

Asia

Society



Northern
California
Center



2016

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,

In June, Asia Society celebrated the 60th anniversary of its founding by John D Rockefeller III. Since our founding, Asia Society has undergone a profound transformation to become a truly global institution – with 12 centers on four continents – Asia, North America, Australia, and most recently, Europe with the opening of our newest Center in Zurich.

Founded in 1998, Asia Society Northern California (ASNC) has become one of the most active Centers globally. Our reports, conferences, and programs focus on a wide range of topics across the Pacific Rim – from innovation to Chinese inbound investment to sustainability.

This year, our Center organized over 65 programs in Northern California in addition to conferences in Los Angeles, New York, Jakarta, Shenzhen, and Shanghai impacting over 2,500 attendees worldwide.

The success of our programs depends on multiple factors – first and foremost our remarkably talented team: Robert W. Hsu, Wendy Soone-Broder, Eve Cary, Melissa La Bouff, Makenna Martinez, Laura Jenkins, and Juan Wei are each dedicated to educating and engaging our Bay Area audience with programming aimed to promote mutual understanding on critical issues facing the U.S., Asia, and the world.

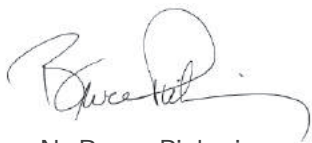
Our board – Co-Chaired by Jack Wadsworth and Chong-Moon Lee – provides tremendous intellectual and financial support for our work. The support and insight they bring to advance our diverse programs and initiatives fulfill our shared mission.

Perhaps most importantly, we could not do this without the active and engaged support of all you. Our membership increased by 106% this year – for which we are deeply grateful! A few highlights for our members in the coming year:

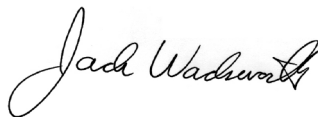
- The release of our report, *Breaking Ground: Chinese Investment in U.S. Real Estate*, in both Shenzhen and Shanghai.
- Our inaugural West Coast Diversity Leadership Forum will be presented in San Francisco and will address Asian Pacific Americans and leadership through the lens of the demographic, cultural, and business strengths and challenges in California.
- This year's Pacific Cities Sustainability Initiative will be held in Hong Kong and will address sustainability strategies across the Asia-Pacific region.
- And finally, our Annual Dinner, which traditionally takes place in May.

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

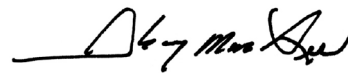
Best regards,



N. Bruce Pickering



John S. Wadsworth, Jr.



Chong-Moon Lee

Signature Initiatives



Breaking Ground:

Chinese Investment in U.S. Real Estate

KENNETH ROSEN, ARTHUR MARGON, RANDALL SAKAMOTO, & JOHN TAYLOR

ASNC's Signature Initiatives aim to mobilize effective global responses to some of the most important issues facing the U.S. and Asia relationship. Through roundtable forums, conferences, special reports, and public events, these initiatives aim to inspire new thinking among leaders and practitioners in government, the private sector, and academia on the critical policy and business questions of the day.

Our efforts this past year included a high-level conference on innovation in Silicon Valley, the release of a report focusing on Chinese investment in the U.S. real estate sector, and the fourth annual Pacific Cities Sustainability Initiative Forum in Jakarta, Indonesia. For the coming year, ASNC will spearhead initiatives on diversity in the workplace, continue to explore Chinese investment trends in the U.S., and issue a new report on clean air collaboration between the U.S. and China.



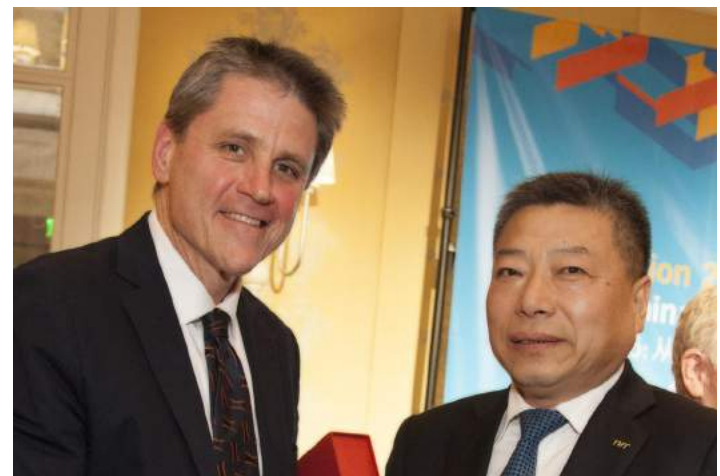
N. Bruce Pickering, The Hon. Kevin Rudd, and Orville Schell (Stesha Marcon/Asia Society)



Participants at Asia Society's two-day "Innovation 2015: From China to Silicon Valley" conference in November (Asia Society)



Participants at the 2016 PCSI Forum in Jakarta, Indonesia (Asia Society)



Tom Nagorski of Asia Society and Ni Xiangyu, Chairman of Tianjin High-tech Industrial Development Area (Asia Society)

Business & Policy Programs

ASNC's policy and business programs convene leading experts for dialogue and the sharing of new perspectives on current events driving the U.S.– Asia relationship. Drawing from the importance of the Bay Area to the United States as the gateway to the Pacific, our programs cover a diverse range of topics including trade, security, human rights, technology and innovation, and Asian America. These public forums provide ASNC members and the general public with a unique opportunity to engage and meet with global thought leaders.



