



**KEIZAI**  
SOCIETY

US-JAPAN  
BUSINESS  
FORUM  
Issue No. 233  
July 2010  
Santa Clara, CA  
[www.keizai.org](http://www.keizai.org)

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

# How to Use Twitter as a Marketing Weapon

• Guest Speaker •

**Guy Kawasaki**

Co-founder of Alltop

*“Forget the ‘influentials.’*

*You must buy into the theory that products  
and services reach critical mass because  
mere mortals spread the word for you.”*

Guy Kawasaki

**W**e all know that  
Twitter has taken  
the world by storm. Twitter

is everywhere. The vast majority of Twitter use today  
is social or informal, but that is already changing as  
companies discover the commercial promise of the  
medium, and as one company in particular—Twitter  
itself—seeks revenue  
and profits. Legendary  
Silicon Valley visionary  
**Guy Kawasaki** will

address this most timely  
topic as he discusses  
*How to Use Twitter as*

*a Marketing Weapon*. Already a ubiquitous social  
platform, Twitter is still vastly under used as a  
marketing platform. Guy will show us how that is  
changing, and most importantly, how we can get in

on the ground floor  
of using Twitter to  
market successfully.

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## ONLINE LIVE CAST

Online live cast provided via Ustream FREE for those who RSVP  
before 7/26/2010 at 5:00p.m. (PDT) Log-in instructions for the  
live cast will be sent on 7/27/2010 to those who registered.

**Please RSVP by July 27, 5 pm PDT, 2010, to reserve your place! @ <http://www.keizai.org>**

EVENT DATE	NEW LOCATION	TIME	FEES
Wednesday, July 28, 2010	Fenwick & West LLP 801 California St. Mountain View, CA	Registration & Networking: 6:00pm–6:30pm Event: 6:30pm–8:20pm Networking: 8:20pm–9:00pm Japanese food, including sushi, and soft drinks will be served	\$20: Registration by July 24 (midnight) \$35: Late Registration by July 27 (5:00pm) \$50: Walk-ins (Walk-ins welcome, but seats may be limited)

Keizai Society recommends signing up early at [www.keizai.org](http://www.keizai.org) since we have limited capacity. Walk-ins are welcome, but may be limited based on availability. Please make sure to bring your business cards to exchange and network with people at the event. Feel free to forward this message to your friends and colleagues to let them know about the event.



The Keizai Society held its May Forum at the offices of Fenwick & West in Mountain View. The theme of the Forum was *“High Speed Rail and the Future of Transportation in America.”* The panel of experts included Katsuhiko Ichikawa, Yuriko Kishimoto, Masayuki Tanemura, and Louis Thompson.

A recording of the panel, as well as PDFs of presenter’s slides, are available under the events tab on the **Keizai.org** website.

Keizai Society’s July panel will be held on July 28 at Fenwick & West in Mountain View and will feature Guy Kawasaki. Please see page one of this newsletter for all the details.

As we pass into the second half of the year, and temperatures continue to climb, it has come time for the Keizai Society’s annual Summer Networking event. The event will be held on Saturday, August 28. Please mark your calendars and watch **keizai.org** for more details as more details are finalized.

Chimmy Shioya and Mark Kato  
Co-Presidents, Keizai Society

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Keizai Society's theme for 2010 is "*Catch the Next Wave—New Opportunities for 2010.*" As Silicon Valley and the world economy move toward recovery in 2010, new opportunities will arise to drive the engine of growth.

We hope that your involvement with Keizai Society will enable you to "*catch the next wave*" by finding these new opportunities and using them to further your business career.

Keizai Society recommends signing up early at [www.keizai.org](http://www.keizai.org) since we have limited capacity. Walk-ins are welcome, but may be limited based on availability. Please make sure to bring your business cards to exchange and network with people at the event. Feel free to forward this message to your friends and colleagues to let them know about the event.

### About the Guest Speaker



Guy Kawasaki is a managing director of Garage Technology Ventures, an early-stage venture capital firm and a columnist for Entrepreneur Magazine. Previously, he was an Apple Fellow at Apple Computer, Inc. Guy is the author of nine books including *Reality Check*, *The Art of the Start*, *Rules for Revolutionaries*, *How to Drive Your Competition Crazy*, *Selling the Dream*, and *The Macintosh Way*. He has a BA from Stanford University and an MBA from UCLA as well as an honorary doctorate from Babson College.

