



KEIZAI SOCIETY

US-JAPAN
BUSINESS
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www.keizai.org

American-Japanese Interaction at the Working Level

KEIZAI 20TH ANNIVERSARY

Shinnenkai 2010

PLEASE JOIN US in celebrating **Keizai Society's 20th anniversary** at our Shinnenkai, Friday, January 29th at 6:00pm at the Fremont Hills Country Club. We will be honoring **Dr. Koichi (Ko) Nishimura** with a Lifetime Achievement award. As CEO and President of Solectron Corporation during the 90's, Dr. Nishimura successfully transformed the company from a regional entity into the world's largest and most profitable electronics manufacturing services (EMS) company. During this time, Solectron twice won the Malcolm Baldrige Award for Manufacturing. Dr. Nishimura has also been active in many organizations in the Japanese-American community.

We will also be performing our traditional Kagamiwari (sake barrel "breaking") ceremony with the Consul General of Japan, Yasumasa Nagamine.

Keizai Society's theme for 2010 is "*Catch the Next Wave—New Opportunities for 2010*".

As Silicon Valley and the world economy move

toward recovery in 2010, new opportunities will arise to drive the engine of growth. We hope that your involvement with Keizai Society will enable you to "catch the next wave" by finding these new opportunities and using them to further your business career. Our Shinnenkai speaker, Dr. Nishimura, perfectly caught the wave to expand his business, and we have asked him to share his tips on catching the next wave.

Due to the anticipated number of attendees, early registration online (www.keizai.org) is highly recommended. We cannot guarantee that there will be room for walk-ins. Start off 2010 by strengthening your existing business relationships and forging new ones.

Bring lots of business cards to exchange, including one to enter the drawing for the exciting door prizes. We look forward to celebrating 2010 with you at our 20th Anniversary Shinnenkai.



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Please register by January 22 for the best price at www.keizai.org

DATE: Friday, January 29, 2010

TIME: 6:00pm–10:00pm

DRESS: Business casual

NEW LOCATION:

Fremont Hills Country Club
12889 Viscaino Place
Los Altos Hills, CA 94022

FEES:

\$45: Registration by January 22 (midnight)
\$70: Late Registration by January 27 (5:00pm)
\$95: Walk-ins (Subject to room capacity)



WE ARE PLEASED to announce that 2010 is a quite an important year, as it marks the 20th anniversary of the Keizai Society! It is a remarkable milestone for the Society considering how many booms and recessions it has weathered. This success could not have been achieved without our corporate sponsors or those Keizai volunteers and board of directors who have logged countless hours running the Society and executing forums. In a quick reflection of their hard work, 2009 included 6 newsletters, 7 forums, 3 networking events, with an overall attendance of over 1,000. We give our heartfelt thanks to all those who made this possible.



Emerging from the market turmoil of previous years, we hope that 2010 will mark a turn for the better, especially for the economy and employment opportunities. For that reason, Keizai Society's theme for this year is "*Catch the Next Wave—New Opportunities for 2010*".

We are beginning 2010 with our 20th Annual Shinnenkai (New Year's Reception) on January 29, 2010 at Fremont Hills Country Club. We are very happy to announce that the Keizai Society will present the Lifetime Achievement Award to **Dr. Ko Nishimura**, former CEO of Solectron, the world's largest electronic manufacturing services company and winner of numerous awards for its business practices. He will give a keynote address on how he captured opportunities presented to him, so we can all come away with his secret for success.

Thank you again for your support in 2009. We are committed to providing forums and networking that will help you "*Catch the Wave of 2010*." We hope you will join us at various programs and forums throughout the upcoming year.

Sincerely,

Chimmy Shioya and Mark Kato

Co-Presidents, Keizai Society

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Koichi Nishimura, Ph.D.

Former Chairman of the Board, President and Chief Executive Officer of Solectron Corporation (Retired January 2003)

Dr. Koichi Nishimura retired from Solectron Corporation in January 2003 where he oversaw the corporate, strategic and emerging business units worldwide. He helped transform Solectron from a regional entity into the world's largest and most profitable electronics manufacturing services (EMS) company.

Under his leadership, Solectron won the prestigious Malcolm Baldrige National Quality Award twice (in 1997 and 1991) after infusing the rigorous certification criteria into the company's corporate culture and strategy. Solectron is the first company to win the Baldrige Award for Manufacturing twice in the history of the national program.

Nishimura joined Solectron in 1988 as chief operating officer and in 1990 he became president. In 1992, he was appointed chief executive officer. He was elected chairman of the board in 1996.

