

# Global

## H O R I Z O N S

January 2011



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*Former JAAMS Instructor Also Honored*

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On November 3, 2010, JAAMS President Ikujiro Nonaka received "The Order of the Sacred Treasure, Gold Rays with Neck Ribbon." The Order, established in 1888, is awarded to individuals for their merit and service. The Order consists of eight classes, and Nonaka's award -- The Gold Rays with Neck Ribbon -- is of the third class.

"This is indeed a well-deserved honor for President Nonaka," said Blair M. T. Odo, JAAMS Executive Vice President and Chief Operating Officer. "The entire JAAMS 'ohana shares in the joy of this occasion and extends their warmest congratulations to him."

Nonaka is the recipient of many honors and awards including being named one of twenty most influential business thinkers by the *Wall Street Journal Online*. This prestigious Emperor's Award acknowledges Nonaka's valuable contributions as a citizen of Japan to the fields of management and leadership, which are studied throughout the world.

Mary Matayoshi was another with JAAMS ties who received the Emperor's award in November. In the early 1970s, Matayoshi taught English and American culture when the JAAMS American Management Program (AMP) was temporarily delivered in Hilo, Hawaii.

She is most fondly thought of by the students of the AMP 3 class (also known



*Above: Ikujiro Nonaka and his wife, Sachiko. Right: The Order of the Sacred Treasure, Gold Rays with Neck Ribbon*



as the Aloha Rainbows) for teaching them about the aloha spirit. The Japan Government recognized Matayoshi for her many contributions to promoting academic exchanges between Japan and the United States with "The Order of the Rising Sun, Gold Rays with Rosette."



Excellence in Knowledge Leadership



[www.jaims.org](http://www.jaims.org)

JAIMS is a nonprofit postgraduate institution that provides intercultural management education and executive development. JAIMS was founded in 1972 by Fujitsu Limited.

Ikujiro Nonaka, Ph.D.  
President

Blair M.T. Odo, Ph.D.  
Executive Vice President and  
Chief Operating Officer

Takeshi Horii, MBA  
Executive Vice President and  
Chief Financial Officer

#### JAIMS

6660 Hawaii Kai Drive  
Honolulu, HI 96825-1192  
Tel: (808) 395-2314  
Fax: (808) 396-7111  
E-mail: [info@jaims.org](mailto:info@jaims.org)  
URL: [www.jaims.org](http://www.jaims.org)

#### JAIMS Promotion Division

1-17-25 Shinkamata, Ohta-ku  
Tokyo 144-8588, JAPAN  
Tel: +81-3-6424-6621  
Fax: +81-3-6424-6625

## A Message from JAIMS President Ikujiro Nonaka

Dear members of the JAIMS Ohana,

Happy New Year! On behalf of the JAIMS Team, I extend our good wishes for a wonderful Year of the Rabbit.

Thanks to the efforts of JAIMS Trustee Disnadda Diskul of Thailand, I had the opportunity to help market JAIMS. I spoke to approximately 1,600 attendees of the Knowledge Management Institute on November 22, and to more than 300 faculty, students and alumni of Thammasat University's Commerce and Accounting School on November 23. In addition, I had the pleasure of meeting JAIMS alumni at a reception hosted by Trustee Diskul.

We appreciate the continuing support of former Trustee Francis Wong and the H.N. and Frances C. Berger Foundation, the organizations that host our JEMBAAs during their internships, the outstanding models for innovation proposed by our EWKLPs, and the alumni who share a lifetime of bonding that began at JAIMS.

We continue to strive to further realize JAIMS' full potential, and we are always in need of your support and assistance. For example, we ask alumni to refer individuals to the EWKLP whom they believe can benefit from the JAIMS experience. Lastly, January 2012 will mark JAIMS' 40th anniversary, and we are beginning to plan for the celebration. We welcome your ideas for this event.

Aloha,

Ikujiro Nonaka, Ph.D.



