



# KEIZAI SOCIETY

US-JAPAN  
BUSINESS  
FORUM

Issue No. 221  
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Santa Clara, CA  
[www.keizai.org](http://www.keizai.org)

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



## Joint Summer Networking Event with SVJEN

**K**eizai Society's "Summer Networking Event" was held in conjunction with SVGEN on August 28th this year at the beautiful Hakone Garden in Saratoga (see: <http://www.hakone.com>). The Japanese garden there was one of 12 noteworthy sites selected by the National Trust for Historic Preservation in 2004.

The pastoral setting and comfortable weather combined well for networking, allowing free movement between the event's indoor reception and the formal presentations made outside.

The first speaker, Stanley Yang, in lieu of discussing his present company immediately, gave us a rare insight and business lesson in relating the often complicated Merger and Acquisition course he began in 1997 as President and CEO of Triscend Corporation, a fabless configurable system-on-chip IC company, tracing for us the convoluted exit strategy he pursued (five rounds of private equity financing raising a total of \$68M) up to the company's final purchase by Xilinx, Inc. in March of 2004. The complex deal landscape he described included a

*continued on page 7*

## A Word from the Presidents



**T**ime passes so rapidly and we are already into the mode of finalizing the last event for the year and planning for Shinnenkai (new year's reception) 2009.

It is a trying time for all of us with the financial meltdown. It seems certain that more or less all of us will be affected with the slowing economy. Let's hope that we remain positive and we can keep the adverse effect minimal.

This past summer, we had a mix of good programs:

- 1) Keizai's original program "You Can Make IT! Success for Foreign-Born Entrepreneurs & Executives" offering essential skills and training for success;
- 2) Summer Networking at Hakone Garden hosted jointly with SVJEN;
- 3) "Sources for Japan's Future Growth" Zadankai, Roundtable discussing the future strength for Japan's economic growth sponsored by Japan Society, co-marketed by Keizai Society.

As stated at the beginning of the year, we wanted our programs to move from closed to open, peering,

and sharing with other groups. This summer, we have exactly done that!

We hope you have enjoyed this new format, but we would love to hear your feedback. Please send us email with your comments. Our email address is shown in the last page of this newsletter. See you soon at our November program.

Sincerely,

Chimmy Shioya & Mark Kato

Co-Presidents



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# You Can Make IT!

## Success for Foreign-Born Entrepreneurs & Executives

Speaker

**Angelika Blendstrup, Ph D**

*Founder & Principal*

Blendstrup & Associates

**T**he Keizai Society held this event on the evening of July 23rd at the Palo Alto offices of Wilson, Sonsini, Goodrich & Rosati PC. The speaker was Angelika Blendstrup, PhD., founder and principal of Blendstrup & Associates. She holds a Ph.D. in Bilingual and Bicultural Education from Stanford University and speaks five languages.

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Angelika Blendstrup takes a bunch of questions after her presentation.

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Angelika specializes in individualized, intercultural business communication training, accent reduction and presentation skill coaching. Her presentation title, "You Can Make IT! Success for Foreign-Born Entrepreneurs & Executives," builds strongly on the themes found in her recent book: "They Made It!: How Chinese, French, German, Indian, Iranian, Israeli and other foreign born entrepreneurs contributed to high tech innovation in the Silicon Valley, the US and Overseas".

Because of her work with international executives and her role as President of Silicon French and Executive Club, she got the idea of interviewing the fascinating foreign leaders who are quite accessible in Silicon Valley. With the help of her international friends in this community and the help of the executives themselves, she was able to interview more than 45 foreign leaders in 14 months.

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Samba Murphy, a past Keizai presenter, was also present at this event.



Networking and exchanging business cards are a part of each event.



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Armi Mulholland of Secure LLC and Christopher Painter from Glide TV.



Dr. Tanimoto, Director of Osaka University San Francisco Center and Chimmy Shioya are interested in Angelika Blendstrup's book.



Sam Sugimoto, one of the presenters of the training session for the evening, networks with other attendees.

*continued from page 4*

Attendees had the opportunity to observe (and some to participate in) a mini-workshop during the course of the session. We had Yo Koga and Sam Sugimoto as volunteers to present on the podium. Both presenters had very constructive feedback not only from Angelika but also from the audience. Thanks to Yo and Sam for your participation! It made this session an effective and meaningful one.

