



April - June 2012 - Issue 122
China Council Quarterly
221 NW 2nd Ave, Ste 210-J, Portland, OR 97209
www.nwchina.org

LETTER FROM OUR PRESIDENT



Thank you to our membership for another great Northwest China Council Chinese New Year auction and benefit dinner! Thanks to the auction committee and the volunteers who worked very hard to ensure that the event was a success.

We very much appreciate those who donated items or services for the auction, as well as those who bid generously on them. A special thanks to those who raised their paddles to donate to this year's fund-a-need which benefits the exciting and well anticipated Flying Tigers special program series being put on by the Northwest China Council later this year.

Please keep in mind any items that you might donate for next year's auction, and let us know if you are interested in being a part of the volunteer team.

Our programming for the rest of this year is shaping up nicely, so keep an eye out for program announcements as they are sent out. Please also let us know if you have ideas for programs that you would like to see the Northwest China Council involved in.

Thank you and happy Summer!

- David W. Kohl, President



**The Northwest China Council
office is now located
in the Center for Philanthropy at:**

**221 NW 2nd Ave, Ste 210-J
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CHINA BUSINESS EVENTS

We kicked off the business programs with a *China Update* on March 12th, by Tao Yun, Northwest China Council Board Director and entrepreneur/pioneer in China high tech, investments and other industries; and Penny Chen, KPMG Senior Manager from China. This meeting was well attended and the attendees came away with many interesting tips, war stories and solid advices.

On April 26th, Travel Oregon's China Representative, Max Song, spoke to us about the expected surge in Chinese tourists visiting Oregon and the U.S.; and what Oregon businesses could do to gain some of the potential dollars from the Chinese visitors. The meeting was held at the Mark Spencer Hotel.

Paul Swenson, a Business Oregon representative, spoke on May 15th about China's rising social media and what it means for business. Paul highlighted online marketing, electronic copyrights, and the potential opportunities and pitfalls in engaging this dynamic market.

Please watch for upcoming website and email announcements. We look forward to having you.

- Cathy Chinn, CBN Chair



NORTHWEST CHINA COUNCIL'S 22ND ANNUAL CHINESE NEW YEAR AUCTION & BANQUET

Members and friends of the Northwest China Council celebrated the year of the dragon at the 22nd Annual Chinese New Year Auction and Banquet on Saturday, February 25, 2012, at Legin Banquet Hall. Over 240 guests attended the event.



For the second year in a row, Delta Airlines sponsored the event, contributing international and domestic round-trip tickets, as well as travel vouchers.

The evening began with the silent auction, which included many popular items—artwork, Chinese scrolls, jewelry, books on various subjects, restaurant gift certificates, vacation stays, wines, and many cultural artifacts and antiques.

Raffle baskets were popular again this year; the most sought after prizes being the travel essentials package, “Midnight margaritas,” and “Mangia Italiano.”



Making a comeback this year, the Wall of Wine kept attendees guessing; while the Heads or Tails jackpot game offered the lucky winner a \$250 cash prize.

The Orchids and Bamboo Quartet returned for another year, providing new and authentic Chinese music while guests socialized and bid on items.

The Northwest Lion Dance Association continued the festivities, transitioning the event to the dinner portion of the evening.

The 2012 Flying Horse Award went to Dr. Hong Jin, chair of the Oriental Medicine Department at the Oregon College of Oriental Medicine.



Guests enjoyed a multi-course banquet of barbecue pork and jellyfish, crabmeat fish maw seafood soup, honey walnut prawns, shredded pork with tangy sauce, whole crispy chicken, home-style tofu, and sautéed green beans.

Mitch Lambley returned this year as auctioneer, kick starting the live auction with a private tour of Lan Su Chinese Garden by the garden’s construction manager Erik Nelson. Other items included Delta domestic and international airline tickets, a Chinook Winds package, an antique Chinese armoire, a Chinese wedding painting, a Qing Dynasty banner, a week-long stay in New York City, Atiyeh Oriental rugs, a Kipor portable generator, and an Ankeny Vineyard package.



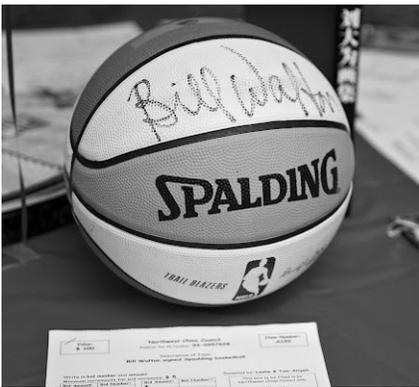
This year’s Fund-A-Need campaign supports the upcoming Flying Tigers project, a month-long program that will include talks, living histories, presentations, and exhibits.

