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The PCI News



2016 Building Bridges Awards



Mr. Hong Seok-hyun

Mr. Hong Seok-hyun is the individual recipient of the Building Bridges Award for 2016. Mr. Hong has had an illustrious career in both the private sector and public service. In 1994 Mr. Hong took over the JoongAng Ilbo, Korea's most-read daily, and since then has expanded it into a global multimedia powerhouse.

JoongAng is the largest media group in Korea spanning newspapers, broadcasting, publishing, entertainment and digital media. Mr. Hong also answered his country's call and served as Korean ambassador to the United States in 2005. Prior to his business career, he played a key role in the economic development of Korea, serving in the Ministry of Finance and as an advisor to the president. He was later a senior fellow at the Korea Development Institute. Earlier, Mr. Hong worked at the World Bank. He has a PhD. in economics from Stanford University.

Mr. Hong is an advisor to the Trilateral Commission, the Asia Foundation, the Center for Strategic and International Studies, the Berggruen Institute and Chatham House. He is chairman of the Korea Baduk(Go) Association and president of the International Go Federation.

He also authored an influential article in the Summer 2015 volume of Global Asia entitled, "Breaking Out of the Rut: Broadening the Spectrum for Engaging North Korea" in which he wrote:

Maintaining dialogue with North Korea, using various means of communication, is the critical factor. We must ensure that such a dialogue is ongoing and consistent, taking place at some level constantly, regardless of the state of tension between the two Koreas. If dialogue becomes permanent, in the long run its scope and depth will inevitably grow.



All of us have heard of the term "Fulbright." It has come to be synonymous in our minds with exchange programs. U.S. Senator William Fulbright was a committed internationalist who said, "Educational exchange can turn nations into people, contributing as no other form of communication can to the humanizing of international relations." He persuaded Congress in 1946 to begin providing funds for international exchange programs. That program's manifestation in Korea, the Fulbright Korean-American Educational Commission, is the 2016 institutional Building Bridges Awardee.

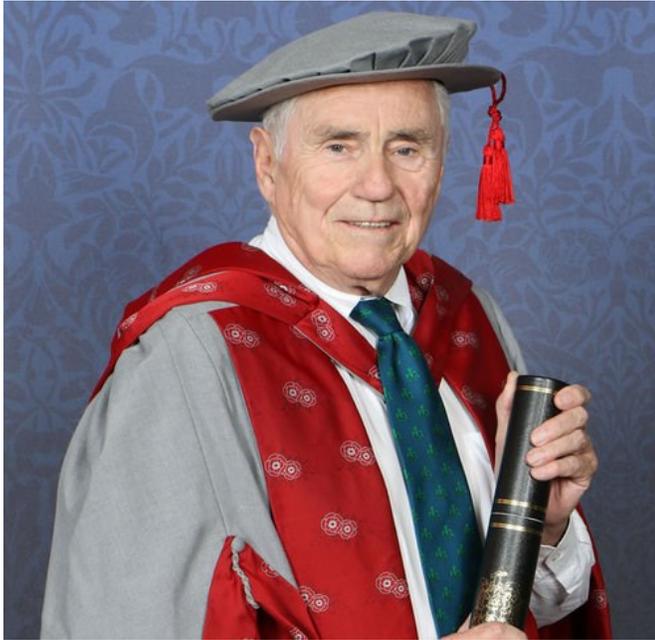
In Korea, the governments of the U.S. and Republic of Korea both provide the Fulbright Korean-American Educational Commission with a budget for its operation of the Fulbright program and other activities set by a board of directors which consists of equal numbers of Koreans and Americans representing government, education and the private sector. The Commission gives grants for Americans to study in Korea and vice versa. It operates a U.S. Education Center to provide prospective Korean students with detailed information about educational opportunities in the U.S. and administers and facilitates tests such as the TOEFL, GRE, AP, LSAT, Praxis and other high-stakes examinations.

The Fulbright Korean-American Educational Commission has been in operation for sixty-four years. It has made nearly 6,000 grants -- including over 3,300 to Koreans and over 2,600 to Americans. The awardees have made enormous contributions to Korean-American understanding.

Mr. Hong Seok-hyun and Fulbright Korean-American Educational Commission will be honored at the PCI 2016 Annual Dinner on Feb. 25, 2016.



