

AMCHAM Inaugural Ball 2017 CALIFORNIA

February 18th, 2017,
at the Grand Hyatt Seoul, Grand Ballroom



[Front Row, From Left to Right] **Jeffrey Jones**, Foundation Chairman of Partners for the Future Foundation and Former Chairman of AMCHAM; **Henry An**, Senior Partner and Inbound Leader of at Samil PricewaterhouseCoopers and Treasurer of AMCHAM; **Eun-Mi Chae**, Managing Director of Fedex Express Korea and Vice Chair of AMCHAM; **John Schultdt**, President of AMCHAM; **Marc Knapper**, Chargé d'Affaires ad interim at the U.S. Embassy in Seoul and Honorary Member of AMCHAM; **James Kim**, Chairman of AMCHAM and President and CEO of GM Korea; **Joe Erlinger**, President of High Growth Markets at McDonald's and Vice Chair of AMCHAM; **Eric John**, President of Boeing Korea, Chairman of the AMCHAM Council on Innovation for the Future (ACIF) and Vice Chair of AMCHAM; **David Ruch**, Country Manager-Korea, United Airlines and Former Chairman of AMCHAM; **Bill Miner**, Chairman of Chevron Korea and Governor of AMCHAM; **David Song**, General Manager of Nike Korea and Governor of AMCHAM; **Joy Yamamoto**, Minister – Counselor for Economic Affairs at the U.S. Embassy in Seoul and Honorary Governor of AMCHAM

[Back Row, From Left to Right] **Hyoung Lae Kim**, Regional Managing Director and Vice President of Oracle Korea and Governor of AMCHAM; **Mike Cho**, Country Manager of Costco Wholesale Korea and Governor of AMCHAM; **Iain Jamieson**, Country Manager of Visa International (Asia-Pacific) Korea and Governor of AMCHAM; **Jae Jung**, President and CEO of Ford Korea and Governor of AMCHAM; **Damien Green**, CEO of MetLife Korea and Governor of AMCHAM; **Jin-Hei Park**, CEO of Citibank Korea, Inc. and Governor of AMCHAM; **Dongwook (Dave) Oh**, Country Manager of Pfizer Korea and Governor of AMCHAM; **Adrian Slater**, General Manager of Grand Hyatt Seoul and Governor of AMCHAM; **Paul Cho**, Vice President and Lead Counsel of GM Korea and Special Advisor of AMCHAM; **Inbom Choi**, Senior Advisor of GM Korea and Special Advisor of AMCHAM; **Kee-bong Kwon**, CEO and Representative Director of Brookfield BSREP II Real Estate YH and Special Advisor of AMCHAM

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James Kim, Chairman of AMCHAM and President and CEO of GM Korea



Marc Knapper, Chargé d'Affaires ad interim at the U.S. Embassy in Seoul and Honorary Member of AMCHAM



General Vincent K. Brooks, Commander of the United Nations Command / Combined Forces Command / U.S. Forces Korea

On February 18th, 2017, AMCHAM hosted the Inaugural Ball 2017 in the Grand Ballroom of the Grand Hyatt Seoul. The annual black tie celebration serves to introduce the newly elected AMCHAM Board of Governors and to gear members up for exciting events in the New Year. With around 750 guests and 140 generous partners, the event was a record success! The celebration would not have been possible without the support of our nine monetary partners: Citibank Korea; GM Korea; IFC Seoul; Kim and Chang; MetLife Korea; United Airlines; Chevron; Pfizer Pharmaceuticals Korea Limited; and Poongsan Group.

As tradition, AMCHAM chooses an American city or State as the theme for each Inaugural Ball. This year, California was chosen as the perfect getaway place for the night. The Grand Ballroom was adorned with details that captured glitz and glamour of the "Golden State." In the foyer, an open bar and entertainment was provided for our guests – including live caricature drawings, a 4D movie car, and photo ops with the highlight of our live auction: brand new Chevrolet Camaro SS' provided by our partner GM Korea and a Harley-Davidson 2017 Roadking motorcycle. Our gracious partner, the Grand Hyatt Seoul, outperformed itself once again by providing a luxurious space and excellent service to accommodate our guests.