## JAIMS Receives Third \$5000 Grant from Berger Foundation

The H.N. and Frances C. Berger Foundation contributed \$5000 in December 2010 to the Senator Francis A. Wong Leadership Award scholarship fund, marking the third such grant in the past two years.

Established in 1988 by JAIMS Trustee Wong, the Award recognizes a student from each class for "promising entrepreneurial skills, high ethical standards, and a respect for ethical behavior as evidenced by demonstrative initiative and leadership qualities."

"The Berger Foundation's continuing support of this most prestigious Award enables JAIMS to recognize the students who exemplify the leadership qualities that Mr. Wong believes are most valued," said Dr. Blair M.T. Odo, JAIMS EVP/COO.

Since the establishment of the Award, 49 students have been honored. The recipient of the Fall 2010 East-West Knowledge Leaders Program (EWKLP) is Venkata Ram Kumar Bokka of India, and the recipient of the Japan-focused MBA 2009-2011 class is Kesson Yamamoto of Hawaii.

Wong is the Founder and Chairman/CEO of Genesis Hotel Development Ltd., a leading provider of corporate hotel development. He is a former Hawaii State Senator, and his distinguished career includes law, finance, real estate development, and urban planning. He is also a member of the Board of Directors of the H.N. and Frances C. Berger Foundation.

The Berger Foundation's long-standing philanthropic work supports organizations, particularly in healthcare and education, which empower people to achieve their goals.



## JEMBA 2009-2011 Students Intern in Tokyo

After completing 18 months of study in Honolulu, the 10 students of the 2009-2011 Japan-focused MBA (JEMBA) class began their three-month capstone internships at various organizations in Japan in January.

Internship organizations include Capital Services Group, Deutsche Securities Inc., EMC Japan K.K., Gracchus & Associates, Inc., Japan Market Resource Network (JMRN), Medtronic International, and Reebok Japan.

JEMBA is a cooperative program between JAISMS and the University of Hawaii Shidler College of Business. The internship was preceded by course work in Honolulu consisting of core MBA classes, advanced level international business courses, and intensive business Japanese language and culture lessons.



## EWKLP 2010F Graduates Encouraged to Ask Whether They Would Hire Themselves

On January 6, JAISMS bid aloha to the 20 students of the East-West Knowledge Leaders Program 2010 Fall term. Blair M.T. Odo, JAISMS Executive Vice President and Chief Operating Officer urged graduates to list the knowledge, skills, and values they desire of their employees, and -- given these desirable traits -- ask would they hire themselves? She reminded them of JAISMS President Ikujiro Nonaka's emphasis on phronetic leadership, where leaders exercise practical wisdom and sound judgment for the common good -- not simply for the bottom line.

At the Closing Ceremonies, Venkata Ram Kumar Bokka of India received the Senator Francis A. Wong Leadership Award. Won Tae Lee of Korea received the Students' Choice Award for being a "Smart Classmate/Smart *Oppa* (Big Brother)." Carissa Caparas of the Philippines was also recognized by her peers for her dedicated support.



The EWKLP 2010 Fall class was composed of students from 11 countries (Australia, China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, the Philippines, Taiwan, and Thailand). The 3-month EWKLP is held twice a year, from April to July and from October to January.

## Winning Model Seeks to Sustain Innovation, Eyeing Africa for Fujitsu Mobile Phone Business

EWKLP 2010F students Tomoko Kusunoki (Japan), Won Tae Lee (Korea), Akihiro Terada (Japan), and Jiawei Wang (Taiwan) received the President's Award for their Model for Innovation, *Discover a New World with Fujitsu Mobile*. The team's model explored the problem of sustaining innovation within a company. The team drew on the successes of Samsung to enhance the possibilities of Fujitsu Limited and suggested that Fujitsu look to Africa to expand their mobile phone business. The competition, held on January 5, featured five student teams that presented models on diverse topics.