Chairman's Activity



PCI Chairman, Donald P. Gregg at UCLan in December, 2015

PCI Chairman Donald P. Gregg was awarded his Honorary Doctorate from University of Central Lancashire (UCLan) on December 08, 2015 in recognition of the contribution he has made through his career in public service and, in particular, his work in Korean affairs. Below is Chairman Gregg's acceptance speech:

"You do me far greater honor than you may suspect, for several reasons. First is this truly impressive setting, and the audience before me. My first honorary degree, given in Korea by a Jesuit University, was conferred upon me in an office, on a Saturday

night during Christmas holidays, to be certain that no students were on campus. I was American ambassador to Korea at the time, but I was also known to have been an intelligence officer. I was not a popular figure among students, and the prudent Jesuits did not want a riot to take place. Second is the fact that you, UCLan, decided to give me this honor. In my previous visit here in October 2014, I was greatly impressed by the quality of your faculty, your students and the general atmosphere of competence and curiosity which pervades this place. We in the U.S. have a tendency to demonize those people we neither like nor understand, such as the North Koreans. UCLan, in contrast, last year opened a new branch of academic inquiry to study all Koreans. In so doing, you put many of our major universities to shame. Third is my life-long admiration for the U.K. I was very proud of my family ties to Devon and Scotland. My first boyhood hero was King Arthur, not Buffalo Bill. (I disapproved of his slaughter of the bison.) I had a crush on the late Princess Margaret. The Battle of Britain in 1940 thrilled me and I drew endless pictures of its dogfights, and can still tell a Spitfire from a Hurricane. Churchill's voice is as familiar to my ear as that of Roosevelt. In February 1983, Margaret Thatcher gave a small dinner at 10 Downing Street for Vice President George H.W. Bush in which I participated. I've met one emperor, two kings and countless heads of state. Dinner at "Number 10" tops them all. Finally, I am particularly honored because I think of myself as an intelligence officer, concerned with cutting behind appearance toward reality, and speaking truth to power, particularly when power does not want to hear the truth. The U.K. has a corner on the market in terms of intelligence work as depicted to the public. James Bond, as far-fetched as he has become, is still applauded in American movie theaters. I'll give him a tip of my hat, but my real hero is George Smiley, as depicted in John Le Carre's "Tinker, Tailor, Soldier Spy" by Alec Guinness. So, I feel that here I've been honored for all that I have done, including my CIA work, not in spite of it. That means a great deal to me, and I thank you all for this singular honor."



Chairman Gregg at UCLan Korean Studies launch, Lancashire, UK, October 2014.



PCI Sponsored Programs

Women's Empowerment through Entrepreneurship

Yangon, Myanmar, July 18, 2015

The Myanmar Women's Entrepreneurship Association (MWEA) and Pacific Century Institute (PCI) of Los Angeles, California, USA, convened a Forum on "Women's Empowerment through Entrepreneurship." About 100 persons attended the day-long Forum, including approximately thirty senior students from the University of Economics and Business, the University of Foreign Languages, and the University of Technical Studies, NGO's, businesspersons, and government representatives.

Following opening remarks by MWEA Founder and Patron Dr. Yi Yi Myint and U.S. Ambassador Derek Mitchell, insightful keynote remarks by National Management College Pro-Rector Dr. Tin Tin Htwe and Ms Jerilyn Brusseau, Co-founder of Peace Trees Vietnam, were made on the meaning of entrepreneurship. These events were followed by four joint Myanmar-U.S. panel discussions on:

Entrepreneurship as a Vehicle for Empowerment; Networking and Partnerships; Access to Funds in Myanmar and elsewhere; and The Challenge of Navigating Governmental Regulatory Environment and Strengthening the Role of the Private Sector.

Each Session was followed by vigorous discussion. In addition to inspiring the students and NGO's, the final session composed a robust set of recommendations, which follow next, on issues regarding individual entrepreneurship, education, business, attitudinal inhibitors, government policy and regulations.

As follow-up, the Forum suggested workshops on access to funds, which will be held in early 2016, and an am-

bitious agenda urging MWEA/NGO's to take the lead in forming partnerships with business, political figures, and government, which could dramatically transform the role of Burmese women in Myanmar's business and government world.

