

Global

H O R I Z O N S

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A Message from JAAMS President Ikujiro Nonaka

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KLA Fund Donors

JAAMS is "Going Green!"

Dear members of the JAAMS Ohana,

We are especially proud of the launching of the Knowledge Café lecture series and the East-West Knowledge Leaders Program (EWKLP).

In this issue, we describe the EWKLP's Model for Innovation capstone project and the recent Knowledge Café session on "Social Entrepreneurship" where M. R. Disnadda Diskul demonstrated his phronetic leadership through his work on the Doi Tung Project. His work exemplifies Aristotle's concept of "phronesis," which we advocate to our students as a requirement for leaders who must serve the common good and not simply work for the bottom line.

We value you and your contributions in strengthening JAAMS. Thank you for your continuing support.

Aloha,

Ikujiro Nonaka, Ph.D.



Winning Team Proposes an Innovative Model to "Taste the World, Feed the World"



Blair Odo and team members of "Taste the World, Feed the World," from L-R Pittinum Pittayavit, Maximillian Ventura, and Narumon Nualplaud

On June 24, the EWKLP Spring 2009 students presented what they learned throughout their program at the Model for Innovation Final Competition. Out of eleven teams, six teams were chosen to advance to the final round. The students integrated key learnings from their courses with their individual knowledge and work experiences to create an innovative plan and accompanying "hybrid model."

The winning team proposed a model named, "Taste the World, Feed the World." Team members Maximillian

Ventura (Philippines), Pittinum Pittayavit and Narumon Nualplaud (Thailand) were inspired to create their model to put an end to hunger caused by poverty that they saw occurring in their home countries. "The current economic situation is leading to an increased poverty and hunger rate," they stated.

The team planned to follow a similar structure set by the existing non-profit food rescue organization called City Harvest, which collects leftover food products from hotels, restaurants, school cafeterias, supermarkets, etc., and distributes them to shelters in New York. The team proposed to combine this structure along with a "restaurant model" where institutional and individual donors could donate to the cause. The envisioned restaurant serves as the main source of revenue to keep the organization running. It will be the anchor for the organization's marketing campaign and will feature an international menu showcasing cuisine from featured chefs. By eating at the restaurant, diners will be generating revenue to enable the organization to continuously provide food to the hungry and less-fortunate.



www.jaims.org

JAIMS is a nonprofit postgraduate institution that provides intercultural management education and executive development. JAIMS was founded in 1972 by Fujitsu Limited.

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Knowledge C@fe



Dr. Blair Odo, Dr. Ikujiro Nonaka, Mom Rajawongse Disnadda Diskul
and his wife, Puangroi Diskul Na Ayudhaya.

Social Entrepreneurship: Doi Tung Development Project

The fifth session in the Knowledge Café lecture series, *Social Entrepreneurship: Doi Tung Development Project*, featured Mom Rajawongse Disnadda Diskul with post-lecture commentary by JAIMS President, Dr. Ikujiro Nonaka. Friends of JAIMS, alumni, and JAIMS students gathered at the Halekulani on June 3 and were inspired by Diskul's vision and leadership for revitalizing the area of Doi Tung in the Thailand province of Chiang Rai.

Prior to 1988, Doi Tung was a very bleak place. Poverty and illness ran rampant throughout the region.

Opium poppy cultivation was the main source of income for local farmers.

The innovative Doi Tung project was established to tackle the region's three largest problem areas—healthcare, livelihood, and education. Using an integrated approach, Diskul and his team of facilitators outlined short, medium, and long-term goals for the development and sustainability of the project. Now, 20 years later, Doi Tung residents are self-sufficient with agricultural sales from coffee and macadamia

(Continued)



*“An investment in knowledge always pays the best interest.”
~ Benjamin Franklin*



(Continued from Page 2)

crops, as well as sales from handicrafts in the fashion and lifestyle industries.

To date, over 18 trendy coffee shops have been opened throughout Thailand, using the Doi Tung “value chain” approach. Designer collection fashions using natural materials and handmade techniques have been exhibited at fashion shows in Berlin and Milan. Creative marketing and an established sense of ownership have produced successful entrepreneurs out of those who were former opium addicts.

The Doi Tung approach has since been put into practice in Myanmar, the Islamic Republic of Afghanistan, and Indonesia. Community input is crucial to each program’s design and strategy, and each is tailored to address specific needs of that region or to build upon the skills of local residents. Diskul and his team have given people the opportunity to realize their own potential and empowered them to better their communities.

