

Wine + Art Holiday Party: Thai Handicrafts. December 6, 2012

Young Professionals Group: "Asia Creative Collective Trunk Show." December 12, 2012

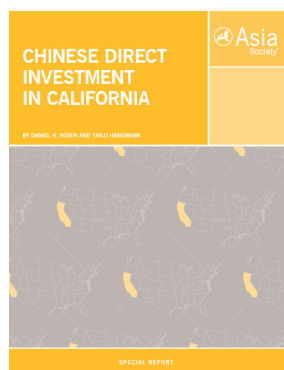
Film Screening/Discussion: "The Revolutionary." With Sidney Rittenberg. February 3, 2013

PCSI Annual Forum: "Tomorrow's City Today." February 18-20, 2013 (Hong Kong)

Meet the Author: Gretel Ehrlich, *Facing the Wave: A Journey in the Wake of the Tsunami*. February 22, 2013

Policy: "A Regional Path to Peace: Two Koreas and Northeast Asia in a Time of Transition." February/March 2013

California and China, A Long Time Coming An Asia Society Special Report



A new Asia Society/Rhodium Group report entitled *Chinese Direct Investment in California* finds that California has attracted more Chinese investment deals than any other U.S. state, but remains fifth in the nation in total investment value. Negligible before 2008,

Chinese investment in the state is growing at triple-digit levels and could reach \$60 billion by 2020, but only if the state and private sector do a better job working together to attract Chinese capital. The report was launched at a series of conferences in California and in China this fall: on October 10 in San Francisco and October 11 in Los Angeles; and on November 15 in Shanghai and November 16 in Beijing.

The new report is the most comprehensive study to date of Chinese investment in the Golden State and in the U.S. overall. It finds that the potential gains for California and China are enormous but that success is far from guaranteed. U.S.-China relations remain tense and protectionism is a serious threat. At the state level, California has had a mixed record of promoting its economic strengths. The report urges policy and business leaders in the state to step up their efforts to attract Chinese investment, and out-compete other states and nations making similar efforts.

The San Francisco conference featured a keynote speech by San Francisco Mayor **Ed Lee**. In Los Angeles, the keynote was delivered by **Michael Kantor**,

former U.S. Secretary of Commerce. Both events featured a range of leading experts in the business and policy community who gathered to discuss the report's findings and recommendations, as well as assess what needs to be done to create a more open investment climate in California and in the United States more broadly.

A Chinese-language version of the report was also released at events in China: on November 15 in partnership with the American Chamber of Commerce in Shanghai and in Beijing on November 16 in partnership with Caixin Media Group. The events brought together leading business and policy leaders from the U.S. with their counterparts in China to discuss the myths and realities of investing in the U.S. and California at a time of growing competition between the two countries.

The report is sponsored by Silicon Valley Bank, Wells Fargo, Citibank, New Enterprise Associates, USC Marshall School of Business, and through the support of Jack Wadsworth. For more information and to download a copy of the report, visit AsiaSociety.org/ChinaCAInvestment.



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ASNC Expanding Programming Footprint Abroad



For the past five years, ASNC has produced at least one program in Asia annually. This year, we will be producing three. The first two programs in Asia complete the rollout of our report on Chinese direct investment in California, produced by Asia Society Northern California in partnership with the Southern California Center. By the time this edition of our newsletter reaches your mailbox, we will have launched the report at conferences in Shanghai on November 15 and in Beijing on November 16.

The Shanghai conference is the latest in a series of events co-hosted by the American Chamber of Commerce in Shanghai, with whom ASNC has a strong and growing relationship. A number of Northern California Advisory Board members participated in these conferences, including Co-Chairman Jack Wadsworth, Orville Schell (Director, Asia Society Center on U.S.-China Relations), Gary Rieschel (Founder and Managing Director, Qiming Ventures), and Ken Wilcox (Chairman, Silicon Valley Bank). Rieschel and Wilcox both live in Shanghai and provide us with a strong link to China.