Recommendations:

As Myanmar integrates its economy into regional and global markets, heavy reliance on contributions by its women will be essential. The rate of women's labor market participation in Burma is among the highest in the world – 75% of women participate in the country's workforce of more than 35 million people, just shy of the men's rate of 82%. Burmese women have traditionally been active in local wholesale and retail markets, representing small-scale family businesses and their own enterprises; and in agriculture where they typically sow, harvest, transplant and sell crops of rice, cotton, sesame, legumes, and vegetables. The Myanmar government aims to expand the textile and garment industry, where women represent 90% of the labor force. As Myanmar's economy diversifies, women have become leading entrepreneurs in boutique tourism, retail food and beverages, handicrafts, and are especially active in education, design, healthcare, and communications. According to UNESCO statistics, women represent more than half of all secondary school graduates and two-thirds of university students in Myanmar. The majority of doctors, nurses and teachers in Burma are female. Major changes could take advantage of the talents, energy, and efforts of women to spur a major advance in Myanmar's development. This conference outlines changes that could facilitate that development.

Salon de Palace Garden at Sanglimwon

The PCI 25th Anniversary dinner in Seoul on May 19, 2015 introduced the idea, articulated by keynote speaker Volker R  he, that South Korea needs to develop a bipartisan, fundamental, strategic policy toward North Korea. To follow up on that initiative, PCI co-founder Spencer Kim offered his Seoul residence in the Palace Garden building as a venue for a series of "salons" in the European style of the 17th to 19th centuries in order to bring conservative and progressive opinion-shapers together to discuss the various facets that would be entailed in developing such a bipartisan policy. Selected guests socialize over a convivial dinner and then discuss a specified topic, coordinated by a convener.

The salon discussions are carried out under the Chatham House Rule, which states. *"When a meeting, or part thereof, is held under the Chatham House Rule, participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed."*

Topics included:

- The Ideological divide in the South Korean media, its impact on the unification issue, and how to overcome the gap.
- The Ideological divide in the South Korean: how do you define "progressive" and "conservative" in the South Korean context.
- The Ideological divide in South Korea: Current Issues.

To read the summary of each Salon session, please visit: <http://www.pacificcenturyinst.org/news.htm>



PCI Sponsored Programs

2015 Korea-US Journalist Exchange in Seoul

The Pacific Century Institute, East-West Center and Korea Press Foundation celebrated the 10th anniversary of the Korea-US Journalists Exchange in Seoul on Nov. 17, marking a decade in which relations between South Korea and the United States have greatly improved.

Ambassador Ray Burghardt, a PCI board member and former director of the East-West Center Seminars program, initiated the Exchange with the goal of improving media coverage of Korea-U.S. issues by "Bridging the Gaps in Understanding" between the two countries, the theme of the program. The Pacific Century Institute has been a strong supporter of the Exchange from its beginning and this year was a co-sponsor of the program.

Burghardt commented that, "The close collaboration of PCI and the East-West Center in both the journalist exchange and in regional media conferences in Korea and Myanmar has made a wonderful contribution to the development of mutual understanding between Americans and Asians. Together we also have strengthened the capabilities of journalists throughout the Asia-Pacific region."

PCI founder Spencer Kim and his wife, Mia Kim, were guests of honor at the 10th anniversary event. Two keynote speakers shared their perspectives on the Korea-US alliance: Koo-rae Cho, Director-General for North American Affairs for Korea's Ministry of Foreign Affairs; and US Embassy Deputy Chief of Mission Marc Knapper. DCM Knapper then took on-the-record questions from more than 20 journalists.

The 2015 Korea-US Journalists Exchange participants and media alumni of past programs later held a dialogue on "Media Challenges in Korea and the US." DCM Knapper host-

ed an evening reception at his home for close to 50 guests.

The EWC has coordinated many media programs in Korea. The Center's 2012 International Media Conference was held at Yonsei University, attracting close to 500 international journalists. PCI was the EWC's major sponsor of the conference.

"The East-West Center is deeply grateful for its long and productive partnership with PCI," said EWC President Charles E. Morrison. "PCI has enabled the Center to carry out Korea-related journalist exchanges as well as our International Media Conferences every two years. What is most rewarding about working with PCI is that Spencer and Mia are personally actively involved with our programs."

Seven US journalists and seven Korean journalists participated in the 2015 Korea-US Journalists Exchange. Americans visited Seoul, Busan, Gyeongju and Jeju Island. Koreans traveled to Washington, D.C. and Los Angeles. Journalists in both countries met with government, business, media, educators and students, think tanks and civil society groups. Tours included Panmunjom, sunrise at Jeju Island, wine-tasting in Malibu Canyon and UCLA basketball.