[From Left to Right] Yee Yong-kab, Vice President of GM Korea; Dongwook (Dave) Oh, Country Manager of Pfizer Korea and Governor of AMCHAM; National Assemblyman Lee Sang-min; Chairman James Kim and his wife Kim Kyung-Hwa



Sohn Kyung-Shik, CJ Group Chairman and his wife



Inball Emcees Sidney Cha, Foundation Manager of the Partners for the Future Foundation and John Schudt, President of AMCHAM welcome guests for the night



Lee Sang-min, Member of the 20th National Assembly and the Minjoo Party, delivers his congratulatory remarks

The night began with an exciting cocktail reception that filled the foyer with chatter and excitement. Once the clock hit 7PM, guests entered the Grand Ballroom through an entrance modeled after the iconic Golden Gate Bridge and the Hollywood Walk of Fame.

James Kim, Chairman of AMCHAM and President and CEO of GM Korea, kicked off the night with a warm welcome for the guests. He emphasized AMCHAM's role as not only assisting the interests of U.S. businesses in Korea, but helping Korean companies interested in improving business prospects in the U.S., "2017 is already shaping up to be a monumental year in

the relationship between the South Korea and the United States. It is more important now than ever for all of us to do work together to forge a new frontier to our long and prosperous relationship between the United States and South Korea."

Chairman Kim then introduced the honorary guests of the evening, including Chargé d'Affaires ad interim at the U.S. Embassy in Seoul Marc Knapper; Commander of the United Nations Command/Combined Forces Command/U.S. Forces Korea General Vincent Brooks and his wife, Dr. Carol Brooks; Member of the 20th National Assembly and the Minjoo Party, H.E. Lee Sang-



Lee Hee-beom, President & CEO of the PyeongChang Organizing Committee for the 2018 Olympic and Paralympic Winter Games



Amy Jackson, Former President of AMCHAM and guests chat away over dinner



Guests dine at the California-themed ballroom



General Brooks and Chairman Kim enjoy the Inaugural Ball with their wives



Mr. and Mrs. Schudt on the red carpet



The auctioneer announces the winner of the all new Camaro SS



David Ruch, Country Manager – Korea, United Airlines and Former Chairman of AMCHAM awards **Henry An**, Senior Partner and Inbound Leader of Samil PricewaterhouseCoopers and Treasurer of AMCHAM as the winner of a live auction prize



Anticipation fills the ballroom as the night begins



A guest quickly calls out his bid during the live auction



Guests excited to receive their raffle prizes

min; British Ambassador to the Republic of Korea, H.E. Charles Hay and his wife, Mrs. Pascale Sutherland; Ambassador of India, H.E. Vikram Doraiswami and his wife, Mrs. Sangeeta Doraiswami; President and CEO of the PyeongChang Organizing Committee for the 2018 Olympic and Paralympic Winter Games Lee Hee-beom; CEO of CJ Sohn Kyung-Shik and his wife, Mrs. Kim Hyo-Sook; and lastly, Foundation Chairman of Partners for the Future Foundation and Former Chairman of AMCHAM Jeffrey Jones.

Chargé d'Affaires Knapper of the U.S. Embassy then gave the first toast of the evening. He expressed, "The U.S. Embassy Seoul has a fantastic partner and friend in AMCHAM. Together, we pursue prosperity for the United States and South Korea, strengthening ties between our people and opening markets for our business." Remarks by

our special guests General Vincent Brooks and Assemblyman Lee Sang-min then followed.

Next, the 2017 AMCHAM Board of Governors was officially introduced to the audience. This year, we were pleased to announce six new Board of Governors: Governor, Hyoungh Lee Kim, Regional Managing Director and Vice President of Oracle Korea; Governor, BoKyeun Lee, President and MD of Cargill Agri Purina, Inc.; Governor, Bill Miner, Chairman of Chevron Korea; Governor, Dongwook (Dave) Oh, Country Manager of Pfizer Korea; Governor, David Song, General Manager of Nike Korea; and Special Advisor, Kee-bong Kwon, CEO and Representative Director of Brookfield BSREP II Real Estate. With their diverse knowledge and extensive experience in the Korean market, they bring new energy and fresh ideas to the table. AMCHAM is elated with the new additions and

looks forward to the progress made under the Board's leadership and hard work!