The New Year Auction and Banquet is Northwest China Council’s most important fundraising event of the year, and we raised over \$23,000!

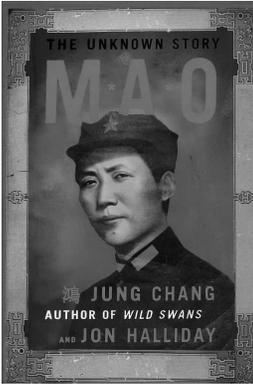
We appreciate all the support and donations to this year’s endeavor. The funds generated from this event support continuing efforts and help create new programs. Tremendous community involvement makes it all possible.



NORTHWEST CHINA COUNCIL'S 22ND ANNUAL CHINESE NEW YEAR AUCTION & BANQUET



NORTHWEST CHINA COUNCIL BOOK CLUB



The Northwest China Council book club had a lively discussion about *Mao: the Unknown Story*, by Jung Chang and Jon Halliday -- no surprise since Mao Zedong is such a complex and controversial figure. Was he a hero or monster? No doubt, Mao was an extraordinary man, a book lover who came from humble roots to unify and then rule China; developing the country into one of the world's super powers.

The book suggests that it was less ideology and altruism that brought Mao to prominence, but rather cunning, ruthlessness, luck, and a raw drive for power. The myth of the heroic Long March is explored. Stalin is portrayed as Mao's role model, and good people in the Chinese Communist Party (CCP) are imprisoned and executed because they presented a threat, perceived or otherwise, to Mao's power.

That Mao was not an economist is an understatement. We know the tragedy of the Great Leap Forward, but Chang and Halliday show that behind the program was a drive to super power status by purchasing weapons from Russia with exported grain and other foods, while people at home died of hunger and famine. Subsequently, the Cultural Revolution is presented as a purge of the more progressive CCP leaders who opposed Mao and ended the programs of the Great Leap Forward.

It's no wonder that Chang and Halliday's book, as well as reviews of the book, are banned in China.

This is a large tome at 650 pages, taking over ten years to research, and entailing interviews with hundreds of people who knew Mao. Despite its length, the book is very readable, and there are fascinating sections. One will have a different perspective of Mao's role in modern Chinese history after reading this.

Reading the book while the purge of Bo Xilai (prominent party official in Chongqing) is in the news prompts feelings of déjà vu, and is a reminder that power struggles and intrigue within the CCP exists even today.

The April book selection is *Kowloon Tong: a Novel of Hong Kong*, by Paul Theroux; and the May book selection is *The Fat Years*, by Koonchung Chan. For more information on the Northwest China Council book club, please email johnw@nwchina.org.

- John M. Wong

CAN CHINA OUT-INNOVATE AMERICA?

On May 1st, the Northwest China Council and K&L Gates hosted a discussion with Rebecca Fannin, followed by a book signing. Held at the Governor Hotel, the event was well attended.

Rebecca Fannin is an expert on emerging economic trends in Asia. As a columnist for *Forbes*, Ms. Fannin writes about innovation and entrepreneurship in China, India, and other upcoming markets. Her group Silicon Asia publishes e-newsletters, holds events in Asia and the U.S. for entrepreneurs, and develops thought leadership papers. She is the author of *Silicon Dragon* and *Startup Asia: Top Strategies for Cashing in on Asia's Innovative Boom*.



The discussion was moderated by Northwest China Council Board Director and K&L Gates attorney Shiao Yen Chin-Dennis. Ms. Chin-Dennis has worked internationally, particularly in the Asia-Pacific region. She served as in-house counsel at the SAS Institute Inc. and was a former Director of the World Trade Center, both in North Carolina.



K&L | GATES

China Business Program Annual Sponsor

**KHABAROVSK: A PORTLAND SISTER CITY
WITH ITS OWN CHINESE IDENTITY**

Perhaps it would seem strange to showcase a Russian city in a China-oriented newsletter, but the relationship between the Middle Kingdom and the Russian Far Eastern city of Khabarovsk is more nuanced than it might appear.



Situated on the Heilongjiang (Amur) River, Khabarovsk lies 19 miles from the border with Heilongjiang, China's northeasternmost province.