In February, we will take our Pacific Cities Sustainability Initiative (PCSI) offshore to our beautiful new Asia Society center in Hong

Kong. This will be PCSI's fourth year. The forum, "Tomorrow's City Today," will be an invitation-only event bringing together leading urban sustainability experts from the U.S. and across Asia. The forum will be co-produced by the Urban Land Institute, a multi-disciplinary land-use forum based in Washington, D.C. and with offices around the U.S., Asia, and Europe.

These programs place new demands on our small but dedicated staff, and underscore the dramatic impact that the Northern California Center is having in so many areas.

Even as ASNC expands its Asia presence, we will continue to strengthen our local programming exploring the politics, art, food, and culture of Asia and Asian America. The support of our members and the Bay Area community makes all of this possible.

N. Bruce Pickering
Vice President for Global Programs & Executive Director

Chairmen's Corner

Asia Society Northern California has grown substantially in the nine years that we have served as Co-Chairs. The ingredients for growth—an active board, community support and leadership, as well as capable development and program teams—have created a strong presence for Asia Society in Northern California and beyond. The Northern California Center now routinely assists with programs outside of the region—including major conferences and workshops in China and Hong Kong.

This evolving role for our Center has challenged the small staff, but has also created significant opportunities. In light of this, we are pleased to announce that Executive Director, Bruce Pickering, and Development Director, Wendy Soone-Broder, have both been promoted to global positions at the Asia Society. Bruce now serves as Vice President of Global Programs and Wendy as Director of Global Corporate Relations and Strategic Partnerships. Both will continue to focus on growing the Northern California Center, while pursuing global assignments.

To assist in leading the Center, Robert W. Hsu has been appointed Associate Director. Robert, a native of San Francisco, spent four years at Asia Society's headquarters in New York as Assistant Director of Global Policy Programs, where he oversaw many of the

Society's policy-related projects in the last several years. Please welcome him and congratulate Bruce and Wendy the next time you attend an Asia Society event!

Chong-Moon Lee & John S. Wadsworth, Jr.
Co-Chairmen of the ASNC Advisory Board

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Pacific Cities Sustainability Initiative



The Hong Kong skyline (Photo: Flickr)

The Asia Society's Pacific Cities Sustainability Initiative is expanding and moving forward! We are excited to announce a formal partnership with the Urban Land Institute (ULI), a major player in the field of real estate and land use policy with extensive experience in issues surrounding urbanization, conservation, and sustainable development. ULI brings a deep knowledge base and an extensive network of new contacts. We look forward to a fruitful collaboration.

PCSI is additionally heading to Asia for the first time. ULI will play a major role in PCSI's first Annual Forum, which will be held in Hong Kong on February 18-20, 2013. Entitled "Tomorrow's City Today," The Forum will host 50 to 60 leaders from various cities throughout Asia and North America. Delegations from each city will present case studies identifying their challenges, attempted solutions, and areas for assistance. The conference will explore features of a livable city – including sustainable transportation, technological innovations impacting urban life, and a triple bottom line investigation of urban sustainability (incorporating social, environmental, and economic perspectives). The Forum will take place at the Asia Society's new complex in the heart of downtown Hong Kong.

PCSI's guiding principles are to showcase and share solutions emphasizing livability for urban citizens, to ensure today's and tomorrow's cities are designed, built, and governed around the needs of all their inhabitants. The Forum will connect global leaders from academia, government, business, and civil society in to foster dialogue and share best practices in addressing urban sustainability challenges around the Pacific Rim.

Asian America Now Programs Look at the 2012 Elections and Community Giving

Asian Americans are the fastest growing minority group in the country and now comprise almost 6% of the U.S. population. Despite its growth, how much political influence does the community really have? Are Asian American social norms different from other minority groups, particularly with regards to community engagement and philanthropic giving? Can the diverse range of Asian American communities be seen as a single entity, one with its own distinct interests?