The second place award went to Nalini Asfaroyani (Indonesia), Venkata Ram Kumar Bokka (India), Chihiro Morioka (Japan), and Shan Shan Kwok (Hong Kong) for *Tobacco: Exploring the Future*, a model focused on finding an alternate use for tobacco in the United States. The team proposed that tobacco could be used as organic pesticides in

fish farming. The remaining teams, each receiving an honorable mention, presented models on regaining organizational reputation as an innovation leader; on revitalizing interest in *Kabuki* by positioning the theatrical art form domestically and internationally; and on developing a mobile multimedia library to bridge corporate sponsors interested in educating those in poverty-stricken communities in Indonesia and the Philippines.

The EWKLP Model for Innovation Competition is the culminating project of the EWKLP, which requires students to develop a solution, via a new business model, for solving a real-world business or social problem. Preparation for the Model for Innovation Competition began during the third week of the program. All student teams received coaching by business executive Thomas Ueno, proprietor of Thomas T. Ueno CPA.

# The “JAIMS Bond” Alumni Bulletin

## AMP/JMP

[1] After 4½ years in Sydney, Australia, **Tadashi Inoue** (AMP26) recently moved back to Kobe, Japan, where he is the Executive Officer & Senior General Manager (Asia Pacific Business Dept.) for ASICS Corporation. He visited JAIMS in August. Also pictured is Blair M.T. Odo, JAIMS EVP and Chief Operating Officer.



[2] **Hiroatsu Fukuhara** (AMP10) visited JAIMS in September with wife, Yumiko, and daughter, Anri.



[3] **Masashi Yamazaki** (AMP92F) works at the Sumitomo Mitsui Banking Corp. in New York. He visited JAIMS with his son, Thomas, in September.



[4] In September, **Ryuji Tagawa** (AMP12, center), Director at Keihin Co., Ltd., visited JAIMS with his father-in-law, Kawakami Kiyohara. They are pictured with Takeshi Horii, JAIMS EVP and Chief Financial Officer (right).



[5] **Hiroyuki Hosono** (AMP4) is the CEO of Koseido, a publishing distribution company located in Tokyo, Japan. He visited JAIMS with his wife, Yoshie, in October.



**John Shook** (JMP10) has been named Chairman and CEO of the Lean Enterprise Institute in Massachusetts.

[6] With the enrollment of his son Michael Tu in the JEMBA program

in August, **Heng-Yi Tu** (JMP16), Chairman of Wan Yuan Textiles Co., Ltd. in Taipei, Taiwan, began a family tradition of international understanding and experience via JAIMS. From left, JAIMS' Blair Odo, Heng-Yi, and Michael.



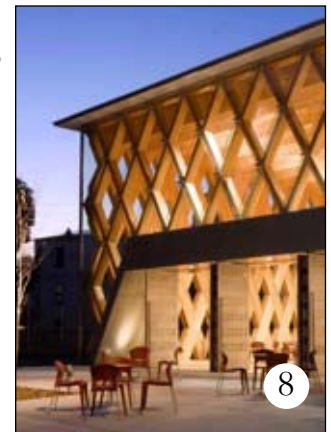
## ICMP/EWKLP

**Nobuhiro Takazawa** (ICMP1994F), who works for Fujitsu in Kamata, Japan, visited with his wife, Kana, and children, Shogo and Marina.

[7] **Yoshiko Kondo** (ICMP1996F), an artist with Studio Bico in Yokohama, Japan, was in Hawaii in August to attend the Outrigger Canoe Race being held in Kona.



[8] **Kiyofumi Okamoto** (ICMP1996F) is an Associate Professor teaching space design at the Department of Arts in the School of Literature, Arts, and Cultural Studies at Kinki University. He also owns an architectural design office, AIR (Architecture, Interior, Renewal). His recent work includes an elegant wooden building named, “English Village.”



[9] **Keiko (Dobashi) Hasumi** (ICMP 2004F) sent a photo of her son, Rio, born in July.





