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LETTER FROM THE PRESIDENT

40 years.

2020 marks the 40th anniversary of the Northwest China Council and its mission to improve cultural understanding between the U.S. and China. Thank you all for being part of this journey.



It was a warm, overcast day in May 1998 when I walked into the NWCC office, at the time located at Portland State University - but preparing for a move to the World Trade Center. Amongst the packing boxes, I encountered the then Executive Director Rosario Aglialoro and we quickly struck up a conversation around our shared interest in China and Chinese culture. I was completing my second B.A degree, this one in Journalism. My first B.A. had been in East Asian Studies and Mandarin. China had been an interest of mine since childhood and was a place I'd visited a few times - including a significant time studying at Beijing Foreign Studies University in the mid-1990s.

Rosario kindly allowed me to spend the summer of 1998 interning at the NWCC, where I helped with events at the House of Louie Restaurant and assisted with others as well as with the creation and maintenance of the membership email list.

The more time I spent around Rosario and the NWCC, the more I realized its mission resonated with my own: creating greater understanding between people and cultures.

Over the years, the NWCC has enjoyed bold victories, memorable events and, like any organization, fits and starts along with a few forgotten initiatives.

Times have been challenging lately. Whether it's the trade war, political disagreements, or pandemics, Chinese culture with its color and vibrancy will persist as it has for

thousands of years. Today the NWCC is needed more than ever to ensure we continue delivering that vibrancy and history to the Pacific Northwest in the spirit of understanding. This understanding is essential to promoting harmony, peace, and friendship between the U.S. and China.

We have some great events planned throughout this 40th anniversary year, although to be honest the COVID-19 pandemic has thrown a monkey wrench into our planning. Keep an eye on your email as well as the NWCC website and Facebook page for the latest updates on the scheduling of these events.

Watch for our 40th Anniversary and Flying Horse Award Gala, which we have already started planning and had scheduled for May - but, due to the pandemic we're now postponing till sometime in September. The popular China Business Network events are also in the process of being rebooted, so watch for notifications for those, as well.

Our ongoing Chinese language lessons, taught by Willow Zheng, remain a steady draw to our organization - not to mention our cultural and academic programs that are held throughout the year.

Finally, the board and I have created a scholarship fund and intend to offer scholarships to worthy students in the spirit of the NWCC's mission. When we have more specifics, you can bet we will communicate them to you.

As President of this organization, my goal is to be focused on our mission - and to improve engagement with the local community and the membership - you - so that the NWCC can live on for another 40 years.

Thank you all for your membership and your support; without you there couldn't be a Northwest China Council. Please reach out to me with any ideas or suggestions you may have for the organization.

Thank you,
Joe Liston

THE NWCC: 40TH ANNIVERSARY AND ORIGINS BY JANE LEUNG LARSON

Jane Leung Larson was Executive Director of the Northwest China Council from 1980 to 1995. She has been working for years with historian Robert Worden and other scholars on a book tentatively titled "A Chinese Reformer in Exile: Kang Youwei and the Chinese Empire Reform Association in North America, 1899-1909" and hopes the coronavirus hiatus will speed its completion.

As we celebrate the longevity and continued relevance of the NWCC after 40 years, let's reflect on our origin and evolution, which mirrors the tumultuous state of U.S.-China relations and of China itself.

The seeds of the Northwest China Council were sown in 1978, when it seemed that the U.S. would never be able to establish a normal diplomatic relationship with China. Oregon sold wheat to China, J.K. Gill was importing cloisonné, and Representative Les AuCoin promoted trade with China in Congress. Chinese students trickled into Oregon, and a privileged few traveled to China on official delegations or tours organized by the U.S.-China People's Friendship Association. But normalization with China was stalled, and the China Lobby kept fighting to keep the status quo with Taiwan.

An idealistic group of women with the Portland League of Women Voters, following the lead of the national organization which had long advocated normalization with China, decided to organize a public dialogue on China policy. We were lucky enough to enlist the national China Council of the Asia Society in New York to jointly plan a major educational conference on U.S.-China relations to be held at Portland State University in March 1979. Almost without warning, normal relations commenced on January 1, and Deng Xiaoping visited the U.S. in January and February. One month later, "Our New China Policy: What Does It Mean?" attracted 200 people to hear nationally-known speakers such as China scholar Orville Schell and Oregonians with deep knowledge and experience in China.

