



# KEIZAI SOCIETY

US-JAPAN  
BUSINESS  
FORUM  
Issue No. 239  
August 2011  
Santa Clara, CA  
www.keizai.org

**American-Japanese Interaction at the Working Level**



Washington Park image courtesy of waymarking.com

Please RSVP by August 9th, 2011 to reserve your place! @ <http://www.keizai.org>

**DATE**  
Sunday, August 14th, 2011

**TIME**  
2:00 P.M. – 5:00 P.M.

**DRESS**  
Fun-Casual

**LOCATION**  
Washington Park in Sunnyvale  
840 Washington Avenue  
Sunnyvale, California  
Cross Streets:  
S. Pastoria Ave. & Sunset Ave.

**FEE**  
Early Registration by 8/9 (Tue), 11 P.M.  
(Teens & Adult) \$25 (6-12 yrs old) \$15  
Late Registration by 8/12 (Fri), 11 P.M.  
(Teens & Adult) \$40 (6-12 yrs old) \$25  
Walk-ins are welcome, but room is  
limited and may not be available.  
(Teens & Adult) \$60 (6-12 yrs old) \$40

**FOOD**  
BBQ, dessert, and  
more, and beverages  
are included.  
**GAME**  
Feel free to bring your  
own game equipment.

## SUMMER NETWORKING EVENT

**K**eizai Society presents our **summer networking event on 8/14/2011 (Sunday) in Washington Park, Sunnyvale!**

Built in 1945 it remains one of Sunnyvale's most popular parks. This well-shaded, 12-acre, park offers lots of fun for everyone. The setting is perfect for relaxing and meeting people while enjoying delicious food. This event is ideal for both networking and catching up with old acquaintances or making new

ones! Moreover, the park's green open field also offers your family members, significant other and friends a place to enjoy outdoor activities, such as playing football, baseball, soccer etc.

Keizai Society's theme for the remainder of 2011 is **"Recovery and Renewal – Toward a New Japan of Compassion and Growth."** Going forward, all 2011 programs of Keizai Society will be dedicated to building awareness of the crisis in Japan and

sustaining Japan's recovery efforts. As our prayers continue to go out to the victims of the March 11th earthquake and tsunami, let's take this opportunity to build friendships and celebrate the progress that has been made thus far in Japan's effort to recover.

Due to the anticipated number of attendees, early registration online (<http://keizai.org>) is highly recommended. We cannot guarantee that there will be room for walk-ins.

## From the President



In a Silicon Valley first, our recent June fundraising event involved three organizations, representing the Japanese, Chinese, and Indian business communities.

**The Keizai Society, SVC Wireless and TiE Silicon Valley** banded together to help orphans in disaster struck areas of Japan. This was truly an international collaboration to help Japan!

Attendees enjoyed a thoughtful program with many excellent speakers, followed by a reception and silent auction. Thank you to everybody who attended. Our thanks especially go out to the event sponsor, PARC for providing the wonderful venue, silent auction donors, and pledge donors who made the evening a great success.

This month is the Keizai Society's popular annual **Summer Networking Event**. In addition to our members, we are also expecting many exchange students from Japan, Korea, China and other EU countries to participate. We look forward to seeing you there.

As a volunteer driven organization, the Keizai Society depends on a strong base of support. We have recently welcomed six new volunteers to our organization while we express our appreciation to our outgoing volunteers.

**We especially thank Steve Naegele for over 20 years of service** with the Keizai Society, working on the newsletter and other materials as a graphic designer and photographer. We wish all of our outgoing volunteers the best in their personal and professional endeavors. **Thank you all so much.**

Sincerely,

**Chimmy Shioya**  
President, Keizai Society

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# Turning Crisis Into Opportunity

## What Silicon Valley Can Do To Help Rebuild Japan

### A Fundraiser for Orphans of the Earthquake and Tsunami

• Guest Speakers •



**Hiroshi Inomata**  
Japanese Consul General  
in San Francisco



**Robert Scoble**  
Technology Evangelist  
and Managing Director of  
Rackspace



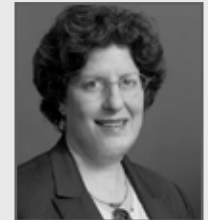
**Kamran Elahian**  
Global Entrepreneur,  
Philanthropist,  
Venture Capitalist



**Lukas Biewald**  
Chairman and co-founder  
of CrowdFlower



**James Miller**  
Senior Attorney Advisor  
at FCC / Adjunct Profes-  
sor of Law at American  
University Washington  
College of Law



**Marianna  
Grossman**  
Executive Director of  
Sustainable Silicon Valley

On Jun. 29, the Keizai Society partnered with two other prominent Silicon Valley business organizations to co-sponsor a fundraiser in support of children who lost their parents in the Tohoku earthquake and tsunami. Keizai's co-sponsors for the event were the technology and business organization representing India (**TiE -- The Indus Entrepreneurs**) and China (**Silicon Valley – China Wireless**). The theme of the event was “**Turning Crisis Into Opportunity – What SV Can Do To Help Rebuild Japan**” and took place at the Palo Alto Research Center.

