



THE KOREA SOCIETY  
2008 ANNUAL REPORT

## LETTER FROM THE PRESIDENT



EVANS J.R. REVERE  
PRESIDENT  
THE KOREA SOCIETY

The Korea Society began its second half-century in 2008. We marked the occasion by rededicating ourselves to our core missions of strengthening ties and building bridges of understanding between Americans and Koreans. The array of programs and initiatives we conducted during the year reflected that renewed commitment, helping us make 2008 the most successful year in The Korea Society's history.

The year saw a new energy in the U.S.-ROK relationship with the inauguration of Lee Myung-bak as Korean president. President Lee made The Korea Society his first stop during his initial visit to the United States. His appearance at our annual dinner and a large turnout by supporters of The Korea Society made this our most successful gala ever.

The dinner confirmed the more upbeat mood in bilateral ties and we built on it by increasing our programmatic focus on issues such as the U.S.-ROK Free Trade Agreement and the continuing importance of the security dimension of our bilateral partnership. We boosted our outreach to the private sector, putting on more programs designed to meet the needs of our corporate members, including special closed-door sessions with dignitaries like ROK Prime Minister Han Seung-Soo. Working with Japan Society, we co-hosted a standing-room-only event with UN Secretary General Ban Ki Moon, who used the occasion to lay out his global agenda and called on Korea and Japan to share their "visionary thinking" to help solve the many challenges facing the international community.

In a year of successes, one of the most dramatic resulted from the central role that we played in bringing about the visit of the New York Philharmonic Orchestra to Pyongyang. We were involved in this initiative from the beginning—helping negotiate the arrangements, shaping the program, and providing important cultural insights that helped prevent misunderstandings.

The concert was a triumph, broadcast live to the North Korean people, who saw the American flag on the stage and heard the American national anthem played in their country for the first time. Much has been written about the value of this event, but perhaps the most important outcome was that, thanks to this historic exercise in cultural diplomacy, the North Korean people were able to see the true face of America.

Although 2008 ended amidst deep concerns about the economy, all of us at The Korea Society were confident that our tradition of fiscal prudence and efficiency will help us weather this financial storm. We are also confident that our loyal individual and corporate members will continue to see us—and our mission—as worthy of their generous support.

A stylized, handwritten signature in blue ink, appearing to read "E. J. Revere".

Evans J.R. Revere  
President  
The Korea Society



LETTER FROM THE PRESIDENT	1
CONTEMPORARY ISSUES	3
CORPORATE AFFAIRS	16
SPECIAL EVENTS	19
KOREAN STUDIES	23
PUBLICATIONS & NEW MEDIA	33
THE ARTS	37
FINANCIAL STATEMENTS	49
CONTRIBUTORS	52
BOARD OF DIRECTORS	55
THE KOREA SOCIETY STAFF	56