Before coming to Solectron, Nishimura worked at IBM Corporation for 23 years, where he held a number of senior management positions in the company's disk file design, technology and manufacturing divisions.

Nishimura currently serves on the Stanford University Materials Science and Engineering Advisory Board and is the Chairman of the Board of Directors of the Nikkei Leadership Network. He has served on the board of directors of Investor AB of Sweden, AT&T Wireless, Fortinet Corporation, the Board of Trustee of the Santa Fe Institute, the International Advisory Board of the Economic Development Board of Singapore, and an Advisor to the CEO of NTT DOCOMO Inc. He is a former member and chairman of Santa Clara University's Leavey School



“My grandfather was an immigrant from Japan and there was a lot of persecution. He told me to be the best at what you can be. If you're the best no one can take that away from you. It only takes one person to take your job away. Learning is not just for facts and knowledge; learning is a process. If you can learn one job you can always learn another, but you better have the tools to do that.”

of Business, a former vice president of the Malcolm Baldrige Foundation, a former board member of the Tech Museum of Innovation in San Jose, California and a former member and Chairman of the Board of Directors of the Silicon Valley Manufacturing Group. In 2001, Nishimura was the recipient of the Silicon Valley Manufacturing Group's Lifetime Achievement Award. He was recognized in 2000 with the Community Service Award from the National Conference for Community and Justice, Silicon Valley Region, and with the Eugene Merchant Manufacturing Medal from the Society of Manufacturing Engineering. He is a member of the Silicon Valley Engineering Hall of Fame.

In addition, Nishimura is known within the Japanese-American community for his past support of the U.S. Japan Business Council, Japanese Western U.S. Association, Japanese American Citizenship League, Asian Americans for Community Involvement, Asian Law Alliance and the Yu-Ai Kai Senior Community Center in San Jose.

Nishimura holds a doctorate in material science and engineering from Stanford University, and Master's and Bachelor's degrees in Electrical Engineering from San Jose State University. He is a senior member of the Institute of Electrical and Electronics Engineers and the Society of Manufacturing Engineers.

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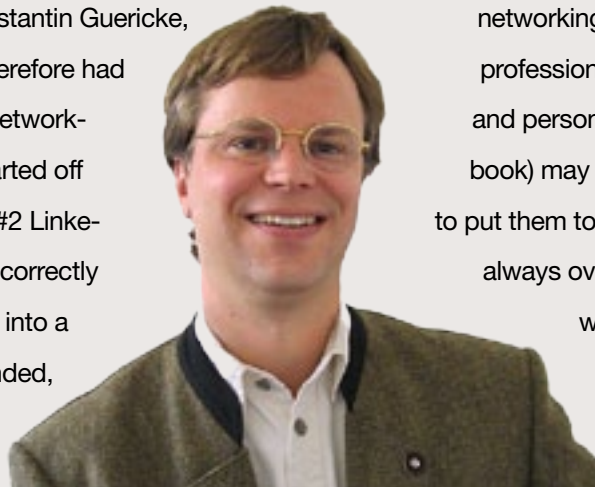
Revitalization through Social Networking

With **Konstantin Guericke**, Social Networking Industry Expert
(Co-Founder of LinkedIn and former CEO of jaxtr)

On Wednesday, November 11, Keizai Society held its “Revitalization Through Social Networking” event at the offices of Wilson Sonsini Goodrich & Rosati in Palo Alto. The speaker, Konstantin Guericke, was a co-founder of LinkedIn, and therefore had an interesting perspective on social networking and LinkedIn itself. Konstantin started off by having the audience guess at the #2 LinkedIn country (following the US). Some correctly guessed India. Konstantin then went into a description of how LinkedIn was founded, and that at LinkedIn’s inception,

the entrenched competitor was Ryze. Through interaction with end users, LinkedIn was able to overtake Ryze and now has a commanding position in the professional social networking arena. Konstantin explained how professional social networking (like LinkedIn) and personal social networking (like Facebook) may always remain separate. If you try to put them together, like Google did, the personal always overtakes the professional. Konstantin went on to describe social networking and LinkedIn giving rise to a

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A member of the audience asks a question.





Sayuri Watanabe of the Keizai Society helps attendees to register and check in.

Webinar Administrator Volunteer Position Opening at Keizai Society

The Keizai Society is planning to offer webinars and live webcasts of our programs to our worldwide audience. The initial responsibilities for this position are to research, evaluate, and recommend the best webcast application for our organization. You will then program and manage our webcasts. The right candidate should have experience in online broadcasting, audio and video systems, and the necessary IT network skills to publish and archive our broadcasts.

