



KEIZAI SOCIETY U.S. - JAPAN BUSINESS FORUM

21st Anniversary Shinnenkai Reception

Win a domestic round trip ticket and other great door prizes, including a Kindle!

Honoring Renowned US-Asia Diplomat and Scholar
Ambassador Michael Armacost
Former Ambassador to Japan &
Shorenstein Distinguished Fellow at the Stanford University APARC

Friday, January 28, 2011
6:00 – 10:00 p.m.

Location: Palo Alto Hills Golf and Country Club
3000 Alexis Drive | Palo Alto, CA 94304

FEES:

\$45: Registration by January 24th (11:00pm)

\$75: Late Registration by January 27th (5:00pm)

\$100: Walk-ins (Subject to room capacity/ cash or check only)

Hors d'oeuvres

DRESS: Business casual

Registration at www.keizai.org

Please join us in celebrating Keizai Society's 21st anniversary at our Shinnenkai on Friday, January 28th at 6:00pm at the Palo Alto Hills Golf and Country Club. We will be honoring Former U.S. Ambassador Michael Armacost with a Lifetime Achievement Award for his contributions to US-Japan relations.



Ambassador Armacost began his career in academia, as a professor of government at Pomona College. In 1969, he was awarded a White House Fellowship, and was assigned to the Secretary and Deputy Secretary of State. Following a stint on the State Department policy planning and coordination staff, he became a special assistant to the U.S. ambassador in Tokyo from 1972-74, his first foreign diplomatic post. Thereafter, he held senior Asian affairs and international security posts in the State Department, Defense Department, and the National Security Council. From 1982 to 1984, he served as U.S. Ambassador to the Philippines, and was a key force in helping the country undergo a nonviolent transition to democracy. In 1989, President George Bush tapped him to become ambassador to Japan, considered one of the most important and sensitive U.S. diplomatic posts abroad.

We will also be performing our traditional Kagamiwari (sake barrel "breaking") ceremony. The Consul General of Japan, Hiroshi Inomata is expected to lead this tradition.

Keizai Society's theme for 2011 is "*US-Japan Business: The Next Generation—Your Key to Success Throughout Asia.*" We will highlight emerging new areas in which we see exciting things happening in Japanese businesses or among US firms doing business in Japan. The areas of focus will include entrepreneurship, new technologies, and US-Japan partnerships to develop business in other countries in Asia.

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 2011 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 2011 with you at our 21st anniversary Shinnenkai.