Founded in 1956 by John D. Rockefeller III, Asia Society is the leading educational dedicated to promoting mutual understanding and strengthening partnerships across people, 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.

Asia Society is a nonpartisan, nonprofit educational 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.
It gives us great pleasure to bring you Asia Society Northern California’s Annual Report for FY 2014. Each year builds on the successful programming of earlier years, and we are proud to have reached new heights in building bridges and identifying the most important issues and individuals shaping the Asia Pacific region today.

Globally, our new President, Josette Sheeran, has committed herself to expanding Asia Society’s global footprint while at the same time enhancing many of the organization’s existing key functions in areas such as policy, business, and arts and culture.

In Northern California, ASNC continues to organize programs and initiatives to strengthen the culture of understanding between North America and Asia, some of which have been developed in conjunction with the global Asia Society network. A few highlights include:

• A new report, High Tech: The Next Wave of Chinese Investment in America, continuing our work in analyzing the U.S.-China trade relationship
• The Pacific Cities Sustainability Initiative Annual Forum, which was held in Manila and brought together urban sustainability experts from all across the United States and Asia
• A major conference on innovation in Tianjin, China, featuring an impressive group of high-level leaders in business, policy, and education

None of this would have been possible without the advice and guidance of members of the Advisory Board, who have provided us with intellectual guidance, important financial resources, and participation in conferences, roundtables, and other events.

A second critical component of our success has been the tireless dedication of ASNC’s staff, including Wendy Soone-Broder, Robert W. Hsu, Maria Scarzella Thorpe, Anna Castagnozzi Bush, and our newest Corporate Development Officer, Makenna Nelson, as well as the many interns and volunteers who have contributed to our work.

This year, we said goodbye to our Program Director, Robert Bullock, whose contribution to this past year’s success has been enormous and who has been a pillar of ASNC for the last 7 years. However, at the time of this writing, we are fortunate to welcome Jennifer Choo into this most important staff position. We also bid farewell to our Program Manager for Sustainability, Emily Peckenham, who left us with a firm foundation to continue building our work on sustainability and for PCSI.

We hope you will enjoy revisiting highlights from the past year in this Annual Report and find inspiration to continue to work with us as we strive for even bigger and better achievements in the coming year.

Sincerely,

Dear Supporters and Friends,

N. Bruce Pickering
Executive Director, ASNC
Vice President of Global Programs, Asia Society

Chong-Moon Lee
ASNC Advisory Board Co-Chairman

John S. Wadsworth, Jr.
ASNC Advisory Board Co-Chairman

Established in 1998, Asia Society Northern California (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.

Through conferences, panel discussions, cultural programs, exclusive dinners, and networking events, ASNC presents timely and relevant forums for educating and engaging the public about the critical issues facing the United States, Asia, and the world.

Photo Credits: Asia Society, Whitney Legge, Jonah Podbereski, Lisa Sze.
Innovation

“Innovation 2013: From Silicon Valley to China” was held from October 30–November 1, 2013 in Tianjin, China, and focused on China’s efforts to reinvent its economy as an innovation-rich, high-tech powerhouse competing head to head with other advanced economies. Organized by Asia Society Centers in New York, San Francisco, Shanghai, and Hong Kong, headline speakers included Fanqiong Kathwari of Ethan Allen and Lin Bin of Xiaomi, along with Asia Society Co-Chair Ronnie Chan and President Josette Sheeran.

Chinese Foreign Direct Investment

A new Asia Society report released in April 2014, High-Tech: The Next Wave of Chinese Investment in the U.S. details the growing trend of Chinese investment in America’s high-tech sectors. Using original data to capture these new flows and analyze their impacts on the U.S. economy and on U.S.-China relations, the report provides common ground and new insight into this new trend. Produced in collaboration with the Rhodium Group, the report was released at events in San Francisco, Los Angeles, New York, Washington, D.C., Shanghai, and Beijing. Download the report at AsiaSociety.org/ChinaHighTechInvestment. Stay tuned for a new Asia Society report on Chinese investment in U.S. real estate to be released in 2015.

Pacific Cities Sustainability Initiative

The Pacific Cities Sustainability Initiative (PCSI), a partnership between Asia Society and the Urban Land Institute (ULI), convened its Second Annual Forum, “Creating Livable and Resilient Cities” in Manila, Philippines, in March 2014. Organized in collaboration with Asia Society Philippines and ULI Philippines, the Forum brought together over two hundred urban sustainability practitioners from across Asia and the U.S., as well as Mayors from cities across the Philippines, to learn and share practical strategies on creating a more sustainable future for Asia Pacific cities. This year’s Forum was especially significant as Filipino participants shared their experiences rebuilding after the devastation of Typhoon Haiyan in November 2013. Original thought pieces and advice on creating more livable, resilient cities from sustainability practitioners from across Asia and the U.S., as well as Mayors from cities across the Philippines, were made possible by the generous support of Pfizer.