To explore these questions, ASNC organized two events in October as part of our continuing *Asian America Now* program series. On October 24, ASNC convened a panel of leading academics, writers, and activists to look at the political influence of Asians and to assess whether this year's Presidential candidates were adequately addressing community needs. Panelists strongly agreed that neither the Romney or Obama campaigns were doing so.

However, the problem isn't simply that the campaigns were ignoring or taking for granted the Asian American vote. A significant challenge has been the community's diversity. While survey data shows broad agreement among Asian Americans on a number of key issues, many Asian Americans do not even label themselves "Asian American," regarding national origin as more important.

On October 30, leading foundation and fundraising experts gathered to discuss new trends in Asian American philanthropy and whether there is a "giving gap," where the community is giving less than it could or should. Panelists noted that giving

among first-generation Asian Americans in particular is often private, through family, fraternal organizations, and home-country communities, and not reported to government or tax authorities. There is relatively less giving to large, established non-profits like the United Way, though that is changing rapidly among American-born Asians. It is clear, however, that there is a significant "getting gap," where Asian American communities benefit from only a tiny share of community grants and services.

The *Asian America Now* program series is a key program priority for ASNC. It provides an open forum to explore the latest trends, issues, and debates facing the Asian American community today, and topics span arts and culture, business, politics, and society. Southwest Airlines is the official sponsor of the series.



Panelists discuss Asian Americans and the U.S. Presidential election. (Photo: Asia Society)

Lucky Miracle: Burmese Flavors



Naomi Duguid and Alex Ong discuss the evening's menu. (Photo: Carolyn Jung/FoodGal.com)



Dawei Fish Soup from Duguid's new book, *Burma: Rivers of Flavor*. (Photo: Asia Society)

It is often said that the best way to learn about another culture is through its cuisine. After traveling across Burma and sampling its food and foodways for more than 20 years, James Beard Award-winning writer **Naomi Duguid** has gathered her favorite recipes, memories, and photos of the country featured in her newest book, *Burma: Rivers of Flavor*. On September 25, Duguid with **Alex Ong**, ASNC board member and Executive Chef of Betelnut Peiju Wu, came together in partnership with ASNC to host a one-of-a kind intimate dinner and conversation at Betelnut Restaurant, the latest in the Asia Society's popular *Off the Menu* series on Asian culture and cuisine.

Exporting California Wines to China



A guest enjoys the evening's wine selection. (Photo: Carl Sturgess)



Experts talk about their wine business. (Photo: Carl Sturgess)

On September 27, Asia Society Northern California hosted a program at the famed Ferry Building examining the challenges and rewards of exporting California wines to China. Moderated by **Tempe Reichardt**, founder and CEO of The California Place, the panel featured **Jay Behmke**, Managing Director of Yao Family Wines (Yao Ming's Napa winery); **Mark Bright**, Partner and Sommelier of Saison; **Jack Duan**, founder and CEO of Gliding Eagle; **David Duckhorn**, President of Via Pacifica Selections; and **Loren Trefethen** of Trefethen Family Vineyards. Following the discussion, guests enjoyed a wine reception featuring selections from the panelists' cellars, as well as a Cowgirl Creamery cheese board provided by the evening's host and sponsor, Coblenz, Patch, Duffy & Bass LLC.

ASNC Young Professionals

Film Screening: *The Lady*. Asia Society Northern California's Young Professionals Group (YPG) continued its programming series with two events in the spring and summer. April featured a screening of film director Luc Besson's *The Lady*, a biopic about Burmese activist and chairperson of the National League for Democracy, Aung San Suu Kyi. Co-hosted by the Red Lantern Asian Cinephiles, attendees enjoyed happy hour at the Pig & Whistle pub before heading to the historic Bridge Theater.