Enjoying his life in India, **Tomohiro Takahira** (ICMP2001F) leads the business management for a joint venture project for Nohmi Bosai Ltd. in India.



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[10] Vacationing in Hawaii in October, **Kazuhiro Arai** (ICMP1998S), Senior Manager for Microsoft Co., Ltd. in Tokyo, visited JAISMS with his wife, Tomoko, and son, Kaito. They are pictured with Alison Ohata (far left), JAISMS Executive Assistant to the EVP, and JAISMS instructor Larry Smith (far right).



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wife, Kyoko. Eiji is the Manager/Internal Auditor for Sox compliance for ALICO Japan (AIG Group). His classmate **Akira Kawashima** (ICMP2004F) also visited with his wife, Yoko, and daughters, Nana and Anne. Nana danced the hula for the JAISMS team, including Blair Odo, far left, and Alison Ohata, far right.



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[12] **Mai Kato** (left) and **Akiko Nakamura** (both ICMP2006F) visited JAISMS in September. Akiko works for Advantest Corp., and Mai is with Thomson Reuters. They were in Hawaii to participate in the Maui Marathon. They are pictured with Alison Ohata (center).



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[13] Along with her family, **Mari Suzuki** (ICMP2006F, second from right), visited with JAISMS' Blair Odo (far left) on in October. Mari is the Branch Manager at Interac in Tokyo, Japan.



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[14] Best wishes to **Effendi Tjong** (ICMP2006F) and his bride, Gina, who were married in Jakarta on October 9, 2010.

**Maximillian Ventura** (EWKLP2009S) is Deputy Director with the Non-Timber Forest Products Exchange Program.

[15] **Mai (Hirayama) Kakesako** (EWKLP2008F, left) and daughter, Kayla; and **Yoko Maekawara** (EWKLP2008F, center), her husband, Hiroki, and daughter, Hanna, visited JAISMS in September. Mai now lives in Hawaii, and Yoko works at Lawson, Inc., in Japan.



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**Terence Wong** (EWKLP2009F) is employed at IBM in Singapore.

**Janya Chanchaichujit** (EWKLP2009F) will be pursuing her three-year Ph.D. study at Curtin University of Technology in Perth, Australia in 2011.

**Charlotte Derolez** (EWKLP 2009F) works as Junior Export Brand Manager for La Martiniquaise, which ranks number one in the French spirits market.

**Himanshu Satya** (EWKLP2010S) recently joined IBM as an Advisory Specialist.

## JEMBA/CHEMBA

[16] **Drew Enomoto** (JEMBA 2005-2006) visited JAISMS in November. He works at Insurance Partners, Inc. in Hawaii. He is pictured with JAISMS Office Manager Lori Nakano.



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[17] **Jacob Nakata** (JEMBA 2008-2010) visited JAISMS in July. He is a Marketing Support person for Reebok, Japan, where he previously completed his internship. He is pictured with Soutchay Viengkhou, JAISMS Manager of IT and Equipment Support.



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[18] Best wishes to **Alfred Chow** (CHEMBA 2001-2002), Vice President of Credit Suisse, and his bride, Emily, who got married in Honolulu in September. They are pictured with Blair Odo.



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## Seminars

**Masayo Sakai** (Global Skills Refresh Program 2009) visited JAISMS in December, a few days before running the Honolulu Marathon.

(continued)



## Alumni Gatherings

[19] On October 15, JAISMS alumni who call themselves the Aloha Rainbows met in Tokyo for their 28th meeting. JAISMS President Ikujiro Nonaka and EVP/COO Blair M.T. Odo were among the 19 attendees. At the meeting, the group paid tribute to the late Howard Miyake, former JAISMS President, and fondly remembered many individuals who worked with them over the years – many of whom sent congratulatory messages from Hawaii, including Howard Miyake’s wife, Harumi. JAISMS President Ikujiro Nonaka, far right, addresses the group, which included emcee **Toshihiro Sunohara** (AMP3, left).