Commenting on Diskul’s lecture, Nonaka focused on the Doi Tung project in relation to Aristotle’s concept of “phronesis” (practical wisdom and prudence). He praised

Diskul on his leadership and for taking action to serve the common good. “Everyone deserves to live a dignified life according to their means,” Nonaka said. He pointed out that Diskul’s goal for the Doi Tung project was to improve the quality of life and well-being of the people, especially those in rural areas or in hardship. Diskul helped the people to help themselves through self-actualization.

Since 1972, Diskul has served as Secretary-General of the Mae Fah Luang Foundation. The Foundation was founded by the late Princess Mother, H.R.H. Princess Srinagarindra, to undertake development projects to improve the quality of life for Thailand’s ethnic minorities in the Doi Tung area. In 1988, Diskul was also named Director-General of the Doi Tung Development Project. He is a graduate of Indiana University, Bloomington with a B.Sc. degree in business administration, and was recently elected to the JAAMS Board of Trustees.

The Knowledge Café lecture series is held several times a year in Honolulu and Tokyo. The next Café is tentatively scheduled to be held in the Fall.

The JAAMS Team Welcomes Takeshi Horii

Takeshi Horii rejoined the JAAMS team on July 22 as Executive Vice President and Chief Financial Officer. Horii previously worked at JAAMS as a Program Coordinator from 1976-1979, where he was in charge of educational programs tailored towards managers and executives. His most recent position was Group General Manager (Legal and Commercial, Board Director and Company Secretary) for Fujitsu Telecommunications Europe Limited. Horii attained a bachelor of engineering in electronics from Kyoto University, and an MBA from Harvard Business School.



Ethnographic Fieldnotes from the Polynesian Cultural Center

In May 2009, Ty Tengan, Associate Professor of Ethnic Studies and Anthropology at the University of Hawaii Manoa, facilitated a Special Topics session entitled, Introduction to Ethnography in Hawaii and the Pacific, with students in the East-West Knowledge Leaders Program (EWKLP) Spring 2009 class.

The students enjoyed a fieldtrip to the Polynesian Cultural Center where they took ethnographic fieldnotes. They described their experiences and observations through the active process of constructing scenes, characters, and actions. The students jotted their observations using inscription—a combination of interpretations and descriptions.

Back in the classroom, the students discussed their fieldnotes in small groups. They compared their notes and hypothesized about what could have accounted for the similarities and differences between their observations. Then, they practiced “coding” their individual notes to produce an analysis understandable to those unacquainted with the social world under study. Professor Tengan reminded the students that although the coding process is lengthy, it produces a rich and extensive amount of knowledge, insights, and ideas.

The EWKLP Spring 2009 class consisted of 33 students representing Thailand, Philippines, Korea, Japan, Malaysia, Australia, France, Indonesia, and China. Their backgrounds, cultures, and experiences contributed to interesting discussions when they compared their individual fieldnotes. The session reaffirmed the necessity for openness towards other cultures in order to understand others.



The EWKLP Spring 2009 students enjoy a day at the Polynesian Cultural Center

What our EWKLP Spring 2009 Graduates Have to Say!

“As for personal growth, I now have new knowledge with different perspectives shared from other students. I’ve gained so much; it would never have been possible to do it by myself.”
~ Eizaburo Onda, Japan



“I feel I am now better equipped to chart the course for my career and perhaps blaze new trails. The EWKLP experience has given me inspiration to start new initiatives back home which were conceptualized during the program.”
~ Maximillian Ventura, Philippines

“I not only met 32 amazing new friends from 9 different countries, but I am refreshed and ready to head back home and put some of my newfound skills and knowledge to work. I have gained a deeper understanding of these cultures which will benefit me both personally and professionally.”
~ Douglas Kamp, Australia

“Personally, this program helped me to better understand and analyze myself and others from different cultures. Professionally, I acquired new approaches of management that will help me differentiate myself from others in the workplace and at job interviews.”
~ Nequine Massoumi-Azad, France



EWKLP Spring 2009 Award Recipients
The Senator Francis A. Wong Leadership Award:
Shusuke Kantake, Japan (left)
The Students’ Choice Award:
“Most Energetic Organizer Extraordinaire”
Angeline Simanullang, Indonesia (right)



The JAIMS Experience...

as told by Kenji Yonemoto and Hyun-Sik Chung

Japan-Focused MBA (JEMBA) 2007-2009, held in partnership with the UH Shidler College of Business

Originally from Palo Alto, California, Kenji Yonemoto graduated from the University of California—Davis with a bachelor's degree in managerial economics. "Basically, I have a little bit of country in me," Yonemoto said. "I grew up on a 10-acre ranch—at one time or another we had chickens, goats, pigs, and horses!" In his free time, he enjoys going snowboarding, playing basketball, and listening to hip-hop music.