**Hiroshi Inomata, the Japanese Consul General in San Francisco**, greeted the crowd with a few words about the crisis to preface the night's discussion. The guest speakers included leaders in diplomacy and government, academia, venture capital, entrepreneurship, sustainability, and philanthropy. The keynotes and panel discussions covered a range of topics. But common to all was the belief that the Japanese people, through resourcefulness and dedication, will apply the latest in technology (IT, materials, sustainability, and

more) to make rebuilt communities even stronger than they were before the devastation.

The first keynote of the night was from **Robert Scoble**, a Technology Evangelist and Managing Director of Rackspace. Robert was introduced by **Scott Ellman**, USAsia Venture Partners and Keizai Advisor, who commented on how traditional Japanese cultural traits of courage and resourcefulness will stand them in good stead in the massive rebuilding effort. Robert talked about creating new infrastructure out of disaster is an opportunity to make things better and how you do this by paying attention to the small things. Specifically he mentioned green technologies used in stadiums, windows, lights, servers and solar panels.

Next was a panel discussion involving **Lukas Biewald**, the Founder and Chairman of CrowdFlower; **Marianna Grossman**, Executive Director of Sustainable Silicon Valley; and **James Miller**, Senior Attorney Advisor at FCC and Adjunct Professor of Law at American University Washington College of Law. Mr. Miller opened the panel with a short discussion of technology and how it



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*Hiroshi Inomata  
Japanese Consul General in San Francisco*

creates better infrastructure including detection, evaluation and notification. He said that Silicon Valley can partner up to develop technologies, especially green power technologies. Mr. Biewald continued the discussion by covering the aggregation of data and crowd sourcing technologies and how they can provide timely and much needed help during disasters. Ms. Grossman finished up by talking about the steps of rebuilding and how to do it sustainably. The host and moderator for the evening was **Richard B. Dasher**, PhD, Director, US-Asia Technology Management Center, Stanford University.

The final keynote of the day came from **Kamran Elahian**, Global Entrepreneur, Philanthropist and Venture Capitalist. He strayed off topic and talked about how it didn't matter if Japan was a developing or developed country, the most important thing was helping other people in need. His talk brought home the discussion and made the audience think of concrete steps that they could take now, or in the immediate future to help the people of Japan. He raised \$10,000 in pledges in less than 20 minutes.

We would like to express our special thanks to the event sponsor, PARC for providing the wonderful auditorium and dining room facilities for this event. Also

**sunbridge**  
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our special appreciations go to the following silent auction donors (alphabetical order):

- ABC Channel 7
- Crown Plaza Cabana Palo Alto
- Fleming Jenkins Vineyards & Winery
- Japan Intercultural Consulting
- Ms. Nishino
- Oakland A's
- Ridge Winery
- RGA Associates
- Robert Keenan Winery
- Steven Kent Winery
- Sunbridge
- Takara Sake
- Tazan International
- Union Bank
- Vino Tabi Winery
- Whitehall Lane Winery
- Wind Gap Wines

There were many exciting auction items, and select items included a 4-day cruise for two to Mexico or Caribbean, a tour of ABC Channel 7 live morning news, a magnum of Monte Bello Cabernet, etc.

Overall the event was a huge success and **raised approximately \$15,000**. All proceeds will go to support Ashinaga, a non-profit group that provides financial and

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Robert Scoble



Kamran Elahian



From left to right: Lukas Biewald, James Miller, Marianna Grossman, and Richard B. Dasher as Moderator

emotional support for Japanese orphans. The event was closed by thanking the Keizai Society team of Dean Yonenaga, Akemi Koda, and the other volunteers who worked very hard to organize and conduct the event.

Photos of the event can be found at:

[http://www.flickr.com/photos/keizai\\_events/sets/72157627189303170/](http://www.flickr.com/photos/keizai_events/sets/72157627189303170/)

<http://www.djcline.com/2011/06/30/jun-29-2011-keizai-japanese-earthquake-orphans/>

To date the Keizai Society and partners have raised approximately \$140,000 in support of the survivors of the Tohoku earthquake and tsunami.

Anyone wishing to make a tax deductible contribution can do so at the Keizai Society – Japan Earthquake & Tsunami Relief Fund.

<http://give2asia.org/keizaisociety>



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## Keizai Society LinkedIn Group Discussion and Job Posting

Please join **LinkedIn Keizai Society Group** and participate in group discussions. You can also share and discuss jobs with the members by clicking the **Jobs** tab after creating a Keizai Society Group account. If you have any questions, please contact [jobs@keizai.org](mailto:jobs@keizai.org).

 <http://www.linkedin.com/>

## We are Hiring! (Multiple positions)

Keizai Society is looking for highly motivated individuals to join our team in charge of IT management, website management, and other functions.

Working with our team and board directors, this is a great opportunity to create exciting forums for the US/Japan business community in Silicon Valley. All volunteers receive free entry to all our events.

Japanese language skills are not required. Please contact us for more details.

Please contact [chimmy@keizai.org](mailto:chimmy@keizai.org) or [joe@keizai.org](mailto:joe@keizai.org) to discuss these opportunities.



**KEIZAI  
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BUSINESS FORUM**

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