag Khanna, "How to Run the World"
January 20, 2011

A Talk with Xu Bing, Chinese Artist and MacArthur Genius
January 28, 2011

Discovering the Diversity of Australian Wines
February 17, 2011

Asia America Now: Chris Corbett, "Poker Bride: The First Chinese in the Wild West"
February 24, 2011

Meet the Authors: Jeffery Yang and Dr. Dolkun Kamberi, "Some Kind of Beautiful Signal"
February 24, 2011

Panel Discussion: Sun Yat-sen and His Legacy
March 3, 2011

Meet the Author: Maxine Hong Kingston, "I Love a Broad Margin to My Life"
April 21, 2011

Asia America Now: Can't Stop the Migration: Shailja Patel in Conversation with Jeff Chang
April 28, 2011

ANNUAL DINNER

Asia Society Northern California's 8th Annual Dinner took place May 5th, 2011 at The Four Seasons Hotel San Francisco. The dinner, which raised significant revenue, featured a moderated discussion about US-Asia relations, a silent auction, and a raffle.

Each year, the Annual Dinner honors three leaders for their work in bridging the gap between Asia and America. In 2011, the Business & Policy honoree was Dr. Naren Gupta of Nexus Venture Partners for his leadership in business and innovative international investment strategies. The Arts & Culture honoree was YouTube Co-founder, Steve Chen, who helped to develop and build YouTube as a vehicle for globalized communication, education, and entertainment. The Education honoree was SF Hep B Free, honored for being a campaign which has put San Francisco at the forefront of the nation in fighting chronic Hepatitis B.

We are grateful to the following individuals and organizations for their support of the 8th Annual Dinner:



Left to right: Bruce Pickering, ASNC Executive Director; Steve Chen, honoree; Ted Fang, honoree; Fiona Ma, honoree; Chong-Moon Lee, ASNC Co-Chairman; Naren Gupta, honoree; John Wadsworth, ASNC Co-Chairman.



Left to right: Asianto Sinambela, Consul General of the Consulate of the Republic of Indonesia; with his wife Theresa Sinambela, and Mark Chandler, Director of the San Francisco Mayor's office of International Trade and Commerce.



Left to right: James Lau, Founder of NetApp; Dominic Ng, Chairman, President and CEO of EastWest Bank.

Thank you to the Four Seasons Hotel San Francisco for their hospitality and beautiful dinner presentation.

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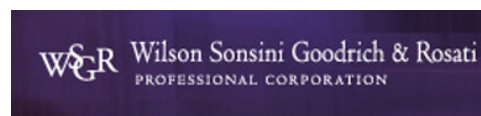
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Thank you to all our corporate donors, who through corporate membership, program underwriting and Annual Dinner sponsorship supported Asia Society Northern California's work in 2010–2011.

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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 2010 – June 2011)

| | |
|---------------------------------------|---------|
| Contributions & Grants | 47,668 |
| Individual Donations | 197,840 |
| Program Underwriting | 25,000 |
| Membership | 11,714 |
| Corporate Membership | 55,000 |
| Global Corporate Membership | 35,550 |
| Annual Dinner | 319,066 |
| Program Admission Fees | 32,973 |
| Miscellaneous | 1,088 |

Expenses (July 2010 – June 2011)

| | |
|-------------------------|---------|
| General | 193,308 |
| Fundraising | 197,659 |
| Programs | 234,034 |
| Miscellaneous | 22,181 |

Total Income 725,899
Total Expense 647,182
Net Income 78,717

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Asia Society

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