Policy & Business Programs

Healthcare in Asia

In October 2013, the Asia Society hosted an international group of experts for a discussion of aging societies in Asia, healthcare policy reforms across Asia, and the transformation of healthcare in the region as well as in the U.S. The discussion ranged from digital healthcare, preventative medicine, and new medical technologies to the growing opportunities for exchange between healthcare providers in the U.S. and Asia. Moderated by Jane Barratt of the International Federation on Ageing, the panel also included Karen Eggleston (Stanford), Regis Kelly (UC San Francisco) Jorge Puente (Pfizer), and Wei Siang Yu (Borderless Healthcare Group, Singapore). The San Francisco event and a companion program on aging held in New York were made possible by the generous support of Pfizer.

North Korea and the World

ASNC hosted two, hard hitting, sold-out programs on North Korea this year. In September 2013, a panel discussion featured best-selling writer Blaine Harden, Sandra Fahy, a Japan-based anthropologist who works with North Korean refugees, and DPRK defector Jin Hye Jo, who spoke about her family’s life in the DPRK and their harrowing escape to China and eventually to the U.S. In June 2014, ASNC held a major conference funded by the Korea Foundation and LG called “North Korea: What Can the International Community Do?” The discussion focused on rapidly changing conditions in North Korean society and the growing range of options for the international community to engage with North Korea’s people, and to a limited degree, the regime itself. The conference featured North Korea experts from five countries, including Ambassador Chun Yungwoo, former National Security Advisor in South Korea; and DPRK defector and activist Lee Seongmin.

U.S.-Asia Relations in the 21st Century

Policy programs spanned a range of topics over the year, featuring renowned experts including Dominic Ng of East West Bank and Committee of 100 and BBC’s Rita Shah in conversation on the U.S.-Asia’s role, recorded for broadcast on BBC Radio’s The World Tonight; and Ms. Min, a renowned leader in China’s growing environmental movement; and John Curtis of The British Museum and Trita Parsi of the National Iranian American Council on Contemporary Iran on ancient Persia and its relevance for contemporary Iran (August 9).
Asia Society Programs

Off the Menu

ASNC’s signature Off the Menu program series features leading Asian and Asia-inspired chefs and food experts for once-in-a-lifetime dinners and conversations about traditional and contemporary Asian cuisine. Highlights of the year included: “Chinese Soul Food,” an all-Hakka feast in March with globe-trotting chef Martin Yan and Hakka chef/writer Linda Lau Anusasanan; a June dinner entitled “Sushi for the Senses,” with chef Kusakabe Mitsumori and chef/writer Eric Gower, featuring kaiseki-style sushi and sake pairings at the acclaimed new KUSAKabe restaurant; and “Ayurveda and the Science of Yoga,” a three-part series in partnership with the Asian Art Museum and UCSF Osher Center for Integrative Medicine featuring UCSF’s Margaret Chesney and Anand Obruha and tastings by Ayurvedic chef Nalini Mehta.

Asian America Now

Standout programs this year in this long-running series included a reading by bestselling Chinese-American writer Jamie Ford; celebrated writer Yiyun Li on her newest work, Kinder than Solitude; a panel on undocumented Asians and prospects for immigration reform featuring undocumented activist Ji Hong; and ‘Eating Cultures,’ a May 2014 exhibition curated by the Asian America Women Artists Association and a related series of events.

Meet the Author

ASNC’s Meet the Author series showcased a wide range of new works by leading fiction and nonfiction writers, including Orville Schell and John Delury, Amit Chaudhuri, Jung Chang, Geoff Dyer, Karen Coates, and Jerry Redfern. Monique Brinson Demery, Ramachandra Guha, and Eric Liu.

Young Professionals Group

In its third year since its 2011 launch, the Asia Society Northern California Young Professionals Group presented six programs planned and hosted by its Leadership Council of 15 young professionals. Highlights included an August 2013 event featuring performances from three rising Asian American musicians, presented in partnership with SAMH and hosted at tech incubator Runway; a January 2014 program on engaging in philanthropy and social work while traveling in Asia, presented with the World Affairs Council; and a June 2014 program exploring Asia’s portrayal in film and media, in partnership with Global Lives Project and hosted at the Fleetwood Studio Foundry.

Policy

Orville Schell & John Delury on Wealth and Power
July 25, 2013
The Trade Triad: The Contending Ties Between China and San Francisco
August 14, 2013

Republic in Everyday Life in North Korea
September 17, 2013

The Modern Science of Yoga
April 12, 2014

The Ayurvedic Kitchen: The Yoga of Culinary Spices
April 12, 2014

Yoshiki Classical at the Symphony
April 28, 2014

Business

Remarks by the Ambassador of the Republic of Korea to the United States
August 21, 2013

2013 KAMA Big Data Big Impact Conference
September 13, 2013

ChuvSF 5th Anniversary Celebration
September 26, 2013

2013 HSVTA Annual Conference: Empowering the Next Generation of Entrepreneurs
October 5, 2013

Growing Older, Aging Better: Healthcare Revolution in Asia and the U.S.
October 22, 2013