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Yokum Taku of WSGR, host of the meeting and Nadine Grant, President Emeritus.



Chimmy Shioya, Co-President and her former colleague, Josh Madonna



Takako Owada of Jetro enjoys her company



As usual the audience finds the event interesting..

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An advertisement for Symmetricom. It features a close-up of a woman's face as she talks on a mobile phone. The background is a light blue gradient with a white curved line. Text on the right says 'Enabling Next Generation Networks'. The Symmetricom logo is at the bottom right, and the website 'www.symmetricom.com' is at the bottom.





The event took place inside and outside of an old reconstructed tea merchants house built in traditional minka style with exposed hand hewed beams and posts inside.

September 10, 2001 NDA – the corresponding offer letter, scheduled for September 12, was never produced because of the September 11th World Trade Center disaster. Adding to the irony of that event in today's terms is the fact that Triscend's financial advisor for the abandoned transaction was Lehman Brothers.

Economics, geopolitics and business history to one side, a compelling part of Stanley Yang's present story relates to his activities as CEO of NeuroSky [see: <http://www.neurosky.com>]. NeuroSky builds a new generation of highly portable wireless encephalogram devices that are starting to be used with gaming and communications company products. Since the devices monitor some aspects of human brain activity, the products

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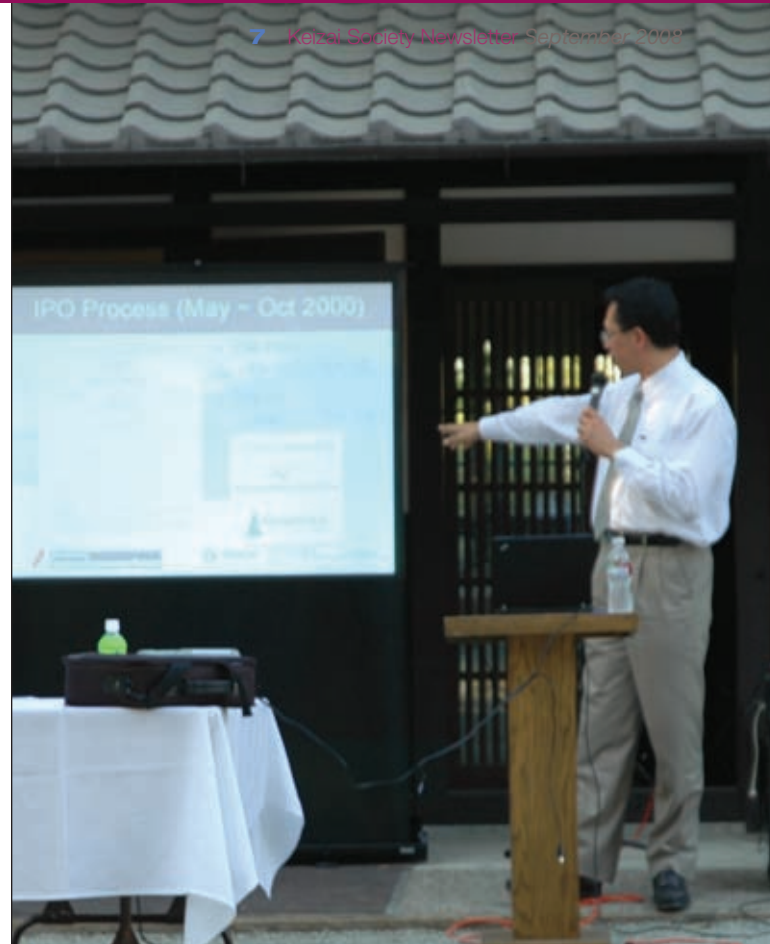
## ビジネス移民法ニーズを 幅広くサポート