The guests were then served a stunning five-course, Californian-style meal provided by the Grand Hyatt. During this time, all guests were free to network and participate in the fun-filled events in the foyer. While some guests enjoyed drinks offered by Jameson Irish Whiskey booth and our many beverage partners, others partook in special promotional events by MetLife and United Airlines. Chung Photography Studio was also on-site for our guests to take photos with surfboards and an ocean backdrop, adding to the West Coast atmosphere at the Inaugural Ball.

After dinner was served, President & CEO of the 2018 PyeongChang Olympics Organizing Committee Lee Hee-bom took the stage to inform guests about the upcoming Winter Olympic games in Korea.

Because of our generous partners, AMCHAM was able to provide six live auction packages, 17 silent auction packages and 98 raffle items for our guests to enjoy with family and friends! Guests were free to bid on the silent auction and buy raffle tickets throughout the night. As the high point of the Inaugural Ball, the live auction began around 9:30pm. The ballroom filled with anticipation as our professional auctioneer began



Guests pose with a live auction prize, the Harley-Davidson 2017 Roadking Motorcycle



Foundation Chairman Jones, National Assemblyman Lee and Chairman Kim pose for a photo with live auction prizes, the all new Camaro SS



Singer **Park Wan-Kyu** serenades the crowd



Peter Kwak, GM of Personal Health at Philips Korea and guests enjoy the open bar provided by our general partners

to take bids on the six live auction items: a Chevrolet Camaro SS provided by GM Korea, a Harley Davidson 2017 Roadking motorcycle, Opening Ceremony and game tickets to the 2018 Olympic and Paralympic Winter Games, a flight and hotel package to Los Angeles, a flight and hotel package to Napa Valley in San Francisco, and lastly, a flight and hotel package to Hawaii! Later in the night, winners of the silent auction and raffle were also announced and the guests to collect their prizes in the foyer. AMCHAM is proud to announce a portion of the raffle proceeds will be donated to support the United Service Organization (USO) in Korea.

Thanks to P&G, our entertainment partner, the

night featured a live performance from a signature Korean rocker Park Wan-Kyu. With his soulful voice, he serenaded the crowd with classic songs that were met with cheers and applause from the audience. After his performance, our guests moved to the main floor and danced the night away.

This year's Inaugural Ball was once again a highly successful celebration thanks to all our partners and guests! With the support of our members, AMCHAM will continue to promote positive business relations between the U.S. and Korea and advocate for our member companies, and at the same time, throw great parties along the way! ■



AMCHAM staff and trainees celebrate a successful night



The all-new Camaro SS, provided as live auction prizes from our partners



A Harley-Davidson 2017 Roadking Motorcycle provided as live auction prizes from our partners



A California-themed open bar provided by our partners



The Golden Gate Bridge entrance into the foyer

Thanks to Our Generous Partners

Monetary Partners



Grand Partners



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AMCHAM Inaugural Ball 2017 California

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AMCHAM Board of Governors 2017

New

Newly Elected



Marc Knapper
Honorary Member
U.S. Embassy



James Kim
Chairman
GM Korea



John Schultdt
President
AMCHAM Korea



Eun-Mi Chae
Vice Chair
FedEx Express, Korea



Eric John
Vice Chair
Boeing Korea LLC



Joe Erlinger
Vice Chair
McDonald's Korea



Henry An
Treasurer
PricewaterhouseCoopers



David Ruch
Former Chairman
United Airlines, Inc.



Jeffrey Jones
Foundation Chairman
Partners for the Future Foundation



Mike Cho
Governor
Costco Wholesale Korea



Damien Green
Governor
MetLife Korea



Iain Jamieson
Governor
Visa International (Asia-Pacific) Korea



Jae Jung
Governor
Ford Korea



Hyoung Lae Kim
Governor
Oracle Korea



BoKyeun Lee
Governor
Cargill Agri Purina, Inc.