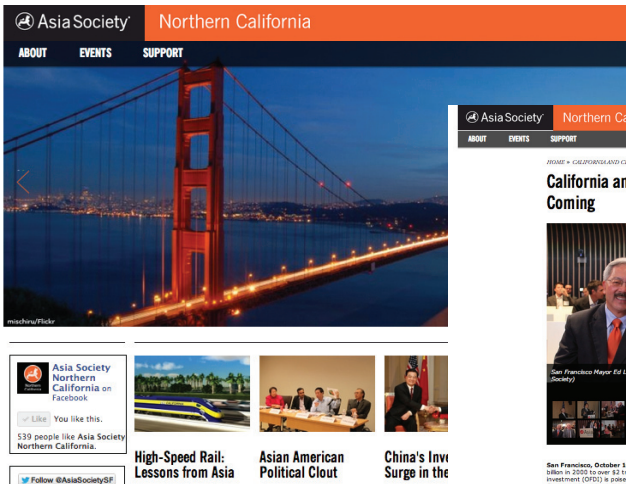
Thursday Night at the Asian Art Museum. In July, the YPG hosted upwards of 70 guests for an evening of wine, hors d'oeuvres, and conversation at the Asian Art Museum. Following a reception in the museum's beautifully appointed Peterson Room, attendees were able to tour the featured *Phantoms of Asia* exhibition.

Winter Trunk Show. Mark your calendars for December 12th, as the YPG will host its first-ever trunk show at the B. Mori & Co. showroom in the SOMA district of San Francisco. Featuring indie designers from Shanghai and San Francisco, the event celebrates the 30-year SF/Shanghai Sister City relationship. Perfectly timed for holiday shopping, the event will also raise funds for charity.



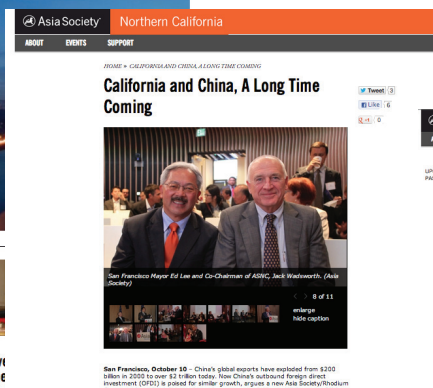
What's Next? Following the departure of some key Council Leaders of the YPG to pursue job opportunities and MBA's outside the Bay Area, the group held a recruitment meeting to bring interested members onto the Leadership Council. The new team held its first planning meeting this fall, putting several events on the calendar for the coming year. Keep an eye out for a New Year's cocktail, speed networking, Asian Food truck fest, film sneak peeks, and an Asian beer tasting event in 2013!

Our Website Has a New Look!



ASNC is pleased to launch our new center website with a fresh new design.

Please visit us at AsiaSociety.org/Northern-California and tell us what you think!



ASNC Welcomes a New Corporate Member!

ASNC is delighted that DLA Piper has joined as our newest Corporate Member.

With 4,200 lawyers in more than 30 countries, and nearly 80 offices throughout the Asia Pacific, Europe, the Middle East and the Americas, DLA Piper is a global law firm positioned to help companies with their legal needs anywhere in the world.

Its clients range from multinational, Global 1000 and Fortune 500 enterprises, to emerging companies developing industry-leading technologies. As one of the largest law firms in the world, DLA Piper is designed to serve clients wherever they do business – quickly, efficiently and with genuine knowledge

of both local and international considerations.

From their 11 offices across Asia Pacific, DLA Piper provides an extensive range of legal and business services

to clients operating in the region and around the world. For more information, please visit www.dlapiper.com.

For more information about Asia Society Corporate Membership, please contact Kate Ryge (kryge@asiasociety.org).