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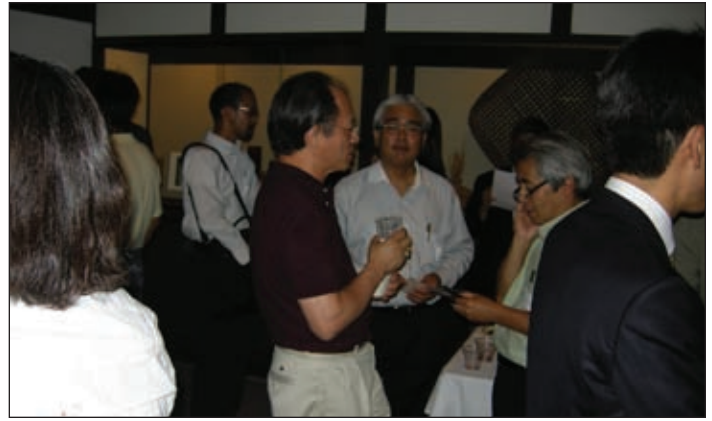
"Exit Strategies of Venture Backed Companies" presented by Stanley Yang, CEO of Neurosky

"How to Manage the Complexities of Human Capital Administration" presented by Michael Le Pire of TriNet Total HR Services





Nadine Grant and Yuko and Tsuyoshi Taira.



Michiru Lackey of Jetro led the registration efforts for the event..



Attendees enjoy the outdoor Hakone Garden Patio overlooking the town of Saratoga.

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designs can be “aware of” how alert the user is at a given moment, and adapt their behavior accordingly.

The second speaker was Michael le Pire, a Bay Area Regional Sales Consultant for TriNet HR Services [see: <http://www.trinet.com>]. In the sense that Stanley Yang’s presentation served to getting us thinking about past, future and the long term nature of serious business commitment, Michael’s presentation brought commitment into present focus, pointing out from the very start (“people are necessary evils”) the regulatory complexities and human challenges entrepreneurs face in managing essential personnel functions.

TriNet offers the SME (Small to Medium Enterprise), the viable and in its own terms evocative operational alternative of “out sourcing” the HR function, whether entirely or in part, as a central value proposition.

The final guest speaker, Nori Nakamura, Assistant Winemaker at Arets Vineyards and Winery [see: <http://www.aretswinery.com>] brought to light the international nature of the Networking Event, choosing as he did to make his presentation in Japanese; he identified his background as

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Wine samples were served after the presentations.



Masami Koizumi and Nana Kato.

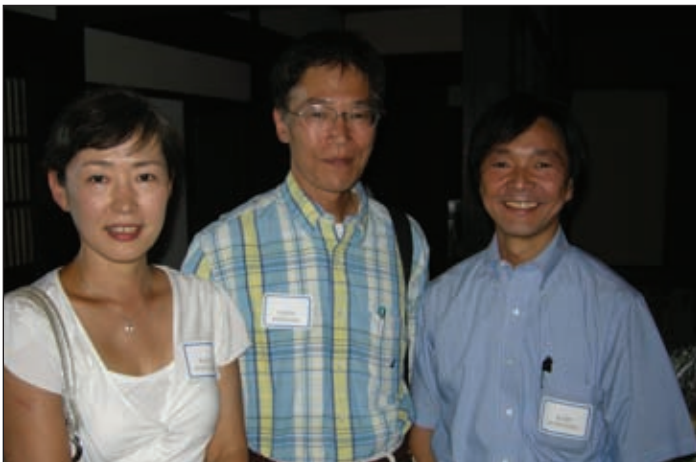


Akeni Koda and Yuko Tanaka



The evening's festivities ended with a "zero-impact" bingo giveaway of sponsor gifts, in which numbers continued to be drawn until each attendee received a gift. We would like to thank TriNet, Aretsa Winery, Manufacturers Bank, Kintetsu Travel, Fukuoka Prefecture (San Francisco

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Kanae Nakazawai, Yasuo Ishihara and Kazu Nakajima

*continued from page 8*

including taking an additional degree in Enology at UC Davis before joining Aretsa in the Napa Valley; he is clearly dedicated in his profession. Samples of the wines were served at the conclusion of his remarks. From their delicate flavors, we can appreciate why Aretsa wines are provided to First Class passengers on All Nippon Airlines flights.

