We Know Asia, Get to Know Us
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,

We are pleased to bring you Asia Society Northern California’s (ASNC) Annual Report for FY 2013. It has been a very successful year for us across the board, and lays a strong foundation for the years ahead.

Globally, the Asia Society said goodbye to one President—Vishakha Desai, who led the organization for eight years—and welcomed Josette Sheeran as its seventh President. The former Vice Chair of the World Economic Forum, Josette will focus on creating a framework for the Asia Society’s eleven Centers in the U.S. and Asia to work together cooperatively and efficiently.

Locally, ASNC has continued to prosper, growing its budget and staff to become a catalytic NGO and a key link in the relationship that binds California to Asia. Increasingly, the Northern California Center is positioning itself as a generator of original, high-quality research and analysis. This ability to create content and convene top quality experts enables us to address some of the most important issues defining the relationship between the Bay Area, California, and Asia.

A critical factor in our success has been the advice and support of our Advisory Board, which provides ASNC with a great deal of the intellectual and financial resources we need to be successful, not only in Northern California but also in Asia and other parts of the U.S. This past year, ASNC Board members participated in events in Houston, Los Angeles, New York, Washington DC, Hong Kong, Shanghai, and Beijing. We also welcomed four new Board members this year: Peter Schwartz (Salesforce), Chris Cooper (Deloitte), Robert Cox (formerly of James Hardie), and Barry Taylor (Wilson Sonsini Goodrich & Rosati). All are distinguished members of our community, and will make great contributions to ASNC’s continuing growth.

As this Annual Report shows, ASNC passed a number of important milestones this past year. Our budget increased more than 40% over last year ($1.1 million), which is more than four times the budget in 2003. In October 2012 we released a major—and frequently quoted—report on Chinese investment in California. In February 2013 the Pacific Cities Sustainability Initiative went to Asia for its first Annual Forum, and the following May we released a new PCSI report and video. We closed off the year with a highly successful Annual Dinner.

We look forward to continuing our work with the Bay Area community and hope to see you at upcoming Asia Society events!

Sincerely,

N. Bruce Pickering  
John S. Wadsworth, Jr.  
Chong-Moon Lee
Signature Initiatives

Asia Society, in partnership with Rhodium Group, produced a new report in October 2012, *Chinese Direct Investment in California*, which offered the most comprehensive study to date of Chinese investment in the Golden State and in the U.S. overall. Released at events in San Francisco, Los Angeles, Shanghai, and Beijing, the report received widespread attention among state lawmakers and in the national and international press. Download the report at [AsiaSociety.org/ChinaCAInvestment](http://AsiaSociety.org/ChinaCAInvestment). Stay tuned for a new report examining Chinese investment in U.S. high technology firms in early 2014.

The Pacific Cities Sustainability Initiative (PCSI), a partnership between Asia Society and the Urban Land Institute, went to Hong Kong this year for its first Annual Forum on February 18-20, 2013. The Forum brought together more than 120 architects, urban planners, and academics, in addition to leaders from the private sector and NGOs, to share and showcase creative approaches to creating sustainable and livable cities across Asia and the U.S. A video and report, entitled *Tomorrow’s City Today*, which present key takeaways from the Forum, were released at public events in San Francisco and Los Angeles in May 2013. Download the report and learn more at [AsiaSociety.org/PCSI](http://AsiaSociety.org/PCSI).
ASNC continued its long-standing focus on **U.S.-China investment and trade relations** with standout programs on selling California wines in China (September 27), the new wave of private-sector innovation and entrepreneurship in China (January 23 and April 30), China's growing investment in Silicon Valley high tech (March 21 and May 23), and the surge in Chinese acquisitions of California real estate (June 5).

**Policy programs** spanned a range of topics, featuring renowned experts such as Blaine Harden on human rights and prison camps in North Korea (July 11), Kishore Mahbubani on Asia's rise and the U.S. pivot toward Asia (February 26), David Shambaugh on China's growing global reach (April 4), and Peter Gleick and Brahma Chellaney on water wars in Asia (June 5).

ASNC's long-running **Asian America Now program series** continued to focus on the pressing issues and debates for this growing community. Highlights included panel discussions on Asian Americans and philanthropy (October 30), the 2012 Presidential election (October 24), and immigration reform (January 31), as well as a conversation between legendary writers Maxine Hong Kingston and Gish Jen (April 16). Southwest Airlines is the official sponsor of the Asian America Now program series.
Arts & Culture Programs

ASNC’s signature **Off the Menu program series** features leading Asian and Asia-inspired chefs and food experts for one-of-a-kind dinners and conversations about traditional and contemporary Asian cuisine. This year’s highlight was an all-Burmese dinner on September 25 that presented the favorite recipes of James Beard Award-winning food writer Naomi Duguid as prepared by Alex Ong, the celebrated chef of Betelnut Restaurant and member of ASNC’s Advisory Board.

This year, **Asia Society Northern California’s Young Professionals Group** continued to grow and host its regular series of programs with four events in San Francisco, including Thursday night at the Asian Art Museum and speed networking with the Cal-Asia Business Council’s Young Professionals. YPG membership has seen a tenfold growth since its re-launch in late 2011, and the group plans to expand its programming in FY14.