Innovation 2013: From Silicon Valley to China
October 31, 2013

Venture Capital in Review: A Corporate and International Perspective on Silicon Valley
December 4, 2013

California-China Trade and Investment Office Discussion with Executive Director Diane Long
December 4, 2013

Convergence: Manish Chandra on India and Entrepreneurship in the Bay Area
December 13, 2013

Bay Area Council Annual Chinese New Year Celebration at the Jula Morgan Ballroom
February 14, 2014

11th Annual Dinner: Education in a Global Era: The U.S.-Asia Connection
May 10, 2014

Faces of Immigration: Undocumented Asians in America
March 20, 2014

Eating Cultures Exhibition
May 1 - 30, 2014

Meet the Author

Calcutta by Amit Chaudhuri
October 9, 2013

Finding the Dragon Lady by Monique Brinson Demery
October 24, 2013

Empress Dowager Cixi: The Concubine Who Launched Modern China
November 18, 2013

The出す of the Century. The new Era of Cooperation with China and How the All Can Win by Geoff Dyer
February 12, 2014

Gandhi Before India by Ramachandra Guha
March 22, 2014

Young Professionals Group

International Career Night
November 18, 2013

Travel With a Purpose
January 12, 2014

Seeing Asia (Global Wednesdays)
June 25, 2014

Special Events

Wine and Art Party
December 11, 2013

H & L Gates Lunar New Year Celebration
February 6, 2014

Bay Area Council Annual Chinese New Year Celebration at the Jula Morgan Ballroom
February 14, 2014

11th Annual Dinner: Education in a Global Era: The U.S.-Asia Connection
May 10, 2014

Off the Menu

Chinese Soul Food featuring Chefs Martin Yan & Linda Lau Anusasanan
March 9, 2013

Sushi for the Senses: Off the Menu with Mitsumori Kusakabe
June 18, 2014

PCGI

2nd Annual Pacific Cities Sustainability Initiative Forum: Creating Resilient and Livable Cities
March 31, 2013

Chuvalo’s Energy Efficiency Alliance Seminar Series: Selling American Energy Efficiency Products and Solutions in China
June 4, 2014
On May 12, 2014, Asia Society Northern California hosted its Eleventh Annual Dinner and three prominent thought leaders in the field of global education were honored for their outstanding contributions. Wendy Kopp, Founder and CEO of Teach For All and formerly of Teach For America; Daphne Koller and Andrew Ng of Coursera, the world’s leading platform in online education; and Dr. Minxuan Zhang, former President and current Professor at Shanghai Normal University.

The Asia Society is at the forefront of rethinking the future of education globally, and in an exciting twist to our customary format, we brought together a panel of education experts to share their insights into global education prior to the dinner. Asia Society Northern California explored the educational connections between the U.S. and Asia and the evolving trends in global education by engaging these three world-renowned leaders in the field.

The Annual Dinner marks Asia Society Northern California’s largest yearly fundraiser and signature event, supporting the Center’s diverse programming efforts around business, policy, and arts & culture throughout the year. We are sincerely grateful to the following companies, organizations and individuals for their generous support of our 2014 Annual Dinner:

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- Executive Initiatives
- The Treefort
- Veritas Investments
- Wai Lana Quatman, CEO of Breaking Ground
- Andrew Ng, CEO of Coursera, the world’s leading platform in online education
- Dr. Minxuan Zhang, former President and current Professor at Shanghai Normal University

**CONTRIBUTOR**
- Prashant S. Vaidya, CEO of Micron Asia

**WINE SPONSOR**
- Parducci Wine Cellars

**MEDIA SPONSOR**
- San Francisco Business Times

**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 us to strengthen relationships and promote a greater understanding among the people, leaders, and institutions of the United States and Asia.

**$50,000+**
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**$100 - $499**
- Asian Art Museum
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- Cathay Pacific
- Cibank

**$50 - $99**
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**$10 - $49**
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- Cibank

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- Cibank

**$2 - $5**
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- Cathay Pacific
- Cibank

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Young Professional: to our highest level of membership support, our programs. Categories range from Student/Teacher memberships to members-only programs and discounted admission to all public

Membership support makes our work possible. Benefits include membership-only programs and discounted admission to all public programs. Categories range from Student/Teacher memberships to Young Professional to our highest level of membership support, our programs. Categories range from Student/Teacher memberships to members-only programs and discounted admission to all public

Get Involved

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: [asiasociety.org/northern-california/support/volunteer](asiasociety.org/northern-california/support/volunteer)

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: [asiasociety.org/northern-california/about/careers](asiasociety.org/northern-california/about/careers)

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Director of Global Corporate Development and Strategic Partnerships

Anna Castanognozzi Bush
Development & Marketing Officer

Makenna Nelson
Corporate Development Officer

Income (FY 2013 - 2014)

<table>
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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.

Asia Society is a designated 501(c)(3) organization. Our Tax ID is #12-323-4632.

Expenses (FY 2013 - 2014)

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<thead>
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<th>Category</th>
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