



# KEIZAI SILICON VALLEY

## US - JAPAN BUSINESS FORUM

*Keizai Silicon Valley US-Japan Business Forum  
Issue No. 276 – January 2019*

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## 29th Anniversary Shinnenkai Reception

Join us in celebrating

Keizai Silicon Valley's 2019 Shinnenkai (New Year's Reception)  
on Friday, January 25 at the Palo Alto Hills Golf and Country Club



This year, we honor Ambassador John Roos, Founding Partner of Geodesic Capital and former U.S. Ambassador to Japan, with the Keizai Silicon Valley Outstanding Impact Award for US-Japan Business.

Aside from giving the keynote speech, Ambassador Roos will participate in a fireside chat with Professor Richard Dasher. We will also be performing our traditional Kagamiwari (sake barrel “breaking”) ceremony. The Consul General of Japan, Mr. Tomochika Uyama, is expected to lead this tradition.

## ~ 2019 Shinenkai Event Details ~

### Friday, January 25, 2019

5:30 - 6:45 p.m. Reception

6:45 - 9:30 p.m. Program

10:00 p.m. Venue Close

Early bird (before Sunday, January 6<sup>th</sup> 11pm PST): \$55 (60 seats limited)

Regular Registration (before Sunday, January 20<sup>th</sup> 11pm PST): \$75

Late Registration (before Wednesday, January 23<sup>rd</sup> noon PST): \$100

Walk-in: \$140

Location: Palo Alto Hills Golf and Country Club

3000 Alexis Drive | Palo Alto, CA 94304

Food, including sushi and hors d'oeuvres, will be served.

Dress: Business casual

Registration at [keizai.org](http://keizai.org)

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### Featured Honoree: Ambassador John V. Roos

John V. Roos is the Founding Partner at Geodesic Capital, a late stage venture capital fund focused on investing in enterprise and consumer technology companies. He is a Senior Advisor at Centerview Partners, a preeminent mergers & acquisitions advisory firm and a member of the Board of Directors at Salesforce.com and the Sony Corporation. In addition to the Global Advisory Board of Mitsubishi UFJ Financial Group,

Ambassador Roos chairs the Toyota Research Institute Advisory Board and serves on the Board of Directors of The Maureen and Mike Mansfield Foundation. Previously, Ambassador Roos served as Chief Executive Officer and Senior Partner at Wilson, Sonsini, Goodrich, & Rosati, the leading law firm in the United States in the representation of technology, life sciences, and emerging growth companies.

From August 2009 – August 2013 Ambassador Roos served as the United States Ambassador to Japan. On August 6, 2010 he became the first sitting U.S. Ambassador ever to attend the commemoration ceremony of the atomic bombing in Hiroshima. Ambassador Roos' service in Tokyo coincided with the devastating 9.0 earthquake, tsunami, and nuclear crisis on March 11, 2011. Following this tragedy, Ambassador Roos led the American effort on the ground in support of Japan's response to the multi-dimensional and unprecedented disaster. After the crisis, Ambassador Roos also led the creation of the TOMODACHI initiative, a public-private partnership that has raised more than fifty million dollars and established more than 40 exchange programs.

# ***The Legacy of the US Ambassadors to Japan***

By Joe Quinlan

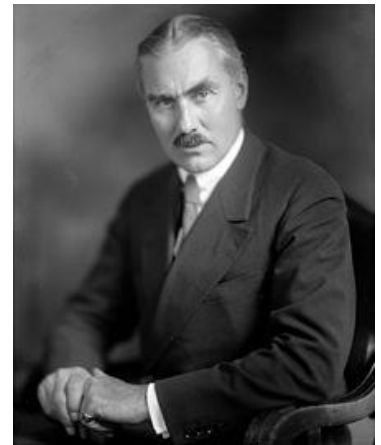
On Friday, January 25<sup>th</sup>, Keizai Silicon Valley will be honoring former US ambassador to Japan John Roos, who held that position from 2009 to 2013 during the presidency of Barack Obama. When he assumed his position of US ambassador to Japan, Ambassador Roos joined a long line of distinguished people who have been the primary representative of the United States in Japan.



*Townsend Harris*

Townsend Harris was the first, assuming the position of Resident Minister in 1859, just five years after the black ships of Commodore Matthew Perry opened Japan to foreign interaction. Harris established the first US Consulate in Shimoda, Shizuoka. Legend and the 1958 John Wayne film “The Barbarian and the Geisha” created the myth that a woman named Okichi was either forced to become the wife of Harris, or fell in love with him. But in reality, it appears she was simply one of his housekeepers.

