

Pg. 1: 2010 PCI Dinner
Pg. 1-2: Board Member corner
Pg. 3-4: 2010 programs
Pg. 5-6: Project Bridge
 2009-2010, 2010-2011

The PCI News



2010 PCI Dinner Was a Great Success



*Hon. Harold Brown
on February 25, 2010*

This year's Pacific Century Institute Award Dinner in February was a great success thanks to the generous help from board members, dinner co-chairs and loyal supporters.

Dr. Harold Brown was honored with the 2010 Building Bridges Award for his lifelong service to the national security of the United States and its allies as Secretary of Defense under President Jimmy Carter as well as his leadership as a bridge builder reaching out even to our erstwhile opponents. Dr. Brown gave an address on the relationship between the U.S. and China and its development over the past 30 years.

The opening remarks were given by PCI board member Lt. General Hank Stackpole (retired) who spoke on the Japan-U.S. security pact and the role of Okinawa.

More than 200 members and guests attended this year's dinner and PCI could raise \$141,380 in contributions, which will be used for PCI programs as well as for programs of other organizations that PCI supports and cooperates with for our common goals.



PCI Board Members with Dr. Brown on Feb. 25, 2010

The PCI Board is currently in the process of selecting the recipient of the 2011 Building Bridges Award to be honored at the next year's dinner on Thursday, February 24, 2011 and will make an announcement as soon as it decides who will be awarded.

**Save the Day!
PCI Award Dinner:
February 24, 2011**

Board Members' Corner

New Board Members

We are pleased to introduce Ms. Adrienne Medawar and Dr. Lloyd Armstrong who were nominated and appointed unanimously by the PCI Board as new board directors at its annual Board Meeting held on February 26, 2010.

Adrienne Medawar is President Emeritus of Town Hall Los Angeles having held the position for 17 years at which time Town Hall hosted former presidents H. W. Bush, Carter, Mikhail Gorbachev, Jiang Zemin, Vicente Fox and many other local, national and international leaders including Angela Merkel.



For 23 years she was a film and television correspondent for foreign publications. In addition to the Council on Foreign Relations she is a member of the National Committee on U.S.-China Relations; a founding member of the Pacific Council on International Policy; the Trusteeship, an affiliate of the International Women's Forum, and is a former member of the Women's Leadership Board of Harvard's Kennedy School of Government.

She serves on Anthem Blue Cross of California's Consumer Relations Committee and the boards of PUENTE Learning Center and the Fulbright Scholars.



Board Members

(continued from page 1)



Dr. Lloyd Armstrong, Jr. is a professor at the University of Southern California (USC), and holds appointments in the Rossier School of Education and the college of letters, arts and sciences. His research interest is on the research university of the future, with particular focus on the globalization of higher education.

Dr. Armstrong was provost and senior vice president for academic affairs of the University of Southern California from August 1993 until June 2005. All schools report to the provost, as do student affairs, admissions and financial aid, the registrar, the graduate school, the libraries, and the chief information officer. In addition, Dr Armstrong led strategic planning for the university, and produced the 1994 Strategic Plan for the University, a 1998 update of that plan, and the 2004 Strategic Plan for the University: Building Strategic Capabilities for the University of the 21st Century.

Prior to coming to USC, Dr. Armstrong was dean of the school of arts and sciences at the Johns Hopkins University from 1987 to 1993. He arrived at Johns Hopkins in 1969 and rose through the faculty ranks, attaining the rank of professor of physics in 1977. He served as chair of the department of physics and astronomy from 1984-1987.

Dr. Armstrong received a Ph.D. in physics from the University of California at Berkeley in 1966.

“Asking China’s Tomorrow”

This is one of the media reviews of the book authored by a PCI Board member Moon Chung-in published in August.



Since ancient times China has prided itself as being “the center of the world,” and all eyes and ears are now upon the country as it is expected to top the United States and become the No. 1 economy by 2035.

Naturally, the craze to learn Chinese has equally become a global phenomenon, and bookstore shelves are lined with volumes promising the A to Z in Chinese characters. But prominent among these is a recent release that offers insight into the country from a unique perspective, from the eyes of the very intelligentsia that discern the past, present and future of the giant nation.