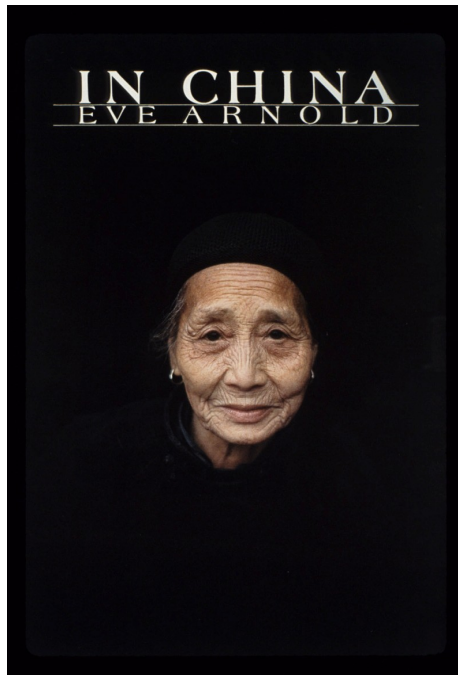
The 1979 conference brought together Oregonians to participate in this unparalleled moment of connection with China after 30 years of estrangement. How could we build on the excitement and relationships generated by the conference and take advantage of new opportunities for exchange and understanding? We had a mailing list, potential sponsors and funding, contacts with Oregon China experts in the business, academic and educational community, and endless topics to explore. In 1975, the Asia

Society founded the national China Council and 12 regional China Councils, thanks to a multi-year grant from the National Endowment for the Humanities. In 1980, the Seattle Regional China Council no longer needed outside funding, and the Asia Society filled its slot with the Northwest Regional China Council, based in Portland and locally sponsored by the World Affairs Council of Oregon.

The World Affairs Council modeled for us a well-connected and managed organization. Successive directors Peter Gantenbein and Rusty Goldy supported the NWCC as a semi-autonomous program within the Council and taught me as executive director how to build and maintain membership and involve board members in programming and fundraising. The Council gave us space in their office at Portland State University, a

most comfortable environment which offered excellent services, venues for events, and a growing body of students and faculty who wanted to be involved in our work. When we became an independent non-profit organization in 1987, Mel Gurtov, a political scientist specializing in China hosted us in his newly-formed International Studies department.

We became part of the Asia Society's vibrant regional China Council network of China experts devoted to educating the public about the Chinese world. The Asia Society guided us in recruiting diverse board members with China expertise in academia, business, government, the arts, and media, as well as Chinese-American community



Eve Arnold's "In China" exhibition, on display at Reed College from November 1981 to January 1982

THE NWCC: 40TH ANNIVERSARY AND ORIGINS BY JANE LEUNG LARSON (CONT.)

leaders. They introduced us to the Portland Art Museum director Donald Jenkins who was a longtime member of the Asia Society's Gallery Committee, and he agreed to co-chair the first NWCC board, serving in this capacity for eight years.

The Asia Society brought us national speakers and programs, beginning with the exhibition of striking photographs by Eve Arnold, "In China," which we presented at Reed College, and a lecture by author and China scholar Ross Terrill on Mao Zedong. We learned how to plan programs on controversial subjects like Taiwan and the 1989 Tiananmen movement by featuring a variety of viewpoints and highlighting scholars who could present issues objectively. The Asia Society introduced us to national funders such as the Luce Foundation that supported our 1994 international conference on American missionaries and social change in China and to national China organizations with whom we have worked over the years, such as the National Committee on U.S.-China Relations.