At the end of the study tours, the US and Korean journalists met in Seoul to share their travel experiences and new perspectives they had gained about the countries they visited. The EWC has also conducted a series of workshops in Seoul for NGOs and journalists on "Meeting International Standards in Human Rights Reporting" with a focus on North Korea. The 3rd workshop will be held in March, 2016. The program is funded by the U.S. State Department's Bureau of Democracy, Human Rights and Labor.



10th Anniversary of Korea-US Journalist Exchange, Seoul, November 17, 2015; photo credit: Korea Press Foundation



Board Member’s Opinion Editorials

North Korea Still Stable Despite External Vulnerabilities

By Chung-in Moon

North Korea seems to have had an internally stable 2015. Its economy is far from faltering and Kim Jong-un has firmly consolidated his power base. There were no explicit signs of internal challenge. Kim is both reigning and ruling. But Pyongyang’s provocative behaviour in the international domain could produce severe consequences for North Korea. Uncertainty remains high.

In late October, Pyongyang announced that it will hold the Seventh Congress of the Korean Workers’ Party (KWP) in May 2016, 35 years after the Sixth Party Congress in 1980. At the first Inter-Korean Summit in 2000, the late North Korean chairman Kim Jong-il mentioned to then South Korean president Kim Dae-jung that he would convene a congress, but it was never realised. Kim Jong-un succeeded power without the congress ever being held. This announcement is therefore a significant move.

Kim Jong-un is likely to use the upcoming party congress as a platform to declare the beginning of a new era under his leadership. His 2015 New Year speech had already hinted the possibility of redirecting the governing ideology.

Kim Jong-un’s previous New Year speeches made it clear that his rule is founded on two pillars: the ideological lines of his grandfather Kim Il-sung and father Kim Jong-il. But in 2015, such ideological edifices did not appear. Instead, Kim Jong-un routinely mentioned old rhetoric such as strengthening monolithic leadership, *juche* (self-reliance), as well as the importance of *songun* (military first) politics. The North Korean leader may well introduce his own brand of ruling ideology at the Seventh Party Congress in 2016.

The decision reveals Kim Jong-un’s growing confidence in economic performance and power consolidation. North Korea underwent major economic difficulties in 2015 — partly because of international sanctions and poor harvests, and partly because of falling prices of coal and iron ore that accounted for almost half of its exports.

But Pyongyang’s economic performance has remained rather robust, owing to the flourishing informal sector. Since 2009, more than 400 *jangmadang* (informal marketplaces) have been introduced. They have facilitated the distribution of necessary consumer goods through a quasi-market mechanism. Such informal markets critically mitigated the negative consequences of severe drought and poor harvest. This was a sharp contrast to the period of mass starvation of the 1990s, after which the public distribution system collapsed. Equally important is the advent of *donju* (money holders) who are serving as new agents of capital accumulation as well as sources of valuable hard currency.

The size of the informal sector is now believed to be larger than that of the formal sector. Some experts even compare the current North Korean economy to the Chinese economy under Deng Xiaoping’s reform and opening up initiative.

As the logic behind a market economy becomes more wide spread, the state economy is becoming increasingly flexible. The state no longer commands and dictates the economy. Citizens themselves have become increasingly adaptive and entrepreneurial, seeking their own survival through whatever means available. Paradoxically, the adaptive behaviour of ordinary citizens has weakened the effectiveness of international sanctions.

The power structure has also been shifting from old, vested interests (such as the military) to the party and the cabinet. They now control overall economic activities, including foreign exchange earnings and foreign direct investment. Cadres from the Organisation and Guidance Department of the KWP — which played a pivotal role in Kim Jong-un’s smooth succession to power — have emerged as the core power elite group.

The generational change of the power elite has been another defining characteristic of the Kim Jong-un leadership in 2015. Relatively young party members have been extensively recruited. Old guards, such as the second generation of revolutionary leaders and military personnel who were powerful during the Kim Jong-il era, have been either purged or discharged.

At the 70th anniversary of the founding of the KWP in October 2015, Kim Jong-un underscored the importance of people and youth in his speech. It was unusual that he mentioned the ‘people’s life’ 90 times in his speech. This implied that North Korea had completed the task of consolidating power in the military, the party and the state, and improving the ‘people’s life’ will now be Kim Jong-un’s top policy priority.