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# High Speed Rail and the Future of Transportation in America

## • Participating Panelists •



**Katsuhiko Ichikawa**

General Manager,  
Central Japan Railway Company



**Yoriko Kishimoto**

Former mayor of Palo Alto  
and Co-founder of the  
Peninsula Cities Consortium



**Masayuki Tanemura**

Consul for High Speed Rail  
Project, Consulate General of  
Japan in San Francisco



**Louis Thompson**

Principal, Thompson, Galenson and  
Associates; Member, Board of Directors of the  
Railroad Research Foundation; and Member,  
Peer Review Panel, California HSR Authority

*“Those (Japan and others) who know how to build and run HSR  
will have to be prepared to become full partners in the U.S.  
Not just export equipment, but actually be at-risk partners!”*

Louis Thompson

**O**n May 18th the Keizai Society held its May Forum at the offices of Fenwick & West in Mountain View. The theme of the Forum was *“High Speed Rail and the Future of Transportation in America”* presented by a panel of experts, **Katsuhiko Ichikawa, Yoriko Kishimoto, Masayuki Tanemura, and Louis Thompson**. The panel was moderated by Scott Ellman, CEO of USAsia Venture Partners.

The first panelist to speak was Louis Thompson. He is a Principal with Thompson, Galenson and

Associates; a member of the Board of Directors of the Railroad Research Foundation; and a member of the Peer Review Panel for the California High Speed Rail (HSR) Authority. In his presentation he covered

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**Contact:** Chimmy Shioya (408) 240-8989  
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existing HSR networks in Asia and Europe, and the issues that surround HSR in the US on the national, state, and local levels. Thompson concludes that in

order for HSR to become a reality in the US there needs to be three things: a new approach including both a long-term vision and financing, better cooperation

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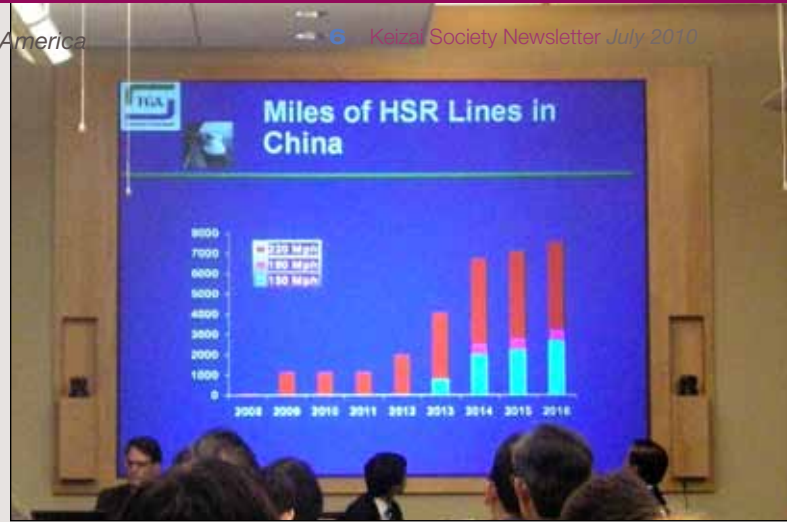
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between government organizations and private companies, and foreign firms that are prepared to become more than just trading partners.

Next up to speak was Masayuki Tanemura, the Consul for the High Speed Rail Project from the Consulate General of Japan in San Francisco. He spoke about Japan's HSR network, both its physical development as well as briefly covering the relationship between the government and private companies that run the HSR network. Tanemura also provided compelling evidence of economic development along HSR corridors.

Third to speak was Katsuhiko Ichikawa, a General Manager for the Central Japan Railway Company (JRC). He talked about the JRC's newest shinkansen, the N700-I, and all of its advanced features. Ichikawa also made a special note that the JRC is also working to strengthen bonds between the US and Japan.

Last to speak for the night was Yoriko Kishimoto,



By 2016 China may have more miles of HSR on dedicated tracks than any other country.

the former mayor of Palo Alto and co-founder of the Peninsula Cities Consortium. Kishimoto brought a local perspective to the issue of HSR in California by talking about the progress of California's HSR project. She covered its funding and benefits, as well as local controversies and challenges that the project has raised and what they are doing to address them.

Despite the challenges facing HSR in the US, including differing and sometimes obstructionist federal and state regulations; lukewarm community support; and the availability of adequate funding from federal, state, and private entities; all panelists were optimistic about the future of HSR in the US.

