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:

Asia Society Northern California owes its success to four key components, all of which relate to each other: a dedicated and professional staff, a remarkable board, strong support from corporate and individual supporters, and the active participation of the community.

Our board, co-chaired by Chong-Moon Lee and Jack Wadsworth, provides advice and guidance, outreach into the many communities that make up the San Francisco Bay Area, and much of the financial support that enables us to undertake so many public and private programs. Board support has been indispensable to our continued growth within the Bay Area and, increasingly, into the rest of Northern California and Asia.

Our staff of dedicated professionals produces a remarkable slate of programs and special events, from large-scale productions such as our Annual Dinner (this year featuring Governor Jerry Brown and Union Bank President and CEO Masashi Oka) and Pacific Cities Sustainability Initiative conferences in Los Angeles and San Francisco, to small events such as our annual Wine + Art open house event in December. We are increasingly focusing on generating original content through our public programs. In collaboration with our sister Center in Los Angeles, ASNC is producing a highly anticipated study on Chinese direct investment in California. This report, when completed, will be the first major study to directly address one of the most important linchpins of the State’s future economic success. Our Pacific Cities Sustainability Initiative—a forum for best practices in urban sustainability in the United States and Asia—is in its third year and provides a unique forum combining business, policy, and academic perspectives.

Our corporate and individual supporters are ANSC’s key partners. A complete list of our donors can be found on page 9. They provide not only financial support, but also programmatic guidance and trans-national perspectives in many important areas. Many also provide us with in-kind assistance through the use of their venues and even staff support for programs and special events.

Finally, the support of the public is crucial to our growth. The Bay Area has a wealth of opportunities and resources and we are delighted to be an integral part of this vibrant and growing region. As California’s ties with Asia grow, ASNC will continue to be one of the primary links working to create relationships across the Pacific. We look forward to seeing you at one of our upcoming programs!

Dr. N. Bruce Pickering
Executive Director & VP
Global Programs

John S. Wadsworth
Co-Chairman

Chong-Moon Lee
Co-Chairman
Rapid urbanization poses tremendous challenges for decision makers in Asia. As cities become the center of economic, social, and cultural life in Asia, they also consume the lion’s share of scarce natural resources, such as water, food, and energy. Ensuring a reasonable quality of life and finding ways to maintain this quality in the years, decades, and generations to come are central to urban sustainability.

The Pacific Cities Sustainability Initiative (PCSI) connects global experts from academia, government, the private sector, and civil society in order to foster dialogue and share of best practices in addressing urban sustainability challenges around the Pacific Rim. PCSI has been promoting long-term collaboration between the U.S. and Asia on sustainable urban growth through conferences and meetings in California, and plans are underway to expand this program by taking it to Asia.

Asia Society’s Business in Asia programs keep our members up-to-date on the latest trends in the U.S.-Asian business relationship. On May 23, a panel of experts convened by Asia Society addressed “Jugaad Innovation: Reigniting America’s Ingenuity,” an event exploring a flexible, low-cost approach to business innovation that is being pioneered in emerging economies such as India.

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Asia Society’s Off the Menu series features leading Asian and Asian-inspired chefs and food writers from the Bay Area and beyond. One of the highlights of the 2011-12 series was “Taiwanese Beef Noodle Soup,” featuring Chef Hou Chun-sheng, winner of the 2011 International Beef Noodle Soup Festival in Taipei.

On February 16, Asia Society Northern California and its Young Professionals Group hosted “Eat, Play, Live: Stories from Expats in Asia,” a panel discussion on Americans living and working abroad in Asia. The discussion was moderated by veteran broadcast journalist and Asia Society board member Sydnie Kohara.

Our 2011-12 Meet the Author series featured discussions with leading fiction and non-fiction writers including Perry Link on activist Liu Xiaobo, Amitav Ghosh on River of Smoke, Ian W. Toll on the war in the Pacific and Gregg Jones on U.S. imperial ambitions in the Philippines.

Asia Society Northern California hosted over 60 programs in Fiscal Year 2012. Here are a few highlights from our diverse public program offerings.
Asia Society Northern California’s 9th Annual Dinner took place on May 11th, 2012 at The Ritz-Carlton Hotel San Francisco. The dinner, which raised over $330,000 in revenue, featured a discussion about U.S.-Asia relations, a silent auction, and a raffle.

Each year, the Annual Dinner honors leaders for their work in bridging the gap between Asia and America. In 2012, Asia Society Northern California honored Masashi Oka, President and CEO of Union Bank for his leadership in business and innovative international investment strategies. The Policy honoree was Governor Edmund G. Brown Jr., the only California governor to serve two nonconsecutive terms.

We are grateful to the following individuals and organizations for their support of the 9th Annual Dinner (see list on right):
### Donors

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 far to continue offering our programs in the current economic recession. Asia Society Northern California is independent, and is supported by individuals, corporations and foundations that support our mission to bridge the gap between Asia and America.

Our financial statements are prepared by Asia Society Northern California management and Richard W. CPAs, and follow standard accounting practices.

We are grateful to our funders and corporate donors, who fund our efforts to enrich Asian and Asian American understanding in the Bay Area.

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#### Financial Statement

**Income (July 2011 – June 2012)**

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions &amp; Grants</td>
<td>33,566</td>
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<tr>
<td>Individual Donations</td>
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<td>Membership</td>
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<td>Miscellaneous</td>
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**Expenses (July 2011 – June 2012)**

<table>
<thead>
<tr>
<th>Source</th>
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<tr>
<td>General Fundraising</td>
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<td>Program</td>
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<tr>
<td>Miscellaneous</td>
<td>37,434</td>
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</tbody>
</table>

**Total Income** 791,909**

**Total Expense** 735,120

**Net Income** 46,389

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**2012-2013 Advisory Board**

- Honorable George P. Shultz
- Chair, Honorary Trustee
- John S. Wadsworth, Jr.
- Co-Chairman & Trustee
- Chong-Moon Lee
- Chair, Honorary Trustee
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- Richard C. Blum
- N. Daniel Forrest
- Nancy Haukes
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- David A. Coulter
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- Robert F. Lott
- Garrett Beck
- Thomas B. Gold
- Naren Gupta
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- William L. Lee
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**Staff**

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- Executive Director & CEO VPG Programs, The Asia Society
- Wendy Soo Broder
- Director of Development & Global Corporate Development, The Asia Society
- Robert W. Hsu
- Associate Director
- Robert Bullock
- Assistant Director for Programming
- Maria Scarruzzello
- Program Associate
- Laura Olsion
- Development Associate
- Daniel Tien Simon
- Sustainability Program Manager
- Kyle Ryge
- Corporate Development Manager

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Founded in 1956 by John D. Rockefeller III, the Asia Society is the leading global organization committed to fostering dialogue and building a community for all those with a passionate interest in Asia. As one of eleven Asia Society centers worldwide, Asia Society Northern California offers fresh perspectives on the forces and issues shaping the U.S.-Asia relationship. From food, fashion, and film to politics, business, and social issues, we present innovative, multidisciplinary programs that bring together members and experts to create an active and informed community.