California has various environmental laws regulating companies and the proper management of hazardous products, including universal and hazardous waste, e.g. batteries, electronic devices, mercury-containing equipment, lamps, and paint. Improperly managing these products can lead to various fines and sanctions. These regulations can be confusing, especially to companies that are just starting to do business in California. Just in time for Earth Day, this networking event will give those who are interested in the topic a chance to enjoy a short presentation along with discussion over drinks and hors d’oeuvres.
Founded in 1990, Keizai Silicon Valley US-Japan Business Forum is an all-volunteer business and professional networking organization based in the San Francisco Bay Area. Its primary purpose is to provide opportunities for executives and professionals to develop the knowledge and human networks for successful US-Japan Business.

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As we turn to the topic of environmental law for our April networking event, it might be interesting to reflect on a little history of environmentalism in the United States. With the United States declining to ratify the Kyoto Protocol and pulling out of the Paris Agreement in recent years, the spirit of environmentalism in America may seem down at the moment. But perhaps a brief look at the story of environmentalism can revive our spirits.

Historically, in western societies environmentalism (to the extent it existed) was under the umbrella of general public nuisance. In other words, generally speaking no one should do something that caused an environmental nuisance to the community. However, this vague concept did not allow for specific protections, and the eventual effect of the industrial revolution on the environment was strongly felt. The very first piece of environmental legislation in America was the Rivers and Harbors Act of 1899, which prohibited dumping refuse into the waterways of the United States without a permit.

Jump forward six decades, and American marine biologist Rachel Carson published her landmark book “Silent Spring” in 1962, chronicling the adverse effects on the environment of indiscriminate pesticide use. This is often seen as the beginning of the environmental movement in the United States. Seven years later came the 1969 Santa Barbara oil spill, which killed 3,500 sea birds as well as many dolphins, seals, and sea lions. This shocking event was the impetus for the creation of the first Earth Day on April 22, 1970. Highly popular from the start, Earth Day involved not only demonstrations and celebrations, but also many local cleanup activities of rivers, lakes, and highways. As a child growing up in the Chicago suburbs of the early 70’s, I remember seeing college kids pulling a rusty bike out of my town’s river on Earth Day. The worldwide popularity of Earth Day has continued into the present.

Environmentalism has a proud history in our country and in the world, as well it should. Let’s get together and chat about it on Thursday, April 19th. See you there!
By Joe Quinlan

On a clear Friday evening in January with stars in the sky, high above Silicon Valley at the posh Palo Alto Hills Golf & Country Club, Keizai Silicon Valley held its 28th annual Shinnenkai. The evening began and ended with networking, as friends and business colleagues renewed and strengthened old bonds and forged new ones. Once the events started, the evening was ably moderated by Keizai’s own Tim Koide. Keizai president Chimmy Shioya led off the speakers with a brief recap of Keizai’s 2017 events. This year, Keizai was sad to mourn the passing of board member Scott Ellman. He will be fondly remembered by all that knew him.

The main speaker of the evening was lifetime achievement honoree Yuzaburo Mogi of Kikkoman. Mogi-san gave a memorable recollection of how Kikkoman ploughed its way to success internationally. Kikkoman opened its first overseas office in San Francisco in 1957. In the 60’s, Kikkoman quickly set up a test kitchen at the San Francisco office and hired home economists to create recipes that incorporated soy sauce into American dishes. These recipes were then sent to newspapers and published by Kikkoman in cook books. Mogi-san also recalled working many taste tables at American supermarkets, to get Americans interested in soy sauce. Kikkoman took a big risk when it built its first overseas factory in Wisconsin in 1973. Soon after came the first oil shock, and it took until 1975 for the Wisconsin factory to turn a profit, and until 1978 for Kikkoman to recover its overall investment. In the 80’s and 90’s factories
followed in the Netherlands, Singapore, and other locations. Particularly in America, the marketing of soy sauce as “all purpose seasoning” was a big success. Finally, in 2005 Kikkoman’s overseas revenue first exceeded its domestic Japanese revenue, a major milestone for the company.

Mogi-san said that one special aspect of soy sauce is that it goes well with meat, which was integral to its success in the US, since Americans generally love meat. In fact, Mogi-san told an amusing historical anecdote. One of the world’s first encyclopedias was published in France in 1765, and it turns out that encyclopedia had an article on soy sauce. Within in that article, it was stated that soy sauce “goes well with meat.”

A main theme that Mogi-san emphasized during the evening was the powerful impact that the exchange of food culture can have internationally. Kikkoman bringing soy sauce to America was that kind of food culture exchange, and in return Kikkoman has marketed wine and tomato sauce in Japan. Mogi-san said that as the world’s people get to know each other’s food cultures, they start to feel warmer toward those people of other cultures. In this way, the global exchange of food culture can be a contributor to world peace. Mogi-san hopes that the young people of the world continue to learn about cultures other than their own, including food culture.

It was another wonderful Shinnenkai for Keizai Silicon Valley, with over 200 attendees. We look forward to seeing everyone at our events that we are planning throughout the year.

Additional event photos can be found at:
https://keizai.org/events/28th-anniversary-shinnenkai/
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