David Barboza of *The New York Times* and Clayton Dube of the University of Southern California (Asia Society)



Wendy Cutler (center) of Asia Society spoke about the future of trade in Asia (Asia Society)



A look at the Trans-Pacific Partnership with experts from Korea and the U.S. (Asia Society)



Staff and volunteers welcome guests (Asia Society)



Guests and speakers network at an event on “Civic Hacking” (Asia Society)



Forecast Asia explored reforms in India (Asia Society)

Arts & Culture Programs



ASNC's programming on Asian arts and culture seeks to broaden the public's understanding about the creative impact of Asia in the world.

ASNC convenes talks, seminars, and dialogs in partnership with leading art institutions and organizations in the Bay Area on some of today's most exciting artistic achievements.



Clockwise from left: Image from the film screening of Cutting out the Eyes (Cinema on the Edge); Gallery walk-through with artist Chitra Ganesh; Asian Art Museum's 28 Chinese exhibit; guests enjoy refreshments at a YPG event (Asia Society)



Young Professionals Group Programs



Brian Reyes (left) and Ana Sycip (right) of ASYPG's Leadership Council (Asia Society)



Attendees at ASYPG's annual Traveling with a Purpose event held in partnership with the World Affairs Council International Forum (Asia Society)

Asia Society Northern California Young Professionals Group (ASYPG) is an association of young leaders in San Francisco's Bay Area committed to making a positive contribution to strengthening the U.S. relationship with Asia.

With over 70 members, the group provides 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 represent the diverse spectrum of perspectives and talent in Northern California.



Guests and members gather for ASNC's annual Open House reception; Advisory Board Member, Sydnie Kohara stands with ASYPG members (Asia Society)



"The Asia Society's Young Professionals Group represents the next generation of leaders impacting Northern California's future with Asia."

—Sydnie Kohara, ASNC Advisory Board Member and Former CBS 5 & CNBC Anchor

Asia Society Northern California 13th Annual Dinner

Innovation Beyond Borders: Bridging the U.S. and Asia



On May 4, 2016, Asia Society Northern California (ASNC) held its 13th Annual Dinner at the Four Seasons Hotel in San Francisco. The Annual Dinner is ASNC's most prestigious event of the year, attended by over 400 leaders in business, tech, civic affairs, academia, philanthropy, the diplomatic corps, and media. It features some of the world's foremost leaders in U.S. and Asian affairs. This year ASNC presented Leadership Awards to entrepreneurs and innovators who have revolutionized the way people live, consume, socially interact, and civically engage. Asia Society Northern California honored **Eric Heitz**, Co-Founder and CEO, Energy Foundation; **Leila Janah**, CEO, Sama and Laxmi; **Kaiser Kuo**, Director, International Communications, Baidu; and **Sir Michael Moritz**, Chairman, Sequoia Capital, for their substantial contributions to bridging the U.S. and Asia through innovation. **Sydney Kohara**, media strategist, served as Master of Ceremonies.

Founded in 1956, 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. 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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Beverly Chong
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Roger S. Dong
Ronnie Fong
Joy Ou
Richard K. Palmer
Carolyn Palmer
Sustaining
Joan Kask
Anil Verma

Join our Community



There has never been a more exciting time to get to know Asia. We are committed to engaging the Bay Area public on issues central to the U.S., Asia, and the world through conferences, panel discussions, and cultural programs.

Our vibrant membership, audience, volunteers, and Advisory Board represent what Asia Society aims to accomplish – bringing Asia and the US closer together. Thank you for supporting our vital mission.

Membership

Membership support makes our work possible. General membership allows individuals, families, young professionals, students, teachers, and seniors unique opportunities to experience the world and their community in a new way.

Corporate Support

ASNC offers the corporate community unique opportunities to connect with senior business leaders and policymakers from the U.S. and Asia. Corporate Membership is a powerful company resource — through education, business networking, branding and promotion, diversity leadership, employee engagement, and corporate social responsibility. Companies can also partner with ASNC by becoming program underwriters or special event sponsors.

Why Join?

Join the conversation. Asia Society hosts artists, performers, policymakers, and leaders and explores current issues ranging from climate change, global education, human rights, urbanization, and economics. Learn and engage with these topics affecting our world.

Help shape the future. Your contribution and participation plays a crucial role in deepening ties and cross-cultural understanding in an ever-globalizing world.

Your gift counts. Your gift enables us to give visitors a greater understanding of the diverse cultures and traditions of Asia through groundbreaking exhibitions, unique programs, and through the impact we make with our policy and education work.

Volunteer Opportunities

Our talented and dedicated volunteer base helps us bring dynamic programming to our community. Asia Society volunteers contribute a range of talents from graphic design skills, greeting attendees at events, to assisting our staff plan upcoming initiatives. We welcome you to bring your passion for Asia to contribute an ASNC volunteer.

Donate

Consider supporting ASNC's general programming and operations with a gift of cash, stock, or a car donation. Every gift counts.

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.



Asia Society Northern California staff and honorees at the 13th Annual Dinner

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 making sure donors' contributions are well spent and go towards high-quality programming. ASNC is independently funded, and is supported by gifts from individuals, corporations, and foundations who support our mission to strengthen the relationship between the U.S. and Asia.

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 2015 – June 2016)

Contributions and Grants	51,000
Individual Donations	240,193
Program Underwriting	381,652
Membership	14,468
President's Circle	5,000
Individual	9,468
Corporate Membership.	49,000
Global Corporate Membership.	39,500
Annual Dinner.	403,068
Program Admission fees.	14,506
Miscellaneous.	8,321

Expenses (July 2015 – June 2016)

General	461,614
Fundraising.	316,380
Programs	331,080
Miscellaneous.	85,882

Total Income	1,201,708
Total Expense	1,194,956

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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, Washington, D.C. and Zurich.

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