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[20] The JAISMS Bond Canada Alumni gathering was held in May in Vancouver. Participants included **Xavier Li** and **Yumika Kazuyo Yoshida** (both ICMP1998S) and their two sons; **Margaret Rose Canobis-Robles** (ICMP1998S), her husband, and two children; **Tony Tzu Min Lin** (JEMBA2005-2006) and his wife; **Shawn Xialong Xue** (EWKLP2009S) and his wife and son; and **Taeko Kobayashi** (ICMP1998S) and her daughter, who were visiting from Japan.

[21] The JAISMS Bond Ohana held a BBQ party in November for JAISMS participants, alumni and friends at the residence of **Yoshiro and Mihoko Mishina** (both ICMP1998S).



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[22] The AMP6 class held a reunion at JAISMS on Thursday, September 23, 2010. Seven graduates and their families were treated to a hula dance and Hawaiian music performed by local friends of JAISMS. They also enjoyed recalling “good old memories” at JAISMS. First row, left to right, all alumni: **Hiroshi Urakami, Keiji Yamanishi, Takeshi Shintani, Mitsuo Sadakari, Yukiko (Matsuo) Kuno, Kazuo Kuno, and Yuji Tanaka**. Second row: Family and JAISMS staff.



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[23] JAISMS Trustee Mom Rajawongse Disnadda Diskul and his wife, Khunying Puangroi Diskul, hosted a gathering of the JAISMS Alumni in Bangkok on November 21, 2010. In attendance were **Udomsil Hemstapat** (CHEMBA2002-2003), Trustee Diskul, **Kevalin Rianarchriya** (CHEMBA 2004-2005), **Praornsiri Meesuksabai** (ICMP2006F), **Nucha Sibunruang** (EWKLP2010S), Mrs. Nonaka, Dr. Nonaka, **Theerapong Anantachoti** (EWKLP2009S), Dr. Odo, Khunying Diskul, **Ek-anong Phanachet** (JEMBA 1992-1993), **Natthavee Wachirataveepaat** (EWKLP2010S), and the Diskul’s two grandchildren.



[24] On November 23, 2010, JAIMS President Ikujiro Nonaka lectured at Thammasat University in Bangkok with alumni in attendance. Pictured from left: **Theerapong Anantachoti** (EWKLP2009S), **Janya Chanchaichujit** (EWKLP2009F), Blair Odo of JAIMS, **Makararavy Ty** (EWKLP2010S), **Kevalin Rianarchriya** (CHEMBA2004-2005).



[25] The JAIMS Bond Taiwan chapter met in December at Palais de Chine Hotel. Seven alumni attended: **Claudia Hong** (AMP20/JMP8), **Heng-Yi Tu** (JMP16), **Steve Lee** (JMP16), **Arthur Chen** (JMP17), **Joseph Chung** (JEMBA1992-1993), **Andy Tuan** (JEMBA1993-1994), and **Max Ho** (JEMBA2000-2001). The event also reunited Takeshi Horii, JAIMS EVP and CFO, with Steve and Andy who he had not seen for 21 years and 16 years, respectively.



[26] A JAIMS Bond Seoul alumni dinner was held in November. Pictured: Jaesun Park (Fujitsu Korea staff), **Youngsik Ha** (CHEMBA2003-2004), **Kang Suh Lee** (JEMBA2002-2003), Dai Sakashita (JAIMS Promotion Division), Takeshi Horii (JAIMS), **Philip Heon Kang** (CHEMBA2001-2002), **Daniel DY Kwon** (JEMBA2000-2001), and Young Jun Ahn (Fujitsu Korea staff).

## In Memoriam: Michael Beirne

**J**AIMS Alumnus Michael Beirne (JMP16) passed away on August 27, 2010 at the age of 47.

“We are deeply saddened by the passing of Mike, who was a student when I first joined JAIMS in 1988,” said Blair M.T. Odo, JAIMS Executive Vice President and Chief Operating Officer. “Over the years his aloha for JAIMS never diminished.”



