

# Global

## H O R I Z O N S

October 2009



### A Message from JAIMS President Ikujiro Nonaka

#### Inside

2

JAIMS President Ikujiro Nonaka to be Honored by HEC School of Management—Paris

JAIMS Alumnus Hiro Minami Completes the Transpac Yacht Race

3

JAIMS Alumnus Dede Prabowo Provides a "World of Letters" to Indonesian Students

JAIMS Transitions

4

JAIMS Welcomes the 2009-2011 JEMBA Class

Practice-based Approaches Help JEMBA Students Prepare for Japan Internship

5

Hawaiian Electric Company Recognizes JAIMS' "Going Green" Efforts

JAIMS KLA Fund

6

JAIMS Bond Alumni Bulletin

8

KLA Fund Donors

JAIMS is "Going Green!"

Dear members of the JAIMS Ohana,

In this issue, we proudly feature JAIMS Trustee M. R. Disnadda Diskul, who was recently chosen as an Outstanding Social Entrepreneur by the Schwab Foundation for revitalizing the Doi Tung area in Thailand. We also share exciting updates from many of our JAIMS alumni.

The JAIMS team welcomed another group of JEMBA students in August and is looking forward to welcoming the third group of East-West Knowledge Leaders Program students this month. Read about how our JEMBA students have been diligently studying business Japanese language and culture as they prepare for their internships in Japan.

We hope you continue to feel the excitement of JAIMS activities as we strive to position JAIMS as the Center for Excellence in Knowledge Leadership in the minds of current and future leaders around the world. We value you and your contributions toward strengthening JAIMS.

Ikujiro Nonaka, Ph.D.



### JAIMS Trustee M. R. Diskul Named 2009 Outstanding Social Entrepreneur



JAIMS Trustee  
M. R. Disnadda Diskul

JAIMS trustee Mom Rajawongse Disnadda Diskul of Thailand was chosen as one of the outstanding Social Entrepreneurs in East Asia/Southeast Asia for the year 2009 by the Schwab Foundation for Social Entrepreneurship. Annually, 18 outstanding Social Entrepreneurs from around the world are selected. To date, 160 Social Entrepreneurs have been honored.

"We congratulate Trustee Diskul on this well-deserved honor," said JAIMS President Dr. Ikujiro Nonaka. "We are grateful for his service on the JAIMS Board as his insight, knowledge, and expertise is valuable for strengthening JAIMS' reputation and programs in the Asia Pacific."

Diskul was elected to the JAIMS Board of Trustees in June 2009. At the JAIMS Knowledge Café in June, Diskul gave a presentation entitled, *Social Entrepreneurship: Doi Tung Development Project*. Diskul currently serves as the Secretary General of the Mae Fah Luang Foundation and was also named Director General of the Doi Tung Development Project in 1988. The Doi Tung Development project was established to rejuvenate the area of Doi Tung in the Thailand province of Chiang Rai, which was previously filled with poverty, illness, and opium poppy cultivation. Diskul and his team used an integrated approach to tackle the region's three largest problem areas—healthcare, livelihood, and education. The Doi Tung area is now sustained by the self-sufficiency of the residents.

The Schwab Foundation selects projects based on "innovation, sustainability, reach and social impact" ([www.schwabfound.org](http://www.schwabfound.org)). The Foundation concluded that the Doi Tung Development project's sustainable alternative livelihood development, which stresses the holistic approach in human development, is considered one of the most successful models for development.

*Excellence in Knowledge Leadership*



[www.jaims.org](http://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.

Ikujiro Nonaka, Ph.D.  
President

Blair M.T. Odo, Ph.D.  
Executive Vice President and  
Chief Operating Officer

Takeshi Horii, MBA  
Executive Vice President and  
Chief Financial Officer

Kristen S. Kano  
Global Horizons Editor

#### **JAIMS**

6660 Hawaii Kai Drive  
Honolulu, HI 96825-1192  
Tel: (808) 395-2314  
Fax: (808) 396-7111  
E-mail: [info@jaims.org](mailto:info@jaims.org)  
URL: <http://www.jaims.org>

#### **JAIMS Promotion Division**

1-17-25 Shinkamata, Ohta-ku  
Tokyo 144-8588, JAPAN  
Tel: +81-3-6424-6621  
Fax: +81-3-6424-6625



*“Over the years, I have held a deep conviction that education should not be merely a search for a certificate but a process that develops someone’s ability to think, act, and own their choices.”*

*~ Dr. Vincent Kituku  
Human Resources Trainer and  
Motivational Speaker from Kenya*

## **JAIMS President Ikujiro Nonaka to be Honored by HEC School of Management—Paris**

**I**n October 2009, JAIMS president Ikujiro Nonaka will be awarded the HEC Honoris Causa professorship. Nonaka, the 30th recipient of this esteemed award, will accept the honor at the HEC Paris campus. He will also address the student body, and facilitate a research workshop for HEC faculty and researchers on knowledge leadership.

A leader in business education, HEC, established in 1881, is the first educational institution in France to be accredited by the AACSB, the EQUIS, and the AMBA.