ASNC’s **Meet the Author series** showcased a wide range of leading fiction and non-fiction writers this year, including Pankaj Mishra on modern Asia’s revolt against the West, William Dalrymple’s history of the failed British invasion of Afghanistan, a new collection of short stories from local favorite Andrew Lam, and a meditation on writing, biography, and self by novelist Gish Jen.
Asia Society Programs

Asia Society Northern California hosted over 70 programs in FY 2013. Here are a few highlights:

**Sustainability**
- Panel Discussion: California’s High Speed Rail: Lessons from Asia
  - November 8, 2012
- 2013 Annual PCSI Forum
  - February 18-20, 2013
- Report Launch: Tomorrow’s City Today: Insights from the 2013 PCSI Annual PCSI Forum
  - May 28, 2013

**Business & Policy**
- Blaine Harden & Philip Yun: Escape from Camp 14
  - July 11, 2012
- Panel Discussion: Scaling the Grape Wall: Exporting California Wines to China
  - September 27, 2012
- Chinese Direct Investment in California: Conference and Launch of an Asia Society/Rhodium Group Report
  - October 10, 2012 (San Francisco),
  - October 11, 2012 (Los Angeles),
  - November 15, 2012 (Shanghai),
  - November 16, 2012 (Beijing)
  - October 30, 2012
- Panel Discussion: Entrepreneurship and Innovation in China with the China Europe International Business School
  - January 23, 2012
- Asian America Now: Immigrants, Asian Americans, and the Decline of Entrepreneurship in America
  - January 31, 2012
- Panel Discussion: Asia’s Rise and the Future of the U.S. as a Pacific Power
  - February 26, 2012
- Conference: Chinese Investment in Silicon Valley High Tech
  - May 23, 2013
- Panel Discussion: Water Wars in Asia?
  - June 5, 2013
- Panel Discussion: Courting the Chinese Buyer: The New California Real Estate Boom
  - June 13, 2013

**Arts & Culture**
- Asian America Now: Gish Jen & Maxine Hong Kingston: Tiger Writing: Art, Culture, and the Interdependent Self
  - April 16, 2013
- Naomi Duguid & Alex Ong: Burma: Rivers of Flavor
  - September 25, 2012

**Special Event**
- Wine and Art Open House
  - December 6, 2012

**Meet the Author**
- Pankaj Mishra: From the Ruins of Empire: The Intellectuals Who Remade Asia
  - October 2, 2012
- Gretel Ehrlich: Facing the Wave: A Journey in the Wake of the Tsunami
  - February 22, 2012
- Andrew Lam & Aimee Phan: Birds of Paradise Lost
  - March 21, 2012
- William Dalrymple: Return of a King: The Battle for Afghanistan
  - May 1, 2013

**Young Professionals Group**
- A Night at the Asian Art Museum
  - July 19, 2012
- Asia Creative Collective: A Shanghai Meets San Francisco Trunk Show
  - December 12, 2012
- Member Appreciation Happy Hour
  - January 30, 2013
- Speed Networking
  - March 20, 2013
ASNC 10th Anniversary Annual Dinner

On May 17, 2013, Asia Society Northern California celebrated the 10th Anniversary of its Annual Dinner, ASNC’s largest yearly fundraiser and signature event attended by 400 members of the business, civic and academic community in the Bay Area.

The theme of the 10th Annual Dinner was Creating Cultures of Innovation, and three individuals were honored for their pioneering leadership in forging ties and deepening understanding between the U.S. and China. C. Richard Kramlich, co-founder and chairman of VC firm NEA, was honored for Business Leadership; Amory B. Lovins, author and co-founder of the Rocky Mountain Institute, was honored for Policy Leadership; and Sidney Rittenberg, Mao’s former translator and current President of Rittenberg Associates was honored for Education Leadership.

This year’s event was ASNC’s most successful fundraiser to date and raised $410,000 in support of the Center’s diverse programming efforts around business, policy, arts & culture and society. We are grateful to the following companies, organizations and individuals for their generous support of the 10th Annual Dinner:

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Thank you to all of our corporate donors, who through corporate membership, program underwriting, and Annual Dinner sponsorship supported Asia Society Northern California’s work in 2012-2013.

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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 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 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 2012 – June 2013)

Contributions & Grants ............... 60,543
 Individual Donations ............... 218,184
 Program Underwriting ................ 207,854
 Membership .......................... 21,683
 PC ................................ 9,000
 Individual ............................. 12,679
 Corporate Membership ............... 53,000
 Global Corporate Membership ....... 73,350
 Annual Dinner ...................... 397,233
 Program Admission Fees ............. 23,268
 Miscellaneous ........................ 1,056,656

Expenses (July 2012 – June 2013)

General ............................. 363,038
 Fundraising .......................... 290,434
 Programs .............................. 341,270
 Miscellaneous ........................ 28,661

Total Income ..................... 1,056,656
Total Expense .................... 1,023,402
Net Income ......................... 33,254

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