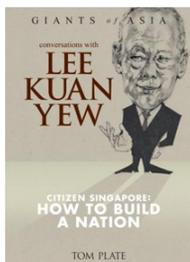
The author, a political science professor at Yonsei University, offers a collection of interviews with 21 prominent figures, including Zheng Bijian, a longtime advisor to Chinese leaders who was formerly the executive vice-president of the Central Party School, as well as renowned professors and researchers affiliated with Tsinghua University and Beijing University.

The book covers such topics as China’s diplomatic visions, its relationship with the two Koreas and outlooks for the future. The interviews provide not only intriguing views on various issues but also a glimpse into the minds of China’s top thinkers.

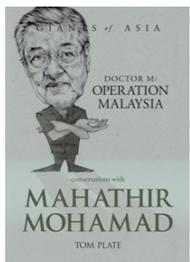
(Moon Chung-in; Samsung Economic Research Institute: 484 pp., 20,000 Won)

Giants of Asia:

'Conversations with Lee Kuan Yew' (VOL. 1)



PCI Board member Tom Plate is a Syndicated Newspaper Columnist (since 1996) and author of the best-selling "Conversations With Lee Kuan Yew," the first book in the 'Giants of Asia' series. He is a founder of the Asia Pacific Media Network and of the Pacific Perspectives Media Center and was recently appointed Distinguished Scholar of Asian and Pacific Studies at Loyola Marymount University in Los Angeles.



An instant bestseller in Southeast Asia, 'Conversations With Lee Kuan Yew' kicks off a planned series of intimate discussion-portraits with/of leading dynamic — and controversial — figures of Asia who have

driven the region to new global prominence.

In February 2011 volume 2 will be published on Dr. Mahathir Mohamad, the economic-development doctor of Muslim Malaysia. Vol. 3 will be on the controversial elected Thai leader Thaksin Shinawatra, victim of a coup, a tragedy of democracy and many others.

The first volume hit Asian bestseller charts immediately and stayed there all summer, often at the number one spot. Chinese language editions will be hailed in ceremonies in Singapore in early December. The book is being published in India and Vietnam and is currently being shipped in the USA and Europe.

To keep the North American and European markets clean for singular distribution, the book is not available on Amazon.com. Interested readers can order it directly via the internet from the Publisher:

http://www.marshallcavendish.com/marshallcavendish/genref/Conversations-With-Lee-Kuan-Yew-B24125_Singapore.aspx



PCI Participates in Hong Kong International Media Conference



ASEAN Secretary General Surin Pitsuwan speaks at the keynote speech luncheon in Hong Kong on April 26, 2010.

Pacific Century Institute participated in the East-West Center's second international media conference as a platinum sponsor and a co-sponsor for the luncheon address of Dr. Surin Pitsuwan, Secretary General of Association of Southeast Asian Nations (ASEAN). Amb. Raymond Burghardt, Mr. Spencer Kim and Mrs. Mia Kim represented PCI at the conference held in Hong Kong on April 25-28, 2010.

The East-West Center's international media conference "Reporting New Realities in Asia and the Pacific" attended by more than 300 journalists and other professionals from 31 nations focused on political and economic changes, new opportunities and challenges for media and the rise of independent journalism in China.

The conference included close to 50 speeches, panels and workshops, most of them led by journalists "who have the most up-to-date information on the important issues in the region because they are covering them every day," said Susan Kreifels, the East-West Center's media programs coordinator.

Panels covered new economic models and political leadership, Asia's environmental dilemmas, emerging democracies, ethnic minorities, human rights, refugees, health, and nuclear issues. Other sessions focused on media issues such as the changing ways people get their news, new and sustainable media models, conflict reporting, internet freedom, digital storytelling and emerging voices in Asia Pacific cinema.

The East-West Center's first international media conference was held in Bangkok in 2008 and the next is scheduled for 2012 at a venue yet to be announced.

"We feel that journalists are incredibly important as educators and communicators," said East-West Center President Charles E. Morrison in opening the conference at the University of Hong Kong. He noted that shifting power balances in

the region, a major theme at the conference, are causing tension, "but they are also balances that in many ways seem to be inevitable and are proper."

Mr. Morrison, in his letter of appreciation, said such professional programs help improve media coverage and public understanding of Asia Pacific issues and thanked PCI's continued support of EWC's media programs.



Tri Viet University International Conference

Mme Ton nu thi Ninh, who was awarded the Pacific Century Institute's "Building Bridges Award" in 2007, continues to work toward the establishment of the Tri Viet Private University near Saigon and hopes to obtain official governmental permission for the project in 2010 and to actually open the University in 2013.

