



American-Japanese Interaction at the Working Level

Revitalizing Your Career

Participating Panelists



Krista Henley

Principal of
Corporate Wisdom



Matt Schlegel

Founder of
Sakino Consulting



Alan Tafapolsky

Managing Partner of
Tafapolsky & Smith LLP

In this tough economy, many are looking to revitalize their careers. What is the best way to do this? What hints do you need to keep your career vibrant during the economic downturn? Are you a bi-lingual professional in the US on a visa and just lost your job? What are your options? Have you considered starting your own company?

Krista Henley will speak about how to market yourself in this economy, which requires job skills, leadership, and emotional intelligence. Alan Tafapolsky will speak to the situation of bilingual

professionals who have been laid off and are in danger of losing their visa status in the US, and to those who may be thinking of starting their own company. Matt Schlegel will share some experiences about becoming a consultant, both challenges and successes, and he will provide information to help those deciding whether they have what it takes to be a successful consultant.

Join us for this evening of unique perspectives on the situation from our valuable panelists. The 2009 theme of Keizai Society is “Revitalization—Find-

ing the Real Economy” and we want to influence economic recovery from Silicon Valley. New ideas were generated in tough times in the past, and some of you may be considering to start new businesses or change the career paths.

Please bring many business cards in order to exchange with attendees and panelists, since it is important to network and help each other in these tough times. *Please forward this message to your friends and colleagues to expand the power of Silicon Valley.*

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Please register by May 20th for the best price at www.keizai.org

DATE

Friday, May 22 2009

Dress: Business casual

LOCATION

950 Page Mill Road, Palo Alto, CA Bldg 950 (brick building) of the law firm of Wilson, Sonsini, Goodrich and Rosati PC

TIME

5:30 pm- 6:00 pm: Registration and light hors d’oevres

6:00 pm-8:00 pm: Event

FEES

\$10 for those who register by 5/20/09;

\$20 at the door (subject to limited seating)



Have we hit the bottom yet? This is the question we have been asking for the last few weeks or so. Even as we had been battered by rising unemployment, steep cuts in consumer and corporate spending, plummeting housing prices, we are finally seeing the first glimmers of hope that the economic free fall could be nearing an end. The stock market rally during last several weeks has also given us some hope that the dark skies show some signs of clearing.

According to one of the largest employment agencies in the world, the dynamic slowly started to reverse the past couple of months: Fewer hopefuls walked through the agency's door, but companies quietly started hiring again.

In an anticipation of the upward job market soon, we are pleased to present a panel of experts in the arena of human resources—from the recent trends to how best market yourself as well as how to maintain/obtain a visa status if you are a foreign professional. Come join us regardless of your current employment situation. There will be tips for everyone for “Revitalizing Your Career.”

We look forward to seeing you there!

Sincerely,

Chimmy Shioya & Mark Kato

Co-Presidents

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Krista Henley

Krista is a founder and principal of Corporate Wisdom (www.Corporate-Wisdom.com). She is a dynamic leader to various industries providing personal transformation and organizational effectiveness. With proven skills as a coach to CEO's and executives, Krista maintains an even style while negotiating differences toward effective decision making and excellence in any organization she works within. She has proven expertise in design and delivery of leadership and management training, needs assessment and evaluation, team building, coaching and business consulting. Krista Henley received her master's degree in 1989 in counseling psychology and has spent the last 20 years applying theoretical learning to real-life problems. With experience as a licensed therapist, project manager, group facilitator, speaker and seminar leader, she has learned from many angles the themes that drive human interaction. In 1994 her focus shifted to organizational psychology. Her clients have high value to their company and at times lack the interpersonal and management skills required to motivate a team and get along with co-workers. Krista's experience spans companies that include HP, Cisco, Silicon Graphics, Intel, Nortel, Boston Scientific, Novartis, LSI Logic, S3, Sun, Kodak, Amgen, Apple, Natus Medical, Rockwood Capital, Stanford University, and UCSC Extension. Krista is Director of the South Bay Organizational Development Network (www.SBODN.com), and a recent author of *Awakening Social Responsibility—A Call to Action* (www.CSRAAction.com).

Alan Tafapolsky

Mr. Tafapolsky is the Managing Partner of Tafapolsky & Smith's San Francisco office (<http://www.tandslaw.com/>). He co-founded the firm after more than seven years of spe-

cializing in business immigration law. Prior to establishing Tafapolsky & Smith, Mr. Tafapolsky was a member of the law firm of Cooley Godward LLP in San Francisco for a period of five years, where he represented emerging growth companies and multinational corporations. Before relocating to California, Mr. Tafapolsky practiced immigration law at the firm of Carliner & Remes LLP in Washington, D.C. Mr. Tafapolsky is a graduate of Connecticut College, with a Bachelor of Arts in Anthropology. He received his Juris Doctor from the University of Wisconsin Law School. Mr. Tafapolsky was awarded a Master's degree in Law and Diplomacy from Tufts University, Fletcher School of Law, and a Master's degree in Employment and Labor Law from Georgetown University. He also earned a Certification in Dispute Resolution from the Harvard University Program on Negotiation. Mr. Tafapolsky is admitted to practice in California, Wisconsin, Pennsylvania, Massachusetts and the District of Columbia. He is a noted author and editor in the field of business immigration law and is a frequent contributor to Immigration Briefings. Mr. Tafapolsky spends a majority of his practice counseling clients on the immigration consequences of mergers and acquisitions, and he guides due diligence for proposed deals. He also manages immigration processes for extensive restructuring of companies and provides strategic counseling to multinational corporations and start-up businesses. Mr. Tafapolsky lives in the San Francisco Bay Area with his family and is a long-time fan of the Boston Red Sox and the Oakland A's.