North Korea’s internal landscape looks relatively good. But major threats can come from the outside. If Kim Jong-un launches missiles or undertakes nuclear testing in 2016, the situation may worsen. International sanctions will intensify and China would be likely to join international efforts to punish the North — which could easily paralyse the *jangmadang* and *donju*. Such developments would deal a critical blow to the informal sector of North Korea, undermining Kim Jong-un’s legitimacy as well as political stability.

So what should the international community do in this context? No matter how errant and incomprehensible the North is judged to be, there seems to be no choice but to recognise and engage with Pyongyang. Leaders should focus on reducing tensions on the Korean peninsula, fostering the opening of North Korea, as well as reforming and facilitating a negotiated resolution of the nuclear quagmire. Positive re-enforcement is better than pressure and sanctions. Practical problem-solving, rather than moralising judgment, should guide the international approach to North Korea in 2016.

This op-ed written by PCI Board Member Dr. Chung-In Moon appeared in the East Asia Forum on December 27, 2015.



Project Bridge 2015-2016

Los Angeles

Youth Ambassadors:

Angel Anene Antelope Valley Students On Academic Rise High School
 Brenda Apreza Thomas Jefferson High School
 Erik Moreno Ambassador School of Global Leadership High School
 Alberc Salcedo Ramon C. Cortes Visual and Performing Arts High School
 Heber Rivas Ambassador School of Global Leadership High School
 Calvin Symonds Antelope Valley Students On Academic Rise High School
 Tiffany Syas Ramon C. Cortes Visual and Performing Arts High School
 Elizabeth Valenzuela Lynwood High School

Group Leaders:

Ms. Tracy Luong
 Ms. Rebecka Zavaleta

TA:

Ms. Jamie Park

Program Coordinator:

Angie Pak, Pacific Century Institute, Inc.

New York

Youth Ambassadors:

Mubtasim Akhyar HS for Math, Science & Engineering @ CCNY
 Miguel Arias Long Island High School
 Jennifer Chiao Richard R. Green High School of Teaching
 Pete Destil Beacon High School
 Sara Elbanna Hunter College High School
 Jodi-Ann Haynes Queens Gateway to the Health Sciences Secondary School
 Jiang Liu School of the Future
 Leslie Pillcorema Leadership and Public Service High School

Group Leaders:

Ms. Jean Lee
 Mr. Russell Wasden

Program Coordinator:

Luz Lanzot, The Korea Society

Los Angeles Group Leaders and TA



Tracy Luong: "As a former youth ambassador in 2006, Project Bridge has left a deep impression in my life. I took the idea of

"bridging the gaps" in our society to heart and it has permeated my aspirations for educating others and providing compassionate care in the healthcare industry. I am excited to work with this year's Youth Ambassadors, share my experiences I took away from the program and get them involved as leaders in the community."



Rebecka Zavaleta: "I am an alumni to the Project Bridge Class of 2008. During my time as a Youth Ambassador I have been fortunately exposed to the importance of

multi cultural diversity and Korean culture. Today I continue to believe Project Bridge has been one of the most life changing moments. I have since then graduated with a degree in Political Science from the University of Pennsylvania. Currently, I have returned to Los Angeles to work within the Silicon Beach space as a Product Manager." I am more than excited to help pave the way for the 2016 Project Bridge class.



Jamie Park: "I am passionate about fusing cultures and creating bridges-- hence I strive to learn more than the three languages I know since I believe that once a language

barrier is broken down, cultural fusion is much more practical. I love Korean Culture and the language because it brings me home, back to my roots. I am extremely excited to work with this year's Youth Ambassadors as a Korean instructor to help create a strong cultural bridge. Moreover, I wish the best for their experiences in Korea and am honored to be a part in enhancing that experience. All in all, Korea is amazing -- and its food is even better. "



Los Angeles Youth Ambassadors 2015-2016

Angel Anene: "When I was 15, I became really interested in stem cells and the advancements that can be made with them. My only problem is that stem cell research is banned in the United States. When I learned this, I googled countries where stem cell research is legal. The country that caught my attention was South Korea. Their programs are heavily funded and they have made many advancements in stem cell research. It has been one of my goals since then to one day work in Korea. When I heard about the Project Bridge program, I jumped on the opportunity. I hope to gain knowledge on Korean culture and maybe even a bit of the Korean language. I want to learn about all aspects of Korean government, as well as the everyday life of Koreans."