Bill Miner
Governor
Chevron



Dongwook (Dave) Oh
Governor
Pfizer Korea



Jin-Hei Park
Governor
Citibank Korea, Inc.



Adrian Slater
Governor
Grand Hyatt Seoul



David Song
Governor
Nike Korea



David Gossack
Honorary Governor
U.S. Embassy



Joy Yamamoto
Honorary Governor
U.S. Embassy



Inbom Choi
Special Advisor
GM Korea



Paul Cho
Special Advisor
GE Korea



Kee-bong Kwon
Special Advisor
Brookfield BSREP II Real Estate YH

Marketing Trainee's Diary 2017



Dongkuk Ryu

University: Kyunghee University
Major: Business Administration

In Charge: Beverage Partnership

Two months as a Marketing trainee was a winter well spent and an invaluable experience for me. It was a great honor to work with great people in a great team. The Inaugural Ball was probably the biggest event I have ever participated in as staff. I hope that in the future, I can become the kind of person who is invited to this kind of event. Thank you, Marketing team.



Hyejin Han

University: Ewha Womans University
Major: Economics

In Charge: Restaurant Partnership

Having a chance to work for AMCHAM pushed me one step further and left me awesome and unforgettable memories. It was a thrilling experience to see all the things that the Marketing trainees and I worked for materialized at the AMCHAM Inaugural Ball 2017. By working at AMCHAM, I became passionate in creating ideas that came to life. In short, it was a great opportunity to seriously think about my future career path. Thank you AMCHAM!



Jinjae Kim

University: University of Seoul
Major: International Relations

In Charge: Airline & Hotel Partnership

The Marketing trainees heated up the past three months with our passion! While encountering unexpected difficulties, I realized a key lesson during the AMCHAM trainee program: fear and passion are two sides of the same emotion. Fear approaches a challenge with hesitation and diffidence. The potential pitfalls and difficulties generate dread and anxiety - contributing to an "on no!" type of outlook. On the other hand, passion approaches the same challenge with conviction and optimism. Thanks to my awesome Marketing team supervisors, I was able to work by myself with an intrepid spirit and develop an "oh yes!" attitude. I truly felt a deep sense of belonging in the Marketing team. Now, I am an AMCHAMer and it feels great.



Woori Son

University: Sungkyunkwan University
Major: French language and literature

In Charge: Monetary Partnership

I truly treasure my experience as a Marketing team trainee at AMCHAM. Through the trainee program, I learned practical tasks while preparing for AMCHAM events. Furthermore, I learned about the importance of team spirit in order to pull through a big event like the Inaugural Ball 2017. Although I had many ups and downs, I overcame difficulties thanks to our Marketing staff and trainees who taught me everything with a warm heart. I will never forget this time at AMCHAM and would like to thank AMCHAM for giving me this valuable opportunity.



Yesol Seo

University: Chung-Ang University
Major: Visual Communication Design

In Charge: Design

This winter turned out to be amazing. In the two months as a marketing trainee, I had a great experience with the marketing staff and trainees while preparing for the Inaugural Ball 2017. Since it was my first time designing for such a large event, I felt a lot of pressure and responsibility. But, I was able to finish with the help of my team. I will never forget the sense of accomplishment I felt on the day of the Inaugural Ball. It was a good opportunity to work with trainees from various fields and made me grow a lot in every aspect. Thank you so much.



Youngkeun Kim

University: Hankuk University of Foreign Studies
Major: Business Administration

In Charge: Product Partnership

The past two months as a marketing trainee was an unforgettable experience. As a part of the marketing team we were able to successfully complete the AMCHAM Inaugural Ball 2017. Through this trainee program I was able to learn how to be a good team member and learnt the responsibilities of coordinating a big event. I would like to thank everyone in AMCHAM, nothing would have been possible without the support and help from all the staffs and trainees. This trainee program was a big step forward in building my confidence for the future and I will always remember the winter of 2017. Thank you! ■