After its 2009 international conference focusing on the nature of the Tri Viet University, Tri Viet will host a second international conference on "What makes a 'green' university in Vietnam?" to be held on December 3-4, 2010, in Ho Chi Minh City.

The conference is geared towards exploring and clarifying Tri Viet's green ambition within the broader context of a private university dedicated to public service and aims to utilize global experience and lessons available, exploring whether practices, methods, models, etc. applied in one country can be used in another country context.

Tri Viet has confirmed attendance by professors and scientists from Sweden, Japan, the US, Australia, Taiwan, Singapore and Canada, as well as a large number of educators and scientists from Vietnam itself.

PCI board member Desaix Anderson has been discussing with Mme Ninh for some time Tri Viet's intention to become Vietnam's first "Green University" and the conference will strengthen Tri Viet's credentials for achieving this goal and also its efforts to obtain governmental approval of the overall project.

In addition to our monetary support for the conference as a silver sponsor, board director Dr. Lloyd Armstrong, his wife Dr. Judith Armstrong and Dr. Jai-ok Moon, board director Chung-in Moon's wife, will represent PCI at the "Green University Conference." Dr. Armstrong will give a keynote speech on broad international, including American, perspectives to highlight the rationale for meshing sustainability and higher education.



Jeju Conference and Pacific Rim Park

PCI participated in the Jeju Peace Conference held on Aug. 6, 2010, co-hosted by the East Asia Foundation and UCSD entitled "Toward a Regional Security Architecture for Northeast Asia."

The purpose of the conference was to take stock of the current impasse on the peninsula and to assess if and how designs for a broader security architecture might help advance negotiations. These ideas included Four Party Talks and North-South talks with respect to a "peace regime" as well as a larger Six Party architecture (the Peace and Security Mechanism).

The conference was scheduled to correspond with the dedication of a Pacific Rim Park in Jeju on August 7th 2010. The park was designed and built by teams of students from around the Pacific Rim, and intended to foster greater awareness of common interests in the region.

Dr. Chung-in Moon and Mr. Spencer Kim attended the conference and park dedication ceremony representing *PCI*.

US Ambassador Kathleen Stephens said in her speech at the Pacific Rim Park dedication ceremony on Aug. 7, 2010, "The Pacific Rim Park Foundation has promoted people-to-people ties between the United States and other



Jeju Pacific Rim Park

nations since 1995. The Foundation invited students to Jeju-do from Six different countries – China, Russia, Mexico, South Korea, The Philippines and the United States—to design and build a Pacific Rim Park," and "This park will spread awareness about the power and ability of regular people to make a statement about their hope for international unity and regional peace."

Six Pacific Rim parks have been built to date and the park in Jeju, Korea was the most recent one. The first park was built in Vladivostok Russia in 1994, the second park in San Diego, CA in 1998, the third park in Yantai, China in 2001, the fourth park in Tijuana, Mexico, the fifth park on the island of Palawan in the Philippines in 2009.

Amb. Stephens praised the work the Pacific Rim Park Foundation and its Executive President/Artistic Director James Hubbell have done over the years to bridge the cultures of the Asia-Pacific and to spread messages of peace, harmony and cooperation by building and dedicating peace parks in selected Pacific Rim countries. "It is a sign of our commitment to shaping a region united in our acknowledgment of our interdependence and our desire for each nation in the region to be completely at peace," she said.

PCI Support and Sponsorship 2010

Exhibit on Korean War

PCI supported the "Still Present Pasts: Korean Americans and the Forgotten War" exhibit in Hawaii which marked the 60th anniversary of the outbreak of the Korean War. In addition to the multi-media and interactive exhibit, the program included an opening reception, a panel discussion, a youth event, an art contest and a film event.

The Biographical Research Center (BRC) of the University of Hawaii who organized the program said that many families in Hawaii were affected by the Korean War and bringing Still Present Pasts to Hawaii is intended to start conversations there that will illuminate central humanities questions about the experience of war and the possibility of peace. BRC said the exhibit presents a buried story that, when uncovered, will change viewers perceptions, and hearts, toward the ultimate end of peace.

The exhibit ran for three months from June 26 through September 12, 2010 at the Bishop Museum in Hawaii.

Institute on Global Conflict and Cooperation

PCI donated \$20,000 to UC Institute on Global Conflict and Cooperation (IGCC) led by Dr. Susan Shirk of University of California San Diego for its 2010 Northeast Asia Cooperation Dialogue (NEACD).