*Michael Beirne*

Beirne worked for Fujitsu for over 19 years. In April 2009, he established his own company Maidoari, a public relations company. He is survived by his wife, Mayumi, and two children, Teresa and Naomi.

## Alumni: Share Your JAIMS Experience, Get a \$250 Gift Card

**W**e are pleased to introduce a new program for JAIMS Alumni!

As a graduate of JAIMS, we ask you to share the best things about JAIMS with others. Encourage friends, colleagues, and family members to engage in lifelong learning and professional development in Honolulu. Inspire them to create their own life-changing experience -- just as you did.

Refer a qualified individual to the EWKLP (East-West Knowledge Leaders Program) and earn a \$250 Visa Rewards Card that can be used anywhere Visa is accepted.

Please visit the JAIMS website for complete details ([www.jaims.org/referral](http://www.jaims.org/referral)).

## Start a JAIMS Bond Chapter by Class or Region

**A** big mahalo to the many alumni who have volunteered to be Alumni Liaisons by region. JAIMS encourages alumni to start a chapter in your region or a chapter for your graduating class. For more information and to see the JAIMS Alumni Association Charter, go to [www.jaims.org/alumni\\_association.html](http://www.jaims.org/alumni_association.html).

## Update Your Information

**D**o we have your current contact information? Please take a minute to check using the Alumni Database at [www.jaims.org/alumni\\_database.html](http://www.jaims.org/alumni_database.html). For access assistance, contact Alison Ohata at [aohata@jaims.org](mailto:aohata@jaims.org).





6660 Hawaii Kai Drive  
Honolulu, HI 96825-1192 USA

## Mahalo to Recent Advancement Fund Donors

**M**ahalo to the most recent contributors to the JAAMS Knowledge Leaders Advancement Fund.

- Mom Rajawongse Disnadda Diskul (JAAMS Trustee)
- Walter A. Dods, Jr. (JAAMS Trustee)
- Takeshi Horii (JAAMS Executive Vice President and Chief Financial Officer)
- Ken Murakami (AMP5)
- Blair M.T. Odo (JAAMS Executive Vice President and Chief Operating Officer)
- Sakchai Peechapat (JEMBA 1991-1992)
- Mari Soeda (ICMP2001F)

We welcome first-time and repeat contributors to join the list of recent JAAMS supporters. Donations in any amount are appreciated.

Donations are accepted online ([www.jaims.org/advancement\\_fund.html](http://www.jaims.org/advancement_fund.html)) via your credit card, debit card, or PayPal account.

The Fund was established to commemorate JAAMS' leadership in intercultural management education since 1972. Your contribution will enable JAAMS to design programs that address innovations in leadership, and deliver lectures, workshops, seminars and other events with a broad outreach to the JAAMS communities throughout the world.

## Coremin Awarded Weissman Scholarship

**O**n December 3, Japan-focused MBA student William Coremin received the \$2000 Norman Weissman Scholarship for International Internships.

“For his JEMBA capstone experience, William will intern from January to April with the Japan Market Resource Network in Tokyo,” said Blair M.T. Odo, JAAMS EVP/COO. “JMRN and its president Debbie Howard have provided our JEMBA interns in the past with excellent experiences.”

The Weissman scholarship – administered by JAAMS under the auspices of the Rotary Club of New York – is given to a deserving JEMBA student who will undertake an internship in Japan in international public relations, marketing, or advertising.

The scholarship honors the late Norman Weissman, who enjoyed a distinguished career in international public relations and who mentored many public relations professionals, and honors the close connections Weissman developed between the United States and Japan.

Although a connection to New York is not a criterion for scholarship eligibility, Coremin graduated from New York University and worked in New York until joining the JEMBA program in 2009.