"In my lifetime, I hope to establish a network of capital investments that connects Japan, Hawaii, and California," Yonemoto said. "The JEMBA program was unique to any other college program. It offered a direct academic focus on Japan and provided me with an international internship experience."

Yonemoto interned at Dalton Investments K.K., in Chiyoda-ku, Tokyo, Japan under the mentorship of JMP-16 graduate George Loble, chief investment officer and co-founder. The three-month internship is the final requirement for the JEMBA degree. "The large international network is one of the strongest assets to the JEMBA experience," Yonemoto said. "I am really excited to meet and work with other JAIMS alumni." Upon completing his internship, Yonemoto received his AACSB International accredited MBA from the University of Hawaii Shidler College of Business, and a Japan-focused Management Certificate from JAIMS.

"This program can quickly become a premier world-class educational experience," Yonemoto said. "If you want an MBA and also a career in Japan, this is the program for you."



Kenji Yonemoto

East-West Knowledge Leaders Program (EWKLP) Fall 2008

Hyun-sik (HS) Chung was born and raised in Seoul, Korea. He attended the University of Nebraska at Omaha, attaining a bachelor's degree in economics and a master's in accounting. Five years later, Chung returned to Seoul to work as an accounting professional for Ernst & Young, with a specialization in cross-border service. "Everyday I experience how important cross-cultural knowledge is in the area of accounting as well as in my daily life," he said. "I hope to be a role model for the globalization of the accounting and finance fields within the Ernst & Young global network."

Upon arriving in Hawaii, Chung immediately began training for the 2008 Honolulu Marathon. "The marathon training process gave me a good time to think about myself," he said. "I realized that there are ups and downs in life, but I will keep working towards the finish line to achieve my life-time goals." His classes at JAIMS allowed him to gain invaluable insight from his professors. "Someday in the future, I want to be a person like Professors Sherman Abe and Iris Okawa who shared their professional knowledge with us during the EWKLP," Chung said. "I hope to come back to JAIMS in 20 years as a visiting scholar. I want to share my wisdom with our younger generation as the EWKLP professors have done for us."

Chung credits the EWKLP for giving him a new perspective towards globalization, as well as new attitude and outlook on his life and career. "I think that I was destined to participate in the EWKLP—I can't imagine my life or who I am now without my experience at JAIMS," he recalled. "After our graduation ceremony, I realized that a new world stands before me. Although I am returning to my same job, I am not the same person who I used to be."

"Personally, I am very proud to be a part of the JAIMS knowledge network," Chung said. "I now look forward to starting a new journey, full of opportunities and challenges."



Hyun-sik Chung

The JAIMS Bond

Alumni Bulletin

AMP / JMP

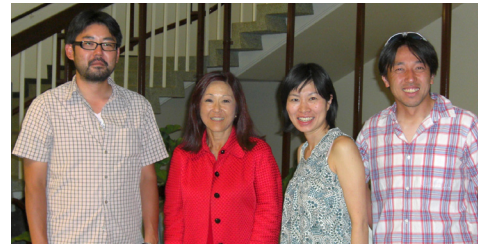
Yasuo Masuda (AMP 16) visited JAIMS in April 2009 with his wife. They are photographed below with Blair Odo.



Hiro Minami (AMP 93) stopped by JAIMS in July 2009 with his wife, Masumi, and his son, Soichiro. Hiro just completed the Transpac yacht race, sailing from Long Beach, CA, to Waikiki beach! Hiro and his family are pictured with Blair Odo.



Chie (Tanaka) Takagi (ICMP 2001 F) and her husband, Masaru (far right), visited JAIMS in May 2009. The couple recently got married, and started up their own biking and outdoor business. Chie happily reported that they are also expecting a baby! They are pictured below with Blair Odo, and EWKLP student, Eizaburo Onda (far left).



Hiroshi Maeda (ICMP 1998 F) visited JAIMS in May 2009. He is the Vice President for Tokyo Star Bank Co., Ltd. in Japan. Hiroshi is pictured below with Blair Odo and Alison Ohata.



ICMP

Eiji Nakata (ICMP 2004 F) stopped by to visit JAIMS in May 2009. He and his wife, Kyoko, just got married in Hawaii at the Central Union Church in Honolulu. Eiji works in Tokyo as a Senior Consultant for Protiviti Japan Co., Ltd. They are photographed below (middle) with EWKLP students of the Spring 2009 class.