## **JAIMS Alumnus Hiro Minami Completes the Transpac Yacht Race**

**A**MP 93 alumnus Hirotaka (Hiro) Minami and his family marked JAIMS as their final destination after sailing 2,255 miles across the Pacific Ocean from California in July.

Minami, navigator of Team Leglus, participated in the 45th Transpacific Yacht Race, which began near Los Angeles and ended near the Diamond Head lighthouse in Honolulu.

“This sailing trip to Hawaii was a really special event to me,” Minami said. “After accomplishing the Transpac race, visiting JAIMS with my family was a really great feeling.” Minami also reports that he is currently working on forming a new sailing team in the San Francisco area.

With its beginning in 1906, the Transpacific Yacht Race holds the distinction of being the longest among the two oldest races in the world, according to the Transpac website.



*The Minami family sailing the  
Leglus around Waikiki*



*JAIMS Alumnus, Hiro Minami*

# JAIMS Alumnus Dede Prabowo Provides a “World of Letters” to Indonesian Students

**J**AIMS alumnus Dede Prabowo founded the Alam Aksara scholarship program in 2002 with Jim Wagner to provide financial assistance to disadvantaged Indonesian students. In Indonesian, Alam Aksara translates to “world of letters.”

Prabowo, a former JEMBA student and Fujitsu Scholar, recalled how his Fujitsu Scholarship took care of the majority of his educational program expenses.

“Ever since I finished the JEMBA program, it has been my dream to be able to provide opportunities to promising but disadvantaged students to pursue the education that they deserve,” Prabowo said. “Throughout the years, I had been fortunate enough to receive many scholarships. These opened new doors for me and have brought me to where I am now. But not many people are as lucky. I see many promising students in Indonesia who do not have the chance to receive a proper education due to their family’s economic situation.”

Alam Aksara currently consists of a team of volunteers who identify students in need and then propose matching them with a sponsor. The student’s scholarships are funded 100% by these individuals, who are from all around the world. Selection criteria for sponsorship is based upon the student’s willingness and determination to complete the highest educational level that he or she is capable of reaching. Scholarship recipients must also maintain reasonable grade-point averages and have family members who are supportive to the cause.



*JEMBA alumnus Dede Prabowo and two children who receive Alam Aksara scholarships*



*Alam Aksara scholarship program founders Jim Wagner (left) and Dede Prabowo (right)*

Sponsoring an elementary student can cost as little as \$10 USD a month, while sponsoring a high school student can cost around \$27.

“The sponsors and coordinators at Alam Aksara share one objective: to give the kids the opportunity to hope and dream again, and to improve their lives through better education,” Prabowo said.

## JAIMS Transitions



**T**he JAIMS team bid a fond farewell to Student Services Assistant Misty Torres in August 2009. Misty has been with JAIMS since 2004, working part-time in the evenings and on weekends. Thank you, Misty, for your hard work and support throughout the years!



**T**he JAIMS team welcomed Glenn Segawa in September 2009. Glenn will be working part-time in the evenings as a student services assistant. He keeps a busy schedule also working full-time for the State of Hawaii. Welcome aboard Glenn! We are happy to have you here with us.

# JAIMS Welcomes the 2009-2011 JEMBA Class



*Students from the 2009-2011 JEMBA class listen intently at their JAIMS orientation*

On August 24, 2009, JAIMS welcomed a new group of 11 Japan-focused MBA (JEMBA) students from the United States and Korea who will study Business Japanese language and culture as a part of their JEMBA curriculum. Held in partnership with the University of Hawaii Shidler College of Business, the 21-month program equips students with a strong foundation in business fundamentals, focusing on the Asia-Pacific for doing business in or with Japan.

## Practice-based Approaches Help JEMBA Students Prepare for Japan Internship

Instructors in the Business Japanese Program (BJP) – an important component of the Japan-focused MBA (JEMBA) program – utilize a variety of challenging, yet fun practice-based instructional approaches to prepare students for their 3-month capstone internship in Japan.

Dressed in business attire, the four advanced-level students prepare for their morning company meeting at “JAIMS, Co., Ltd.” At each class meeting, their JAIMS classroom turns into a Japanese business office. Instructor Shimon Hamazumi assumes the role of the boss of the company, while the students act as office workers under his supervision.

“Hamazumi-sensei’s class is a unique academic environment,” said JEMBA student Jacob Nakata. “The business setting role-play gives us a chance to put the skills and manners we learn from the textbook into practical use.”

While the daily agenda at JAIMS, Co., Ltd. varies, the agenda typically includes kanji quizzes, and discussions about Japanese business manners and current Japan business topics. Following each class session, the students send Hamazumi-sensei an e-mail written in Japanese to report about what was covered in that session and what they learned during the session. The agenda for the next class meeting is also discussed through e-mail correspondence.

In another instructional approach, an interactive class activity for students at all proficiency levels focuses on preparing for the three-month internship in Japan commencing in January 2010. Students learned three ways to bow, depending on the situation, and learned to properly give and receive meishi (business cards). These “rehearsals” were new to some and a refresher for many. Advanced-level students



*Students Kenneth Hartos (left) and Jordan Robinson (right) practice exchanging business cards*

helped to record notes in Japanese on the computer and reinforced their knowledge by explaining concepts to beginning-level students.