Matt Schlegel

Matt Schlegel founded Sakino Consulting to help companies in joint development relationships with Japanese partners bring new products to market. With over 20 years experience working with Japanese companies, Matt brings a unique combination of Japanese language capability, technical expertise and cultural understanding to the development teams, allowing for quick problem identification and resolution during the product development process. Matt has worked with companies to develop a number of different products including: CATV set top boxes, WLAN terminals, point-to-point microwave communication systems, digital video recorders, liquid crystal displays, and fan motors for thermal management. Matt has worked with a number of different Japanese companies including Toshiba, Fujikura, Sanyo, Sharp, NEC, Seiko Epson, Optrex, Toshiba Matsushita Display, Nidec Sankyo and Panasonic. As a bridge for both technical and cultural issues, Matt enables teams to work together more effectively and deliver products to market more quickly. After graduating in engineering with a BS Engineering from Harvey Mudd College and an MSEE from UC San Diego, Matt received a Mombusho Scholarship and studied engineering at the University of Tokyo. He lived in Japan for 3 years.



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Negotiating During Hard Times

Presented by Eric C. Gould

A Negotiation Expert with More than Twenty Years Experience



Eric Gould, Negotiation Expert, pulled one of the participants to show some role model examples of negotiation.

The Keizai Society held seminars on “Negotiating During Hard Times” on 3/31 and 4/7 at the offices of WSGR in Palo Alto. The first class was sold out within two days, which set a Keizai record, so a second class was immediately announced. The seminar presented by Eric Gould was very interactive, with all attendees taking part in negotiating sessions. The idea being that you learn more from participating.

The key message of the seminar was “What is your BATNA?” or “What is your Best Alternative To No Agreement?” By understanding what your worst case alternative (i.e. no deal) and back up plans are, and what they are likely to be for your counterpart; then you can develop a negotiation strategy based on your strengths.

Others concepts which Eric discussed were:

- Those who have higher aspiration level—simple do better.
- All things being equal, people work with (buy from) people they like.
- Active listening is the art of “understanding” what other people are saying, to let them know you understand what they are saying, and then to go beyond their stated positions. The better your understanding of peoples needs the more creative you can be in proposing options.

“I” statements are a means to respond to unacceptable demands, threats, and behavior made to you, without criticizing or allowing the other person to disagree. These are your feelings or thoughts and the other person cannot say you do not feel them.

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We broke into small groups to brainstorm the negotiation strategies.

The goal of the “I” statement is to have the person explain why they are making such unreasonable demands, and improve communications. The “I” statement takes the form:

“I feel _____ when you _____ because I _____.”

“I feel uncomfortable when you shout at me because I become wrapped up in your anger at me, instead of the problems we are trying to solve together.

Seek first to understand the person—then the business person. Almost all problems in communication are not disagreements at all; they’re misunderstandings. People need acknowledgment of their thoughts and perspective before they will allow themselves to change.

Building rapport with those you are negotiating with can help to open communications. Rapport building takes many forms, such as speech patterns, listening style, body language and position, etc.

Eric says that Barack Obama is a great speaker and often starts with “Undeniable Truths”—points on which all sides can agree. This way you start with agreements (matching opinions), pace the discussion with your audience, and then lead them.

The class was very interactive and we all got chances to practice these negotiating techniques. With practice we can all learn to become better negotiators at work and in our personal lives.

Since business success hinges on collaboration and trade, the Keizai Society believes that this seminar contributes to Economic revitalization by improving the art of negotiation.

Eric Gould can be contacted at gould@batna.com or 415-999-2532.

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One-to-one negotiation. Putting theories to practice.



Yasuaki Nishiura of Deloitte and Akiko Nakamura of Palm role-playing a negotiating scenario.



Dean Yonenaga of Cadence, Sanae Hashimoto-Horowitz of Broncus and Purva Gujar of Dolby team up for negotiation.



Eric Gould went around to coach group by group.



Lisa Bickford of Yahoo and Dean McCully of Cisco are working on assignment.

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The advertisement features a blue background with a network of interconnected nodes and lines. Several stylized human figures are positioned at various nodes, suggesting a global network of professionals. The text is in white and blue, providing contact information and a description of the services offered.

Photographs from the event

An advertisement for Symmetricom. It features a close-up of a woman with dark hair, wearing a light blue button-down shirt, talking on a mobile phone. The background is a light blue gradient with a white dashed line curving across it. The text "Enabling Next Generation Networks" is written in white and black. The Symmetricom logo is at the bottom right, and the website "www.symmetricom.com" is at the bottom in a dark brown bar.

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Happy Winner in Singapore!

Raj recently won a ticket to Japan at Shinnenkai from Northwest Airlines. As a frequent traveler there, he wanted to visit another cool destination—Singapore. His wish was granted! Raj used his ticket for 7 fun days in Singapore including Sentosa, the popular island resort. He is looking forward to his next trip to Japan and hopes to explore Hokkaido. Maybe he'll win a ticket next year, too.



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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)