Among the 12 regional China Councils, ours stood out because the others all were based in and largely funded by existing university East Asia programs and staffed by professors or graduate students with academic responsibilities. Perhaps because Oregon had few educational resources on China, there was greater demand for our programs, and we became the most active regional China Council, known for the quantity and the diversity of our programming. We organized lecture series on sweeping topics ("Seeing China Whole") and focused ones ("7,000 Years of Chinese Science"), often in conjunction with exhibitions or current events. Practical programs, like Chinese classes for travelers or businesspeople, and workshops on travel in China, Chinese cooking, Chinese medicine, even *feng shui*, were very popular. Programs on business (the China Business Network) and Chinese classes have lasted through the

decades. Tours helped fund programs but also gave members a unique experience guided by China scholars with relevant expertise— Taoism (Charles Wu), art and antiques (Patrick Maveety), and Tibet (Leonard van der Kuijp). Tours to Fujian and Suzhou helped establish or reinforce Oregon-China ties. We also sent lecturers and Fujian exchange scholars around Oregon to introduce the public to our new sister province, Fujian. Overnight bus trips to Kam Wah Chung in John Day and to Seattle for China exhibitions were led by scholars. *China in Oregon*,



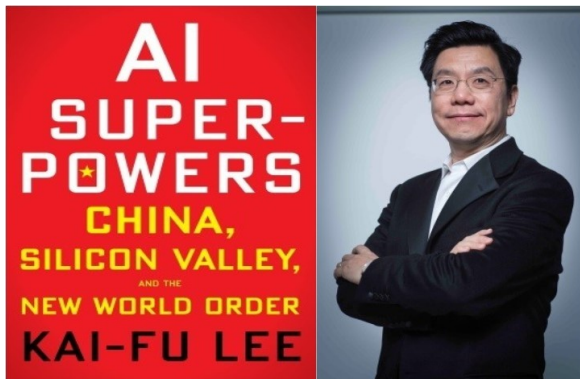
Rosario Aglialoro, Executive Director of the NWCC from 1998 until his untimely passing in 2007

a 178-page resource directory, took three years to complete and was edited by Jeffrey Barlow and Christine Richardson, whose essays on the history of Oregon-China connections are still valuable.

In December 1980, we had caught the wave of China enthusiasm offering programs about all things Chinese, until everything changed on June 4, 1989. Tiananmen forced us to rethink our responsibilities as an educational organization and develop new strengths as an information clearinghouse, a meeting place, and an educational forum during what we called the China Crisis. We were determined not to lose a decade of growing closer to China. We matured and expanded as a result.

Looking back over 40 years, these are the key reasons I believe the organization has endured:

- Staying attuned to U.S.-China relations and how they affect Oregonians
- Not shying away from controversial topics
- Organizing in-depth programs that are relevant, useful, and engaging for Oregonians
- Collaborating with the many China-related interest groups in the NW
- Welcoming volunteers and their special talents and passions
- Above all, relying on the dedication and persistence of board, staff, and members, whose enthusiasm and hard work have nurtured the Northwest China Council for 40 years!



***AI Superpowers: China, Silicon Valley, and the New World Order* by Dr. Kai-Fu Lee**
Houghton Mifflin Harcourt; September 25, 2018
272 pages

This is a fascinating book about the era of high tech and artificial intelligence (AI) that is revolutionizing society. The author feels that AI will bring about the third great industrial revolution (after the steam engine and electricity).

At the forefront of AI research and implementation are the United States and China, who often share the computer scientist personnel moving between the two countries, including the author, Dr. Kai-Fu Lee, who has held leadership positions in both countries.

For decades, since the 1960s, AI was stalled in a “rules-based approach”, which teaches computers based on processing rules. But by the mid-2000s, due to big advances in processing power and a better way to “train” neural networks in processing data, known as “deep learning,” a Chinese Go master was beaten by a computer in May 2017. The match was broadcast live and it was a watershed moment that inspired students throughout China to enter into computer science. In July 2017, the Chinese State Council issued a plan for a new generation of artificial intelligence, laying out hundreds of industrial applications. It called for China to reach the top tier of AI economies by 2020, achieve major new breakthroughs by 2025, and become the global leader by 2030.

The shift to “deep learning” has ushered in an “Age of Implementation” and an “Age of Data” in AI. The author argues that innovation in AI is no longer a function of

groundbreaking discoveries, but a question of creative implementation in different industries.

In 2013, Chinese internet diverged from copying Silicon Valley companies (e.g. Google, Facebook, Ebay) into “mobile-first” dominance (e.g. WeChat). There is no American equivalent to WeChat, which has been described as a “remote control” device to life in China.