The entire lower and middle river region actually came under Chinese governance in 1689, when the Qing

and Russian empires signed the Treaty of Nerchinsk. China's desire to quell ongoing border disputes with continuous eastward-expanding Russian territorial interests was what brought about this peace settlement, the first-ever treaty between these two countries. One term under the Treaty of Nerchinsk was that Russia remove its outposts from the region, which resulted in the latter nominally becoming part of Jilin Province until 1858-60. In exchange, China allowed Russian trade caravans passage to Beijing. Then under the Treaty of Aigun in 1858 and Treaty of Beijing in 1860, the region was ceded to Russia, to whom it belongs to this day. Chinese Emperor Puyi spent five years in detention in Khabarovsk upon capture by Soviet troops in Manchuria in 1945, following an attempt to flee the country.

Khabarovsk's proximity to China has also facilitated the development of other historic and present-day ties. The Hezhe (Nanai) minority group, whose ancestors were the Jurchen people of northern Manchuria, lives on both sides of the border. A tourist destination outside of Khabarovsk features a museum and open-air reconstruction of an ancient Nanai village named Sikhachi-Alyan. An estimated



one million Chinese travel to and through Khabarovsk annually. Many likely come for the annual Ice Fantasy Festival, which attracts sculptors from Harbin's (the capital of Heilongjiang Province) own annual International Ice & Snow Sculpture Festival. Ice sculptures are put on display throughout the city.

Khabarovsk easily maintains more official ties with Heilongjiang Province as well. It has two sister cities there: Harbin and the prefecture-level city of Mudanjiang. As it happens, Portland has also been profiting from a vibrant sister city relationship with Khabarovsk since 1988. Interests shared by the two cities include humanitarian issues, environmental concerns, arts, music, and education.

For more information about the Portland-Khabarovsk Sister City Association, please visit www.pkcsa.org.

- Shireen Farrahi

WANTED: HOST FAMILIES

The International Student Services office at Reed College is now recruiting host families for the 2012-13 academic year.



Each fall Reed College welcomes more than 35 new international students and language scholars to Portland. These students and scholars come to learn and grow in the classroom and on campus, but they also seek to learn about the U.S. and Portland by spending time in the local community. Through pairing with local families that serve as American friends, the Host Family Program provides the opportunity for cultural exchange and a mutually rewarding relationship.

Reed's students and scholars live on campus—so it's not a home stay—but students and scholars spend time off campus with their host families. There has been an increase in the number of Chinese students applying to Reed and we anticipate several will attend our institution this fall. We'd love to connect our Chinese or other international students with those involved with the Northwest China Council.

If you are interested in participating or want to learn more about the program please contact Dana Bays at baysd@reed.edu. More information can be found on the International Student Services webpage (<http://www.reed.edu/iss/hostfamily.html>).

- Dana Bays

**2012 FLYING HORSE AWARD RECIPIENT:
DR. HONG JIN**

The annual Flying Horse Award recognizes individuals or groups who have made outstanding contributions in community service and in increasing public awareness of Chinese culture, contemporary affairs, and business. At the Annual Auction and Banquet on February 25th, the Northwest China Council presented Dr. Hong Jin with the 2012 Flying Horse Award in honor of her contributions in promoting the benefits of Chinese medicine in the west.



Dr. Jin is currently the Chair of the Oriental Medicine Department at the Oregon College of Oriental Medicine (OCOM). She is also an instructor and clinical supervisor in the Master's degree program. Dr. Jin is a faculty member and clinical supervisor for the Doctoral program at the American College of Traditional Chinese Medicine in San Francisco, and a visiting professor to Nanjing Medical University.

Dr. Jin received her M.D. degree from the Nanjing University of Traditional Chinese Medicine (NUTCM) and interned at the university's affiliated hospital, specializing in acupuncture and ob-gyn. She went on to study medical education and English at Xian Medical University. Dr. Jin continued her studies at Louisiana State University, the First Affiliated Hospital at NUTCM, and finally at OCOM, where she received her Doctorate of Acupuncture and Oriental Medicine (DAOM) in 2007.

Dr. Jin taught and served on the clinical faculty at the World Health Organization Collaborative Center at NUTCM; also lecturing in the U.S. as a representative and ambassador for the program. She has been with OCOM since 1994, serving as Academic Dean, Dean of Faculty, Doctoral Committee Co-Chair, and Faculty Senate Vice Chair.