Hasnan (Nan) Hakim (ICMP 2001 S) obtained his MBA degree from the University of South Australia in March 2009, and is now pursuing a Ph.D. at Asia eUniversity. He currently works at Intel Malaysia as the K-12 Education Program Manager.

JEMBA/CHEMBA

Warren McNabb (JEMBA 1995-1996) has been keeping busy in New Zealand. He spends most of his time with two vineyards in the Awatere Valley of Marlborough, and also works for the wind power company Energy3. Warren is pictured below with his wife and three children.



Congratulations to **Brandon Matsui** (JEMBA 2002-2003), who recently became an Assistant Portfolio Manager at Mellon Capital Management in San Francisco.

Jun Kabigting (JEMBA 1999-2000) and his wife, **Tomoko (Ishii) Kabigting** (ICMP 2000 S), just welcomed a new addition to their family. Newborn Marina is pictured below with her older brother, Joshua.



Robert Tirtawigoena (JEMBA 2004-2005) recently became a proud father! His baby daughter, Florentia Sheryl Huang, was born on April 15, 2009.



Ravi Kumar (JEMBA 2003-2004) stopped by to visit JAISMS in June 2009 with his girlfriend. They are photographed with Soutchay Viengkhou and Blair Odo.



ALUMNI GATHERINGS

EWKLP 2008 F alumni, **JEMBA 2007-2009** alumni, and **JEMBA 2008-2010** students met in Japan for a BBQ in May 2009. Despite inclement weather, they all had a wonderful time.



The **JAISMS Bond Committee** invited JAISMS alumni, students, and friends to Okawari Restaurant and Bar in Tokyo Midtown in July 2009 for a fun-filled night. Join one of the JAISMS Groups on Facebook, LinkedIn, Mixi, and CollectiveX to keep in touch with old friends, meet some new ones, and share all of your JAISMS experiences!

Alumni gathered in Seoul, Korea for a **JAISMS Bond** reunion in June 2009. Attendees included Junichi Saito (Sr. VP, Fujitsu Korea Limited) and his staff, Sang Wook Lim (GSRP 2005), Morris Kim and Young-Jun Ahn. Alumni attendees included Kang Suh Lee (JEMBA 2002-2003), Hyun-sik (HS) Chung (EWKLP 08F), Michael Rhee (JEMBA 2001-2002), Youngchan Hwang (CHEMBA 2002-2003), Youngsik Ha (CHEMBA 2003-2004), Jong Won (AI) Ko (JEMBA 2001-2002), Alex Rhee, Heon (Philip) Kang (CHEMBA 2001-2002), and Soon Young Myong (not pictured) with JAISMS Promotion Division staff, Dai Sakashita, and Blair Odo.



Aloha...

The JAISMS family would like to extend our deepest condolences to the family of Ms. Pearl Swan who passed away on June 13, 2009. Pearl and Bob Swan have graciously opened their home to many JAISMS students over the years.

Keep in Touch!

When our lives take us on different paths, it's easy to lose contact with people who were once very important to us. JAISMS now has two ways for you to keep (or renew) the connections with your classmates.

The JAISMS Family Forum is an e-mail message listserv that allows you to exchange news with all your fellow alumni at once! Just sign up with Communications Specialist Kristen Kano (kkano@jaims.org) or manage your account at http://www.jaims.org/Alumni/Alumni_JFF.html. Then you can send e-mails to the JAISMS Family Forum (jaimsfamily@lists.lava.net) or JAISMS Job Bulletin (jobs@lists.lava.net).

These forums are only for JAISMS alumni, staff, and current students. All messages are filtered before they are released to eliminate unwanted spam. You can also logon to the JAISMS Online Alumni Database to update your information, post photos, and search for your classmates.

Our greatest joy is keeping in touch with old friends, and making new friends in the process. If you have any special milestones that you would like to share in the Global Horizons newsletter, please send information and/or photos to kkano@jaims.org. We look forward to hearing from you!



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JAAMS would like to recognize Walter A. Dods, Jr., Glenn K. Miyataki, and The Alfred and Ruth Ono Foundation for their recent generous donations. Thank you to all of our donors for your continued support.

JAAMS is “Going Green!”

JAAMS is pleased to offer our Global Horizons newsletter electronically as a small step toward promoting sustainability and environmental conservation.

To receive the newsletter as an electronic file, please send an e-mail to kkano@jaims.org from your preferred e-mail account with EMAIL NEWSLETTER in the subject line. In the body of your e-mail, include your full name, preferred title (Dr., Ms., Mr., etc.), and affiliation (JAAMS instructor, former staff, alumni—indicate your program and year, community, friend of JAAMS, internship company, etc.).