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*Masaru Sakamoto and Louis Thompson.*



*Dean Yonenaga of the Keizai Society and Yuki Hashimoto of Yuki Photography.*



*Tomonori Mori of the Department of Transportation and Frank Pao of Vidient Systems.*



*Nobuko De Spain and Kenichi Fukunaga of Fukunaga Design.*



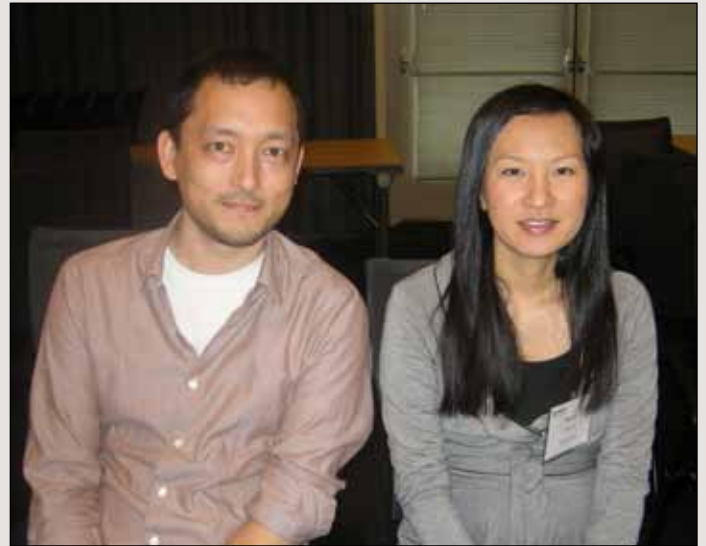
*Junko Recagni and Matteo Recagni of Synopsis.*



*Sean Morikane of Panasonic and Yasunari Onodera of Toyota Tsusho America, Inc.*



*Yoshi Manabe of Belinix America, Inc and Joshua Deweerd of Wyndham.*



*Nachi Tamura of Hewlett-Packard expands network.*



*Isaac Porras, Yasuo Kishimoto and Keiko Nakajima of Neighbors Abroad.*



*Masaharu Amano of Gobal Vision Technoogy, Inc. talked with his friend.*



*.Norio Komoda of Sakura Associates LLC and friend.*



*Yutaka Ichimure of Takachiho Koheki Co., LTD and friend.*



*Akemi Koda of USAsia Venture Partners and Keizai Executive Team member and Mark Kato, Co-President of the Keizai Society.*



*Magdalena Zadarnowska and Ryoko Matsukata both of Intrax, a Keizai Corporate Sponsor.*



*Tsuiyoshi and Yuko Taira, of Tazan International and a Keizai Corporate Sponsor.*



*Rudy Nakaya of Fukuoka Prefectural Government and Tetsuro Otsubo of JTB USA, Inc.*



*Hirofumi Takinami of Ministry of Finance and Joe Quinlan of Mitsubishi Cable America and Keizai Executive Team member.*



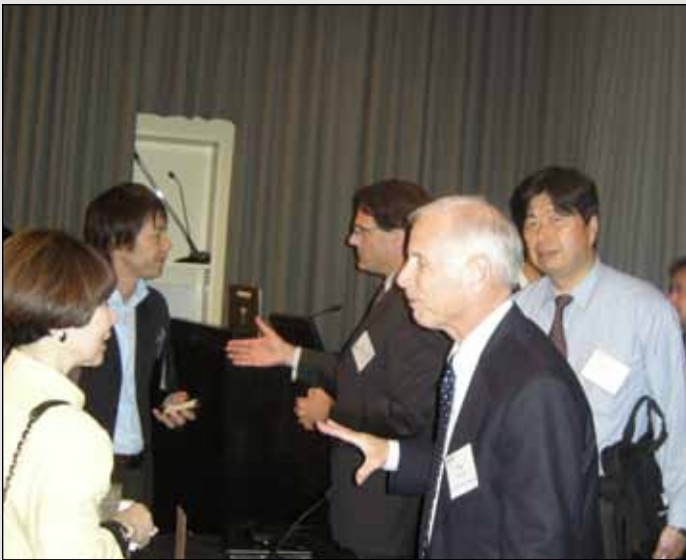
*Kensuke Fujioka of Taisei Construction Corporation, Yasunari Onodera of Toyota Tsusho America, Inc. and Masayuki Tanemura, Consulate General of Japan in San Francisco.*



Robert Lehr of A9.com enjoying networking.



Chieko Nishino of Stanford University and Isao Nojima of Nojima Consulting.



Panelists take one-on-one questions from the audience after the event.



The information was interesting to the audience.



Hiromu Soga of Vision Booster.



Hiro Yatsumoto of Skymerica.



Mitsuhiro Matsuda of Hakuto California, Inc.

## 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!

The Keizai Society is looking for highly motivated individuals to join our volunteer committee team. 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 the volunteers receive free entry to all our events.

Available positions:

- Business Development
- IT Management

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

Please contact [chimmy@keizai.org](mailto:chimmy@keizai.org) or [mark@keizai.org](mailto:mark@keizai.org) to discuss these opportunities. *We hope you'll join the Keizai Team!*



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