



KEIZAI SOCIETY

US-JAPAN
BUSINESS
FORUM

Issue No. 252
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Santa Clara, CA
www.keizai.org

American-Japanese Interaction at the Working Level

Future Trends in Business Process & Infrastructure

Keeping up with the Cloud-based Environment



Owning a slew of expensive high-performance servers, with tons of email going back and forth between employees. Spending an entire evening in your office compiling a well-organized spreadsheet of customers. These are things of the past. Your rivals, business partners, and customers have already transitioned to the next generation of technology: Cloud Computing. In order to keep up with the

advance of business technology, you must first deeply understand the methods of leveraging this new cloud-based environment. Secondly, it is critical to keep searching for what is next in cloud computing. In this forum, we will hear several prominent players talk about how we can utilize the cloud and also share their insights on its future direction.

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UPCOMING EVENT DETAILS

DATE:

Thursday, September 26th, 2013

TIME:

Registration — 5:30 P.M. – 6:00 P.M.
Networking — 5:30 P.M. – 6:00 P.M.
Program — 6:00 P.M. – 8:15 P.M.
Networking — 8:15 P.M. – 9:00 P.M.

LOCATION:

Oshman Family JCC
(Jewish Community Center)
Taube Koret Campus, F-401, 4th
Floor, Freidenrich Conference Center
3921 Fabian Way, Palo Alto, CA 94303

TICKET FEES:

\$15 — Early Bird Registration for first 30 people by September 8 (11:00 PM). **Early Bird Discount Has Sold Out** (tagged). Quantity is limited and we sold out at our last forum so register now.)

\$20 — Regular Registration by Sunday, September 22 (11:00 pm)

\$35 — Late Registration by Wednesday, September 25 (12:00 noon)

\$50 — Walk-ins (Seats are limited and may not be available)

FOOD:

Sushi and Beverages will be served.

DRESS CODE:

Business Casual.

ONLINE REGISTRATION:

<https://keizai-2013-09.eventbrite.com>

From the President



This summer Keizai Society took a new turn in our ever-popular *summer networking event*. First, we joined with the venture capital firm Sunbridge Partners to present this as a Tanabata event. Second, we included more family oriented games so that there would be entertainment for all ages. Thanks to this new partnership, we enjoyed record attendance of over 290 registrations. In addition to our standard American BBQ, this year we added Japanese Yatai food to give the event more of a matsuri (festival) feeling. Following up on this enjoyable summer event, we will hold our next forum on Thursday, September 26th at the Oshman Family JCC in Palo

Alto. The topic for this event is *"Future Trends in Business Process & Infrastructure"*, which should be very interesting to all of us who work in Silicon Valley. This forum will deal with the next generation of technologies that are changing the work environment, both now and into the future. We sincerely hope to see everyone there.

Finally, I want to give a warm and heartfelt thanks to Keizai Society volunteer **Matt Schlegel**, who has kindly served as Project Manager for over two years. Matt took the leadership in making sure all the project steps were being accomplished for each Keizai Society event. Without Matt, Keizai Society would not have enjoyed the success that it has seen the past several years. Much thanks Matt!

As summer draws to an end, our lives switch into autumn mode. Come join us and get into the autumn spirit with our captivating forum on business infrastructure technology trends on September 26th at Oshman JCC. See you there!

Best wishes,

Chimmy Shioya
President, Keizai Society

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Keynote Speaker and Panelists



Dan Levin is the Chief Operating Officer of Box. Prior to his engagement with Box, Dan spent 6+ years at Intuit in a variety of roles including Senior Vice President and General Manager of the Small Business Group, Vice President

and General Manager of the Quicken Health Group, and Vice President of Product Management. Previously, Dan spent thirteen years in venture-backed startups, including senior executive roles at ReplayTV which was acquired by Sonic Blue (SVP and CTO), GuestConnect which was acquired by 4th Network (founder and CEO) and Books That Work which was acquired by Sierra On-Line (co-founder and President). Dan received a bachelor's degree in applications of computer graphics to statistical data analysis from Princeton University.



Toshiyuki Yamamoto is a Chief Executive Officer of Chartwork based in Silicon Valley and Japan. When he was an undergraduate student in Chuo University, he founded a web consulting company called EC Studio and made it profitable.