Lee offers how the business environment in the U.S. and China differ:

China’s startup culture is the yin to Silicon Valley’s yang: instead of being mission-driven, Chinese companies are first and foremost market-driven. Their ultimate goal is to make money, and they’re willing to create any product, adopt any model, or go into any business that will accomplish that objective. That mentality leads to incredible flexibility in business models and execution, a perfect distillation of the “lean startup” model often praised in Silicon Valley. It doesn’t matter where an idea came from or who came up with it. All that matters is whether you can execute it to make a financial profit. The core motivation for China’s market-driven entrepreneurs is not fame, glory, or changing the world. Those things are all nice side benefits, but the grand prize is getting rich, and it doesn’t matter how you get there.

Chinese internet companies have decided to “go heavy” rather than “go light.” Whereas Uber links passengers to drivers, the Chinese equivalent, Didi aims not only to link rides, but aims to own car maintenance shops, gas stations, and insurance companies to service their drivers. This online-to-offline (O2O) approach pushes Chinese companies to own the entire top-to-bottom operation. According to the author, this approach will lead China’s Dianping, Didi, and Tujia to overtake their American counterparts, Yelp, Uber, and Airbnb.

Lee has an interesting chapter on the four waves of AI: (1) Internet AI, (2) Business AI, (3) Perception AI, and (4) Autonomous AI. PricewaterhouseCoopers (PwC) has estimated that AI automation will eliminate 38% of current

AI SUPERPOWERS: CHINA, SILICON VALLEY, AND THE NEW WORLD ORDER (CONT.)

jobs by 2030. Blue-collared manufacturing and distribution jobs will be displaced by AI and robotics, but there will be substantially more white-collar jobs eliminated (e.g., in insurance, banking, accounting, event scheduling, medical diagnosis, etc). Office staff generally will be reduced through automation by AI. AI will contribute to inequality at the national and global level. In wealthy countries, small business owners will find themselves unable to compete in a market weighted by the monopoly of data.

Beyond the financial toll of unemployment, modern humans equate much of their self-worth to the job they perform. There may be a crisis of meaning as humans struggle to define meaning in an age of automation.

Kai-Fu Lee’s background:

Kai-Fu Lee (traditional Chinese: 李開復; simplified Chinese: 李开复); born in 1961, is a Taiwanese-born American computer scientist, businessman, and writer. He is currently based in Beijing, China.

In 1973, Lee immigrated to the United States and attended high school in Oak Ridge, Tennessee. He graduated *summa cum laude* from Columbia University, earning a B.S. degree in Computer Science in 1983. He earned a Ph.D. in Computer Science from Carnegie Mellon University in 1988. At Carnegie Mellon, he worked on artificial intelligence (machine learning) and speech recognition systems.

After two years as an assistant professor at Carnegie Mellon, he joined Apple in 1990 as a principal research scientist. He headed research & development groups responsible for speech synthesis systems.

In 1998, Lee joined Microsoft and went to Beijing to establish the Microsoft Research Asia Division. This came to be regarded as the best computer research lab in the world. Lee returned to the U.S. in 2000 and was promoted to Corporate Vice President, Natural Interactive Services Division from 2000-2005.

In 2005, Lee left Microsoft for a position at Google in an unprecedented compensation package worth more than \$10 million. Microsoft sued Google over Lee’s departure, and after five months settled for an undisclosed sum.

In September 2005, Lee was named President of Google China and oversaw its establishment there.

In 2009, Lee left Google to start Sinovation Ventures, with US \$115 million in venture capital to seed Chinese start-ups. Several months later, Google announced it would stop China-mandated censorship and move its servers to Hong Kong. In 2019, Sinovation Ventures had over US \$2 billion under management and has invested over 300 portfolios, primarily in China. In 2013, Lee was named one of Time’s 100 most influential people.

-John M. Wong

THANKS TO OUR SPONSORS



NWCC 40TH ANNIVERSARY: PAST PRESIDENTS SHARE MEMORIES

In honor of the NWCC's 40th anniversary, several past presidents are sharing some of their fondest memories during their time at the helm and otherwise:

My most vivid memories are working with the then new Executive Director, Rosario Agliandolo, first as Treasurer and later as President. Rosario was passionate about producing high-quality programming. Though the arts were his forte, he also organized events around history and current events.

The NWCC went through some difficult times during my tenure. There were membership and financial issues. At one point the board took a vote to disband the China Council. A vote that was defeated after a strong showing of support by corporate and individual members.