If you are interested please send an e-mail along with your qualifications to mark@keizai.org or chimmy@keizai.org.

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situation in which contacts never end—people always remain in touch throughout their lives. This may in turn lead to kinder human interaction, since people know they will always be in touch with others, and burned bridges will come back to haunt them. Another interesting phenomenon is that many companies are finding that LinkedIn has better information on their employees' job roles than any internal directory can offer. This is because employees are more strongly motivated to describe their job on LinkedIn. Companies are therefore beginning to use LinkedIn as a kind of internal reference of roles and responsibilities. Finally, Konstantin gave an overview of the many new features and applications that LinkedIn has developed. Many in the audience had questions about LinkedIn, which Konstantin was able to answer both during and following his presentation.



Sayuri Watanabe of the Keizai Society checks out the food.

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Masaho Ninomiya and Norio Komada of Sakura Associates, LLC.



Akemi Yoshitake (middle) of AKT, Inc. and Yukihiro Nakata (right).



Koichi Sato of Create Technologies and Yutaka Manchu of Toshiba Solutions Corporation.



EJ Dieterle of YES Partners, Ken Oguchi of Toyota ITC, Yukihiro Nakata of Stanford University and Geoff Wing.



Yuki Hashimoto of Yuki Photography, Akiko Nakamura of Palm and Masato Matsuo.

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Brandon Hill of btrax and Shunichi Arai of Mogura, Inc.



Won Choe of SVG Fund, Inc., Nobuhiro Michishita of TEXMAC, Inc. and Kenji Sugiyama of KS Consults.



Jennifer Nakamura and Mike Doan, both of the Keizai Society.



Tarik Tali of Shoofster, Itsuro Yoshimoto of FIO Technology and Scott Ellman of USAsia Venture Partners



Akemi Koda of USAAsia Venture Partners and Keizai Society and Akira Akasaka of Fujikom Corporation.



Chimmy Shioya, Keizai Co-president and Isamu Shigemori, International Technological University.



Yosuke Ogata, KPMG LLP, and Chelsea Kuo of Mass Mutual Financial Group.



David Lawson of Austrade, William Stebbins of First Investors Corporation and Marge Miller.



Akira Akasaka of Fujicom Corporation and Ed Noma.



Joe Quinlan (left) of the Keizai Society.



Yafang Yu, Hitachi Communications Technologies America, Inc., Lillian Nakagawa, GCA Law Partners LLP, and Nanaka King, ExLingo.



Jonathan Biddle of SimulTrans and Shinkuro Honda of NTT.



Won Choe and EJ Dieterle of YES Partners.



Yoko Sannomiya of Microsoft, Ian Pickett and Akiko Ziegler of Foresters Equity Sevices, Inc.



Kristen Jacobsen of Sun Microsystems (left) and Rochelle Kopp (right) of Japan Intercultural Consulting.



Mark Kato, Keizai Co-president, Nadine Grant, Keizai President Emeritus and Ed Noma.



A full house from the speaker's perspective.



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SOCIETY
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Keizai Society
3964 Rivermark Plaza,
Suite 216
Santa Clara, CA 95054

contact@keizai.org

<http://www.keizai.org>

Keizai Society All-Volunteer Team

Nadine Grant	President Emeritus	nadine@keizai.org
Mark Kato	Co-President	mark@keizai.org
Chimmy Shioya	Co-President	chimmy@keizai.org
Nobuo Arai	Program Committee	nobuo@keizai.org
Akemi Koda	Program Committee	akemi@keizai.org
Greg Tsutaoka	Program Committee	greg@keizai.org
Joe Quinlan	Program Committee	joe@keizai.org
Brandon Hill	Corporate Relations Management	brandon@keizai.org
Dean Yonenaga	Alliance Management	dean@keizai.org
Koichi Sato	Japanese Media Management	koichi@keizai.org
Mike Doan	Webmaster	mike@keizai.org
Jennifer Nakamura	Assistant Webmaster	jennifer@keizai.org
Akiko Foo	Contents Management	akiko@keizai.org
Tex Yamashita	Email Communication Management	tex@keizai.org
Steve Naegele	Newsletter/Media Management	steve@keizai.org
Junko Takiguchi	Event/Office Management	junko@keizai.org
Sayuri Watanabe	Treasurer	sayuri@keizai.org

Advertising in the Keizai Society Newsletter

The advertising rates per monthly issue are as follows:

Business card	\$50.00	(3.5x2)
Quarter page	\$100.00	(3.75x4.5)
Half page	\$200.00	(7.5x4.5 vertical or 3.75x9.25 wide)
Full page	\$300.00	(7.5x9.0)