IGCC has been at the forefront of bringing together policy leaders and scholars to devise lasting solutions to some of the most pressing global challenges such as regional conflicts and nuclear threats since 1983.

NEACD has held 20 meetings between 1993 and 2009 and has become widely regarded by regional government officials, policy analysts and academics as the leading tract two multilateral forum on Northeast Asian security matters.

Dr. Shirk said *PCI*'s generous support enables IGCC to continue its vital work in increasing stability, cooperation and nonproliferation, particularly with the Democratic People's Republic of Korea (DPRK).

As part of its ongoing endeavors, Dr. Shirk recently headed the six-member economic delegation to visit North Korea on September 18-23 to "learn about the DPRK economy and discuss with economic officials and experts possible cooperative efforts to support DPRK economic development."



Project Bridge

(continued from page 5)

Both of 2009-2010 Project Bridge Group Leaders from Los Angeles were former Youth Ambassadors; Denice Gonzales (2002-2003) and Sophia Sou (2003-2004). Denice Gonzalez contributed this article.

Eight years ago I was given the opportunity to become a Project Bridge Youth Ambassador, learn new things about Korean food, culture, history and most importantly become a global leader. Being the first youth ambassador to become a group leader was a tremendous accomplishment which gave me great pride. I was able to experience Project Bridge on a deeper and more intense level. This was mainly because I was able to see it not only through my eyes but through the eyes and hearts of the 16 students that I was leading, 8 being from Los Angeles and 8 from New York.

Our experience in Korea was one that had incredible expectations and an amazing outcome. As the Project Bridge

2009-2010 Youth Ambassadors advanced through the program, they learned about cultural and social issues which impact their world in many ways and began exploring them.

The culmination of Project Bridge, which is the 10-day study tour of South Korea, was no doubt, an amazing growing and learning experience for all the Youth Ambassadors. In the end, we arrived in South Korea with a group of 16 open minds and came back with 16 leaders that had an enlightening understanding of what needed to be done on their part. They all realized something about the world but they also had a deeper understanding about their own individual parts.

Project Bridge was one of the best experiences that I have ever had in my life. I am happy to say this not only as a Project Bridge Alumni but now as a Project Bridge Group Leader. Pacific Century Institute is already getting calls from previous youth ambassadors asking about opportunities to become group leaders. I hope that this will become a well-established tradition so that previous Youth Ambassadors could take the next step as leader. ◆◆◆

Directory

Headquarters:
8944 Mason Avenue
Chatsworth, CA 91311-6107
(818) 227-6620 (Tel),
(818) 704-4336 (Fax)
pci@pacificcenturyinst.org

Spencer H. Kim
(818) 337-1600 (Tel)
spencer@cboI.com

Regional Office:
Kenneth J. Tuggle, Esq.
Frost Brown Todd LLC
400 West Market Street, 32nd Floor
Louisville, KY 40202
(502) 568-0269 (Tel)
(502) 581-1087 (Fax)

Representative (Korea):
Chung In Moon
Yonsei University
134 Shinchon-dong Seodaemooon-ku
Seoul, 120-749, KOREA
822-2123-3542 (Tel)
822-362-1915 (Fax)
cymoon@yonsei.ac.kr

Representative (Japan):
Ko Shioya
Seta 2-19-1
Setagaya-ku, Tokyo
Japan 158-0095
813-03707-0369 (Tel/Fax)
koshioya@ybb.ne.jp

PCI Web site:
www.pacificcenturyinst.org

Lynn Turk, PCI Senior Fellow
(425) 260-9018 (Tel)
ljt047@aol.com

Rijin Lee
(818) 331-9165 (Tel), (818) 459-7448 (Fax)
rijin@cboI.com

Jackie Lee, PCI Executive Director
(818) 337-1611 (Tel), (818) 459-7448 (Fax)
Jackie.Lee@cboI.com

Denice Gonzalez, PCI Junior Fellow
(818) 337-1611 (Tel), (818) 459-7448 (Fax)
deniceg@ucla.edu



PACIFIC CENTURY INSTITUTE
8944 Mason Avenue
Chatsworth, CA 91311-6107

Board of Directors

Desaix Anderson, U.S. Foreign Service (Ret.)

Ambassador Raymond Burghardt

Donald Evans, CPA

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