Dr. Jin frequently presents at community events throughout Portland, and continues to engage the local and broader communities.

MASTER OF
INTERNATIONAL
MANAGEMENT



China Business Program Annual Sponsor

**ALL EYES EAST:
JULY 11, 2012, 6:30PM**

With an under the age of 30 population expected to reach 500 million by 2015, youth in China are steadily claiming the title of the world's number one consumers across many categories. Empowered by the income and expectations of four grandparents and two parents, the younger Chinese population is redefining the meaning of modern.

Sponsored by the Masters of International Management program at Portland State University and the National Resource Center for East Asian Studies at the University of Oregon, the Northwest China Council and the World Affairs Council will present a talk by Mary Bergstrom about changes in the youth culture and marketing in the world's most dynamic consumer population, followed by a discussion moderated by Nick Barham and a Q&A.

Mary Bergstrom is the founder of The Bergstrom Group, a Shanghai-based insights consultancy. She has worked with a variety of youth and women-focused brands. Prior to her time in China, Ms. Bergstrom spent 10 years in marketing in the U.S. She is the author of *All Eyes East: Lessons from the Front Lines of China's Youth Market*, which has been featured in various media sources including the *Financial Times* and the *Huffington Post*.



Nick Barham is Global Director for W+K Tomorrow. He began his advertising career in London before joining Wieden+Kennedy as Planning Director in Shanghai. Mr. Barham participated in all aspects of business, including working on Converse's Love Noise tour, which is discussed in Ms. Bergstrom's book as an

example of best practices. He has written for numerous publications including *Dazed & Confused*, *The Guardian*, and *The Financial Times*. Mr. Barham is the author of *Disconnected*, a book exploring the world of British teenagers.

**National Resource Center for
East Asian Studies @UO**

CALENDAR OF EVENTS

Chinese Language Program on Mt. Lushan

July 2 - July 27, 2012

Tuition: \$2,200. Registration required.

All Eyes East: Lessons from the Front Lines of Marketing to China's Youth (See page 6)

Wednesday, July 11, 2012

6:00pm Check-in, 6:30—8:00pm Talk, Discussion, and Q&A

University of Oregon White Stag Building, Room 142/144, 70 NW Couch St, Portland, OR 97209

Cost: Free, but must register for the event.

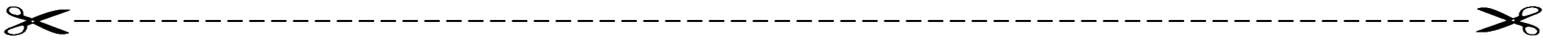
Flying Tigers - Chinese American Aviators in Oregon (1918-1945)

August 30 - October 28, 2012

Exhibit and event locations and times TBD.

**For more information and updates on these programs, and to register for any event, please visit www.nwchina.org or email johnw@nwchina.org.*

The mission of the China Council shall be as a bridge between the people of Oregon/Southwest Washington and the Chinese world in order to promote mutual understanding of culture and contemporary affairs; to be a community resource for educational programs, information services, and foreign trade; and to be a forum for issues in Pacific Northwest-Greater China relations.



Northwest China Council Membership Application Form

Northwest China Council Members receive invitations to China Council events, a subscription to the quarterly newsletter and discounts on admissions fees and books.

Name _____
 Address _____
 City/State/zip _____
 Home Phone _____ Work Phone _____
 Email _____
 Occupation _____
 Special Interest in China _____

I would like to volunteer to help the China Council with:

_____ Assisting at events
 _____ Publicity
 _____ Hosting/Escorting speakers/Chinese visitors
 _____ Office Work
 _____ Fund-raising
 _____ Recruiting members
 _____ Research

Membership Category — Please check the category you wish:

Individual	_____ \$40	Major Donor	_____ \$250+
Family	_____ \$50	Patron	_____ \$500+
Full-Time Student	_____ \$15	Phoenix Circle	_____ \$1000+
Sponsor	_____ \$125+	Dragon Circle	_____ \$5000+

Please detach and return with a check payable to the Northwest China Council. To use MasterCard or Visa, please complete the following information.

Card No.	Expiration Date	Signature
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The Northwest China Council is a non-profit, non-partisan organization primarily supported by its members. Our mission is to increase understanding of Chinese culture, contemporary affairs and business in Greater China, i.e. China, Taiwan, Hong Kong, and the Chinese Diaspora.



Northwest China Council
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