The next relatively outstanding ambassador was Joseph Grew, who held the position on the eve of World War II. In January 1941, Grew became aware of a Japanese plan to launch a surprise attack on Pearl Harbor, and he informed Washington by secret cable. Unfortunately, military leaders in Washington discounted his warning. When the Japanese did in fact attack Pearl Harbor, Grew was interned in Japan, along with other embassy staff. Grew witnessed the Doolittle air raid on Tokyo in April 1942, before finally being exchanged and repatriated to the US in July of that year.



*Joseph Grew*

In the post-war era, the first outstanding and memorable ambassador



*Dr. Edwin O. Reischauer*

was Dr. Edwin O. Reischauer, who was appointed by President Kennedy and held the position from 1961 to 1966. Reischauer grew up in Tokyo, where his father was a founder and professor at Tokyo Woman’s Christian University in suburban Tokyo, near Kichijoji. The house that he grew up in still exists on the college campus and is known as the Reischauer House. Like many in the Kennedy administration, Reischauer had a background in ivy league academia, having earned his PhD from Harvard in 1939, and went on to serve as professor there for 40 years. While serving as ambassador in 1964, Reischauer was stabbed by a mentally disturbed Japanese man and contracted hepatitis from the blood transfusion he received. After receiving the transfusion, Reischauer stated that he was now truly

Japanese by blood. Reischauer suffered the effects of hepatitis for the rest of his life and ended up



*Mike Mansfield*

dying of the disease 26 years later, at the age of 79. Reischauer's wife Haru was Japanese and a grand-daughter of the Meiji era genro Matsukata Masayoshi of Kagoshima. The Reischauer's retired to La Jolla, California, with Dr. Reischauer passing in 1990, and Haru following him eight years later.

In more recent times, it has been considered highly desirable that the ambassador to Japan have strong ties to the congress and/or a close relationship with the president. Former senate majority leader Mike Mansfield started this trend when he was appointed by President Carter in 1977. Mansfield's reputation for hard work and effectiveness was such that President Reagan kept Mansfield throughout his entire 8-year presidency, even though Mansfield was a Democrat. Mansfield was known for rolling up his sleeves every day at work as a sign of getting down to business.



*Michael Armacost*

In the wake of the memorable Mansfield ambassadorship, other similar American notables have followed in his footsteps, such as diplomat Michael Armacost,



*Caroline Kennedy*

former Vice President Walter Mondale, former Speaker of the House Tom Foley, and former Senate Majority Leader Howard Baker, whose wife Nancy Kassebaum was also a former senator and daughter of 1936 Republican Presidential nominee Alf Landon (losing to Franklin Roosevelt). In 2013, President Kennedy's daughter Caroline Kennedy became the first woman US ambassador to Japan, at a time when womanomics was becoming an important topic in Japan.

There is a lot of history surrounding the US ambassadors to Japan. We hope to see you at the 2019 Shinnenkai, where you can hear the thoughts of one of the most recent Americans to hold this position, John Roos.

## **Event Recap: Batteries and Clean Tech (Sept 20, 2018)**

By Joe Quinlan

On Thursday, September 20<sup>th</sup>, Keizai Silicon Valley welcomed four experts from the clean energy field to discuss the important and emerging field of battery energy storage. Luisa Elkins of Procopio led off the evening with an overview of the state and federal regulation in place for energy storage, with an emphasis on the leading role of California in creating rules for the market. Lucian Ion of Eneleap Consulting continued this theme by showing how California has much more battery energy storage than any other state. Historically, pumped reservoirs have been used to store energy, but the share of batteries in energy storage continues to grow. Lucian showed that the number of consumers feeding





back into the grid is growing, but the next speaker, Michael Kanellos of OSIsoft said that the future will not be consumers owning the battery storage in the homes, but rather the power company owning the neighborhood storage. This is because the amount of maintenance needed on battery storage units will be undesirable for individual homeowners. Additionally, energy storage can be expensive, and PG&E punishes heavily companies who under-forecast their energy usage. At the state-to-state level (e.g. California and

Oregon), better energy trading software has more future potential than simply building more energy storage. Jin Noh of the California Energy Storage Alliance pointed out that the energy storage market is growing faster than solar energy. Jin described the remarkable transformation that the California energy scene is about to undergo in the next few decades. Gas power plants in California are currently not profitable, due to government restrictions on pricing spikes during peaks hours. Related to this, California's energy plan for 2030, 2045, and beyond has a very high reliance on solar energy, which has large peaks and valleys in production. Without massive energy storage capability, this heavy reliance on solar may not be able to sustain the necessary stable supply of energy to the state. All in all, there is an exciting future for energy storage, but in order to mature, the market must grow beyond California.



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