In 2012, he changed the name of the company to Chartwork and focused on the service to provide communication platform to enterprises and co-working teams and moved its headquarter to Silicon Valley, Palo Alto. Toshiyuki received a bachelor's degree in commercial science from Chuo University.



David Brooks is a VP of Product Management of Salesforce.com. He has been involved in all aspects of product development over the past 20+ years. Prior to Salesforce.com, he was a director CRM of Synopsys, and before that, he took roles of

VP of product management and VP of engineering in several companies. Back in 1997, he founded WebSonic, Inc. and was CEO of the company until 1999. David received a bachelor's degree in electrical

engineering and a master's degree in electrical engineering from Auburn University.



Atsushi Mizushima is a director of business development of WHILL, Inc. Before he joined WHILL, he spent five and a half years as a senior associate at Nishimura and Asahi Law Firm, which is the largest law firm in Japan. At the firm, he

practiced M&A and taxation, representing and negotiating with a number of blue-chip international corporations. Atsushi received a bachelor law degree (LL.B) from the University of Tokyo in 2004 and received master of business administration degree (MBA) from Stanford University in 2013.



**KEIZAI
SOCIETY**

US - JAPAN BUSINESS FORUM

Founded in 1990,
the Keizai Society
US-Japan Business

Forum is an all-volunteer business and professional networking organization based in the San Francisco Bay Area. One of its primary purposes is to provide a venue for programs that showcase specialists with expertise on issues critical to the success of entrepreneurs and companies doing business with Japan and the U.S. Please visit www.keizai.org for more information.

Keizai Society's theme for 2013 is "Redesigning US-Japan Business for the Next Generation." This underscores the new relationship structures and modes of commerce evolving today between US and Japanese firms.



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What is Cloud Computing?

— By Joe Quinlan
Keizai Society Content Manager



Just what is Cloud Computing? Is it an important trend in technology starting in the 21st century? Is it a marketing buzzword with no scientific meaning? Is it a word with many meanings, but no clear single definition? Is it synonymous with SaaS (Software as a Service)? Some would say that “cloud” simply means the internet, a technology that has been around since UCLA and Stanford first connected two computers via Arpanet on October 29, 1969.

There is quite a debate over how the phrase got started and who exactly coined it. Certainly it received a big boost when Amazon and Google started using the phrase for their products around 2006. But there were various and scattered uses of “cloud” before then: an internal Compaq meeting in 1996, a failed patent application by a small (now defunct) company in 1997, and a New York Times article in 2001. Although these scattered examples hinted at the eventual meaning of the cloud, the term did not come into its own until the big push by Amazon and Google in 2006. Like “Web 2.0”, Cloud Computing has at times been a catch-all phrase, with the meaning defined by the person who happens to be using it at the time.

The vagueness of “cloud computing” has also spawned its share of humor. Is cloud computing affected by the weather? What about turbulence? Supposedly, 51% of Americans think that “cloud computing” actually has something to do with clouds. And one in five Americans admits to pretending they know what the cloud is and how it works. Many Americans think cloud computing means working from home.

Want to firm up your knowledge of the cloud and what it really means to the tech industry? Come to our next forum on cloud-based business environments and find out. Join us on Thursday, September 26th, 2013 from 5:30pm to 9:00pm at the Oshman Family JCC in Palo Alto (just off 101).



Keizai Society's Summer Networking in the Park



On a warm summer day in Sunnyvale's Washington Park, Keizai Society held its ever-popular Summer Networking. This was the first year in which Keizai Society teamed up with Sunbridge to present the summer event. With strong attendance of over 250 adults and children, a perfect-weather day was the setting for much delicious food: American BBQ and Japanese Yatai food (yakitori, takoyaki, and yakisoba). The lines for the food were long, demonstrating its popularity. And to top it off, for dessert there was the Japanese shaved ice kakigori. New and especially popular at this summer's event was the nagashi somen, where many children and adults had fun fetching

the noodles out of the running water using only chop sticks. The kids (and a few adults) also enjoyed some typical Japanese o-matsuri games: kingyo sukui, yoyo sukui, shateki, etc. But most of all, this was another great summer networking event, where participants strengthened old ties and forged new ones, while leisurely enjoying wine/beer, drinks and delicious watermelon. It was another summer hit for Keizai Society.