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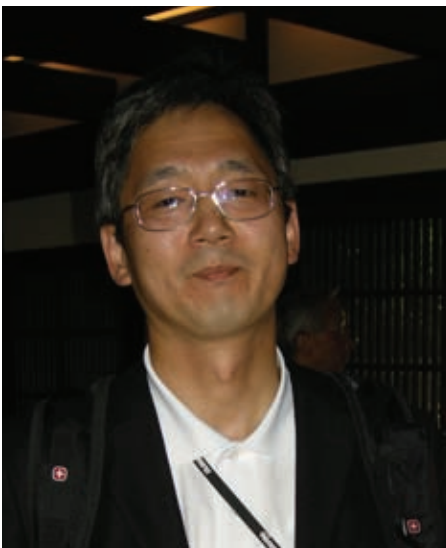
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Robert Burmeister.



Hiro Masumoto poses for a Kodak moment with a summer festival fan - "Uchiwa" together with Goro Kosaka and a guest.



Binay Panda



Keizai Co-presidents, Mark Kato and Chimmy Shioya and Hiromu Soga.





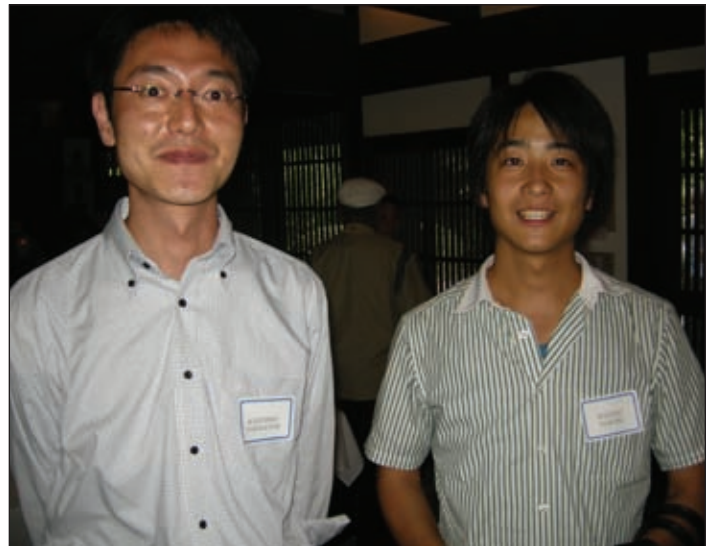
Masayo Fujimoto, her guest and Koichi Sato



Akeni Koda of NEC America making a new contact.



Mr. Watanabe, Takao Haruki, Ukihiro Maru, and Hitoshi Hokamura



Kazuhiro Yamaguchi and Wataru Yamaki



Yoshiko Moriguchi and Goro Kosaka



Tak Nishimura and Yuji Ide enjoy the Japanese food.

## We are Hiring!

The Keizai Society, all-volunteer organization, is looking for more team members.

Volunteers would benefit by having a venue to meet and network with leaders in the community and given that the job is done well, you will be able to get a job reference if needed. As a core team member, you will be able to attend Keizai events for free along with other benefits.

### 1) Program Committee

We are looking for native English speakers and self starters to develop programs "from cradle to grave" to figure out a program that should be of interest to both the American and Japanese Keizai membership. This would involve determining the right speaker(s), writing up a draft flyer for review and distribution, and coordinating with the speaker(s), especially if one decides on a panel. At the event, the program developer would introduce the speaker(s). and play host.

### 2) Other positions

Other positions are also available for marketing and business development. Japanese language skills is a plus, but not a requirement. Please contact us for more detail.

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!*



Above: Students, and to be entrepreneurs, SO SO Ngai, Sunny Tsang and Luke Huang were interested in the program as well as a taste of Japan.

Left: Some of the equipment of the tea merchant include containers and boxes for tea were on display in the reconstructed tea merchants house.

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Office), Morrison & Foerster LLP, Wilson Sonsini Goodrich & Rosati PC, and others for their event sponsorship and contributions to this event.



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### Advertising in the Keizai Society Newsletter

The advertising rates per monthly issue are as follows:

Business card	\$50.00	(3.5x2)
Quarter page	\$100.00	(3.75x4.5)
Half page	\$200.00	(7.5x4.5 vertical or 3.75x9.25 wide)
Full page	\$300.00	(7.5x9.0)