-Robert Moon, Board President, 2001-2002

My first contact with the Northwest China Council came as an attendee, and then speaker, in China-related business presentations at the House of Louie Restaurant in Old Town Chinatown. I became more active and became president in the late 2000s. The organization had hit the doldrums, and, with the help of a new board and tireless master-of-all-things John Wong, we started to rebuild the organization. The China Business Network, led by David Kohl, was established to create a renewed business focus, resulting in countless business offerings. A cultural group lead by Ann Wetherell lead to amazing events like the Flying Tigers exhibit, Ancient Ales, and China Town Halls. A China Education Network was formed to bring more academics to our organization and to promote the teaching of Chinese in public schools.

*During this time the NWCC Book Club was begun by John Wong, which continues to this day. Each month, the book club selects a book and meets over dinner at various Chinese restaurants for discussion. Speaking of books, I remember a wonderful presentation by author Greg Nokes on his book *Massacred for Gold* about Chinese gold miners who gleaned gold from played-out mines and were then slaughtered.*

Chinese Movie Night was my favorite ongoing program. The movie committee would select the movie-of-the-month and we gathered at the Red Robe Tea House to share edible delights and sip tea, watch the movie, and have lively discussions. Marcia Weinstein, a frequent attendee, loved the program, and when she left this earthly coil made a major bequest to the NWCC. An amazing gift.

There's so much more. Leading the NWCC during those years was an honor that I will never forget.

-Michael Bloom, Board President, 2008-2010

I remember fondly being invited by Rosario to join the board of the Northwest China Council as a Director in 2003. I had just received a master's degree in international management from Portland State University after returning to Oregon from several years living and working in Beijing. The general public here in the Pacific Northwest was shifting its interest in China from almost exclusively that of arts and culture to aspects of commerce and international business as well. Rosario encouraged me to expand the newly developed China Business Network luncheons as we moved into this new era of engagement with China. Of course, a non-partisan focus on cultural aspects remained strong, and during that time I remember participating in the opening ceremony for the Confucius Institute at PSU which was taking place the same week as the Portland Tibetan Fair which NWCC supported. I appreciated the importance of bringing all these influences and elements to our community in a friendly and educational fashion. I feel that real, human-focused interaction across a wide variety of interests is critical in this world, and I am sincerely appreciative of the enthusiastic and committed efforts of NWCC members, volunteers and staff over the years. Memories of the Northwest China Council will always have a special place in my heart.

-David W Kohl, Board President, 2011-2013

GETTING ACQUAINTED WITH NWCC PRESIDENT JOE LISTON

I recently took some time to interview President Joe Liston in order to learn more about him and his background. Here's an interesting excerpt below!

In your President's Letter on Page 1, you mentioned having spent time in China. When and why did you go?

Because my parents had lived in Taiwan for a period of time before I was born, I grew up in a household that an interest in Chinese culture and language. I joined my parents on a tour of China and Taiwan as a teenager in 1987. In college, I discovered I could take Mandarin Chinese and then spent 1994-95 in Beijing at Beijing Foreign Studies University. Then, just before the Beijing Olympics I joined my wife and in-laws on a trip to visit family in Hong Kong, and made a side trip to revisit my 老家 Beijing. I have not had a chance to return since then, sadly.

What is your occupation?

Currently, I work for a large software company, CDK Global, where I manage a team of instructional designers. My 'day job' doesn't really involve China, so I'm thankful I can be involved with the NWCC.

Tell us a little about your personal life.

I live in the Gresham area with my wife Mary and our two kids; 12 year old Zak, 10 year old Abby and our golden retriever Lily. I grew up in La Center, a small town in SW Washington.

-Shireen Farrahi

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

_____ Assisting at events
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Membership Category — Please check the category you wish:

Individual	\$50	Sponsor	\$175
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Senior (65+)	\$25	Patron	\$750
Student (Full-time)	\$10	Phoenix Circle	\$1,500

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

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Established in 1980, the Northwest China Council is a non-profit, non-partisan, dues-based educational organization. Our mission is to promote greater understanding of Chinese history, culture, business, contemporary affairs, and US-China relations in the Portland, Oregon metropolitan area. And to build a bridge between the peoples of Oregon and China.



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