Brenda Apreza: "My aspiration in life is to attend a four year university and become a book editor. I work extremely hard to obtain my goals, and apply 100% of my energy into everything I do. My ultimate goal for joining Project Bridge is to inspire my community to look beyond their small world. My community consists strictly of African Americans and Hispanics. There is no diversity, thus I only know about these two cultures. I feel as though this limits my world view and can potentially harm me as I move on into my life. Through Project Bridge, I hope to discover different cultures and traditions, break barriers and try to stop the animosity the people of my community feel towards others, and prove to them that the world is not against us because of the color of our skin. I hope Project Bridge will give me the skills necessary to become a true community leader, and make a change in my community."

Erik Moreno: "Project Bridge has already had an extraordinary impact on my academic and professional life, as my first formal and official interview was with Project Bridge. Altogether, the program's interview process enhanced and corroborated a real life experience that will have an everlasting impression. As a collective Project Bridge Team, and with the diversity of the Youth Ambassadors, I have been placed in a new and exciting environment. Every Youth Ambassador brings an array of life experiences, that I am willing to gain knowledge from and use to create a collaborative team to meet our goal, bridging cultures. Being a part of Project Bridge will be an amazing experience for me; as I will be able to adjust with different experiences. I am hopeful to also share my experiences with my peers and further create community collaborations."

Heber Rivas: "My school encourages investigating the world, recognizing different perspectives, communicating ideas, and taking action, and after years of practicing each one, I have been able to internalize them and make an impact in my school as well as my community. As a young boy growing up in a diverse community in Los Angeles, I have always been able to recognize and accept the differences and similarities between people, specifically their culture. With this new opportunity to travel to South Korea, I am really hoping to experience the world that Koreans live in. Discovering different foods, meeting new people, partaking in customs, and creating memories are what excite me the most. I aim to spread knowledge of the culture of Korea with my fellow classmates as well as shatter any misconception they have to help flourish a school climate that is more inviting and welcoming of the Korean culture."

Alberc Ej Salcedo: "I look forward to what Project Bridge has to offer their Youth Ambassadors: from being exposed to a new culture

to building leadership skills to making new friends in the program. This is an opportunity for me to collaborate with students from eclectic backgrounds and learn from the diverse perspectives of other students. This program will not only help broaden my leadership skills but also my perspective of the world around me."

Calvin Symonds: "I don't know much about Asian culture, so I'm hoping Project Bridge will be my opportunity to study Asia. What I am most interested in is how Korea has affected America. I do not know anything about the history of Korea and that also sounds like an interesting topic. Of course, however, I cannot neglect the 10 day trip as that sounds like it will be the most entertaining and educational. I have never left the U.S., let alone this continent, so that idea sounds exciting. The icing on the cake for me is that this experience will not only help me grow as a person but will also be a key point to add to a college application. Ultimately, I view Project Bridge as a once in a lifetime opportunity that provides experiences worth talking about and sharing."

Tiffany Syas: "I began my interest in Korea back in elementary school, and it wasn't until last year that I found out my love for history. With this program, I will be able to combine the two, and learn a lot. With technology advances, people are able to communicate easier and faster. One example of this is television and the media. People tend to believe almost everything they hear, but in fact they get misinformed. I myself am not clear when it comes to understanding all the racial conflict going on recently, with ISIS and terrorism, and police brutality and "Black Lives Matter." I believe that we are not hearing the full story. The nation needs to open their eyes. I want to learn about how others lived, and improve my own lifestyle from it."

Elizabeth Valenzuela: "I've never left California, but I can say (with ridiculous amounts of joy) that will change soon. I hope to gain a more open mind out of this experience and to expand the way in which I regard the world and its people. I want to alleviate my shoulders from the burden of stereotypes I have formed since childhood, and I want to understand that every group of people has as many dimensions as the group I identify with. Being aware of that and understanding it, however, are two very different things. I'm not quite sure where I wish to be with that, but learning what I can and growing in appreciation and reverence for all kinds of people is something I hope to never stop doing."



PB 2015-2016 LA Youth Ambassadors, Los Angeles, November 30, 2015



***** **SAVE THE DATE!** *****

PCI 2016 Annual Award Dinner

Date: Thursday, February 25, 2016
Time: Reception: 6:00 pm
 Dinner: 7:00 pm
Location: InterContinental Hotel
 2151 Avenue of the Stars
 Los Angeles, CA 90067

To RSVP, please contact Angie Pak at Angie.Pak@PacificCenturyInst.org.



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