Meet Our New Staff



Robert W. Hsu is Asia Society Northern California's new Associate Director, where he will oversee program development and planning for the center in the areas of policy, business, art, and culture. In this role, his focus will be to ensure that the center's activities align with organization's strategic planning and fundraising goals. Previously, he worked at Asia Society's headquarters in New York as Assistant Director for Global Policy Programs, where he developed and managed a number of policy initiatives focused on security and development challenges in Asia, including on Afghanistan, Burma, Central Asia, India, Iran, and Pakistan. He also oversaw the department's environmental sustainability initiatives aimed at seeking regional solutions to address growing water scarcity and food insecurity in Asia. Prior to joining Asia Society, he was Program Coordinator for Global Policy Programs at the United Nations Association of the USA in New York, where he coordinated policy projects aimed at strengthening U.S. engagement with the U.N., particularly in peacebuilding and peacekeeping operations, environmental governance, and U.N. reform. Born and raised in San Francisco, Robert received a Master's degree from New York University in Politics and a Bachelor's degree in History from San Francisco State University.

Meet Our Interns

Asia Society Northern California is fortunate to have a great team of interns year-round, whose help is invaluable in allowing us to continue expanding our reach. Interns at Asia Society take on a wide range of projects, from researching and planning their own public programs, organizing special membership campaigns, and managing our social media strategy. We are pleased to introduce you to our Fall/Winter 2012 interns:



Anna Castagnozzi Bush is a Bay Area native and graduate of Occidental College. She holds a BA in Diplomacy and World Affairs with a Middle East emphasis and a minor in Chinese. She spent time in China as an English teacher and a student of Chinese, and moved to Shanghai where she served as Marketing Director for the Community Center Shanghai. While at the Center she organized China's Regional Spelling Bee, in partnership with the EW Scripps Spelling Bee in Washington, D.C. She is presently providing marketing, outreach, and research support to ASNC's Development team.



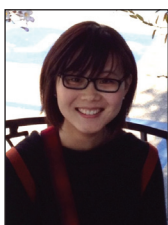
Catherine Wright received her BA in Sociology from Georgetown University with Minors in Mandarin and Economics, and focused her studies on Urban Sociology. For one semester at The Beijing Center, Catherine studied Chinese economic reform since 1978, Chinese literature, and Chinese political philosophy. After graduation, she moved to New Orleans to teach English with Teach For America. She is now pursuing her interests in urban planning and Sino-U.S. relations through her internship with the ASNC's Pacific Cities Sustainability Initiative.



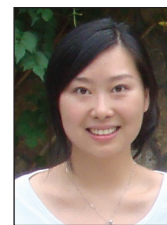
Robin Narciso is originally from Italy but spent many years living in Indonesia. He graduated from the University of Venice in 2010 with a B.A. in East Asian affairs and Japanese language, and a focus on the discrimination against Korean migrants to Japan during WWII. In the U.S., Robin pursued a Master's degree in International Development with an Asia focus at the Monterey Institute of International Studies, and joined ASNC to promote his further understanding of Asian identities and cultures in the U.S.



Yune Choi is currently an undergraduate at UC Berkeley, pursuing her Bachelors degree in Political Science with a focus on International Relations and Asian Studies in China and South Korea. She is specifically interested in China's recent economic development, and how this has paralleled Korea's modernization. Yune joined Asia Society in August 2012 to gain a higher-level understanding of business and policy issues surrounding China and South Korea.



Stella Zhu is originally from China and recently graduated from the Monterey Institute of International Studies, where she earned a master's in International Environmental Policy with a concentration in energy and climate change. She holds a Bachelor's degree in economics, which she received from Zhejiang University in China. As a Program Assistant at The Offset Project, she built a strong interest and passion for non-profit and program management. She aims to promote U.S.-Asia relations through her internship at ASNC.



Ruizhi Li is a Master's student in Asia Pacific Studies at the University of San Francisco. Originally from China, she is devoted to learning about Asia from the Western perspective as a way to promote cultural understanding. Through contributing to Asia Society in the areas of media outreach, event planning, and research, she is gaining first hand non-profit experience. With interests in East Asian culture and art, Ruizhi also serves as a storyteller at the Asian Art Museum of San Francisco.

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We seek to increase knowledge and enhance dialogue, encourage creative expression, and generate new ideas across the fields of policy,

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