Photos of the March 2013 event can be found at:
<http://www.flickr.com/photos/99812232@N07/sets/72157634918314227/>



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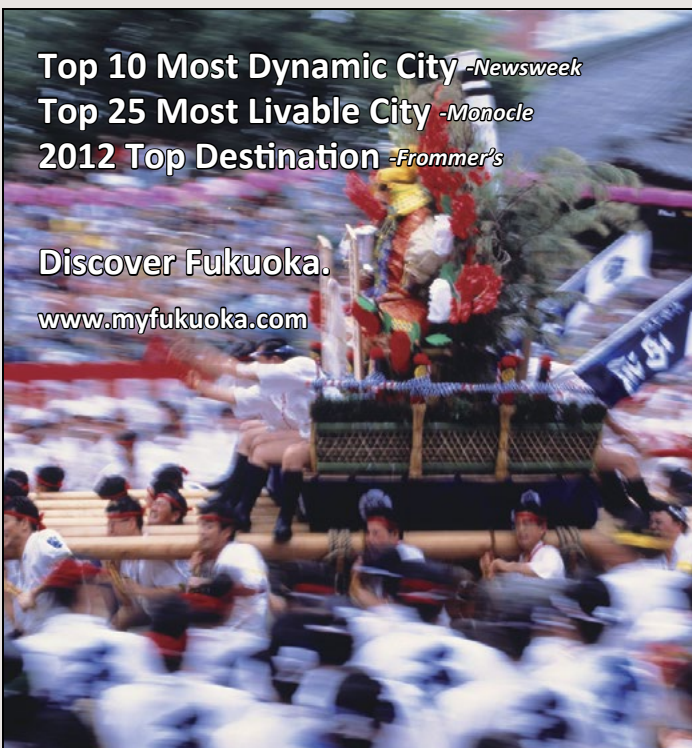
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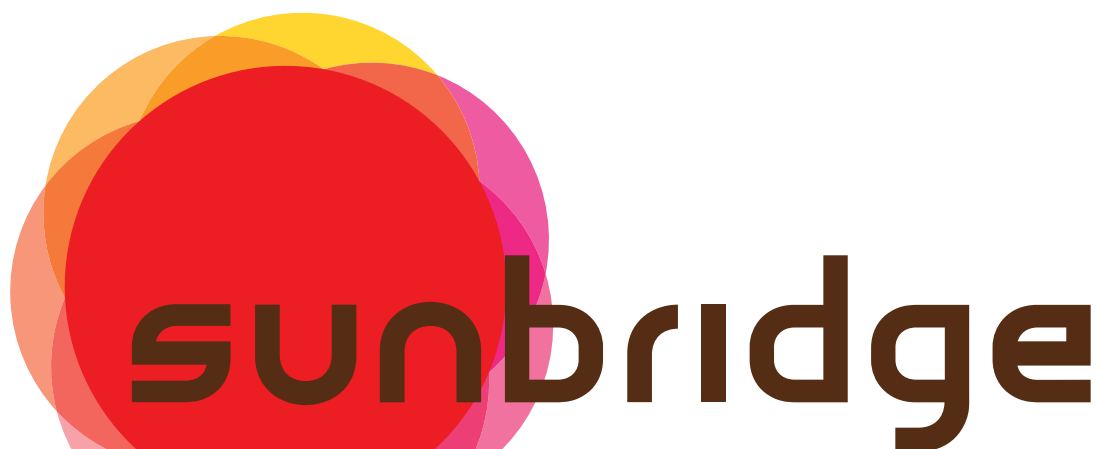


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Please join the **LinkedIn Keizai Society Group** and participate in group discussions. You can also share and discuss jobs with the members by clicking the **Jobs** tab after creating a Keizai Society Group account. If you have any questions, please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

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

We are Hiring!

The Keizai Society is looking for highly motivated and talented individuals to join our volunteer executive team. Working with our team and board directors is a great opportunity to create exciting forums for the US/ Japan business community in Silicon Valley.

We have multiple positions available in many areas including Program Managers. Japanese language skills are not required.

For more details, please email contact@keizai.org with a **subject line "Keizai Positions"** to discuss these opportunities.

We hope you'll join the Keizai Team!



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