“Bowing and the exchanging of meishi are the first things that are done when meeting business clients or co-workers,” said Japan Business



*Hamazumi-sensei and students at “JAIMS, Co., Ltd.”*

Program Manager Chiharu Iwamoto. “In the Japanese business world, making a positive first impression is very important.”

In addition, JAIMS staff members who are native speakers of Japanese often visit classrooms to interview students or be interviewed. For example, Takeshi Horii, JAIMS Executive Vice President/Chief Financial Officer served as a guest speaker, sharing his global business background and advice for being a successful international business person. In speaking with Horii, students were required to practice their use of keigo (honorific speech) and pose effective questions to expand the conversation.

Field trips have taken students to Waikiki to interview Japanese visitors on a variety of topics. For example, beginning students asked Japanese tourists about their travel preferences and about travel advertisements in Japan. Such conversations included vocabulary and grammar learned in the classroom and incorporated students’ business-related interests, such as marketing. Another student who researched and developed a business proposal for a cell phone service for tourists in Hawaii interviewed Japanese visitors about his idea. After the interviews, he revised his business plan and gave a business presentation in class.

A field trip to view award-winning movie Okuribito (Departures) reinforced the students’ language learning and exposed students to Japanese culture, kankon sosai manners (for ceremonial occasions), and the funeral industry in Japan.

In the BJP, JEMBA students receive over 300 hours of Business Japanese language instruction targeted at reading, writing, speaking, and listening.

# Hawaiian Electric Company Recognizes JAIMS' "Going Green" Efforts

Under the leadership of JAIMS Manager of Administrative Services Renee Nagaoka, the JAIMS team has taken steps to become a more energy-efficient organization. To date, this "green" approach has reduced JAIMS' facility expenses by \$60,000 in the last fiscal year.

Applauded as a "green operation," JAIMS was recently featured in Hawaiian Electric Company's newsletter, Powerlines. In the article entitled, *JAIMS—A Global Education, A Green Operation*, HECO commended Nagaoka and the JAIMS team for creating a "greener and cleaner environment for students to study and learn."

Along with the installation of an Energy Control and Management System (EMCS), the JAIMS team makes a conscious effort to conserve energy by turning off lights when not needed, scheduling which parts of the building do not need air conditioning when not occupied, and using power strips for all electronic equipment.

The full article can be viewed on the JAIMS website on the News & Events page.

The HECO Powerlines Summer 2009 issue can be viewed at [www.heco.com](http://www.heco.com).

*(Powerlines graphics courtesy of the Hawaiian Electric Company)*



# J.A.I.M.S

## Excellence in Knowledge Leadership

Your contribution to the Knowledge Leaders Advancement Fund will enable JAIMS to design programs that address innovations in leadership and deliver lectures, workshops, seminars, and other events to the JAIMS communities throughout the world. Contributions may be sent to **JAIMS Knowledge Leaders Advancement Fund**

6660 Hawaii Kai Drive, Honolulu HI 96825-1192 USA

**YES! I want to support the Knowledge Leaders Advancement Fund with my contribution of**

\$ \_\_\_\_\_  \$5,000  \$2,500  \$1,000  \$500  \$250  \$100  Other \$ \_\_\_\_\_

Make checks payable to **Knowledge Leaders Advancement Fund** OR charge my gift to:  Visa  MasterCard

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Cardholder Signature \_\_\_\_\_

Name: Dr./Mr./Mrs./Ms. \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ (H) \_\_\_\_\_ (B) E-mail \_\_\_\_\_ Fax \_\_\_\_\_

Enclosed employer matching gift.

My pledge to the Knowledge Leaders Advancement Fund \$ \_\_\_\_\_ to be paid over a period of \_\_\_\_\_ years beginning \_\_\_\_\_ (month)/ \_\_\_\_\_ (year) [maximum of 5 years].

Payment included \$ \_\_\_\_\_ Balance \$ \_\_\_\_\_

*All gifts to the Knowledge Leaders Advancement Fund are tax deductible as permitted by U.S. law. See your country's tax laws for possible tax benefits.*

Knowledge  
Leaders  
Advancement  
Fund



# The JAIMS Bond

## Alumni Bulletin

### AMP / JMP



**Yuichi Kurita** (AMP 8) enjoyed his surprise birthday celebration on July 31, 2009. His Advantest colleagues and JAIMS alumni Yuko Takeuchi (EWKLP 2008 F), Akiko Nakamura (ICMP 2006 F), and Tsuyoshi Kato (ICMP 2008 S) were involved in planning the event.

**Tadashi Inoue** (AMP 26) has been reassigned to the ASICS Corporation office in Kobe, Japan, and will be working as the General Manager of the Legal Department. Tadashi was previously stationed at ASICS' subsidiary office in Sydney, Australia.

**Dr. Arata Ichikawa** (AMP 3) and his wife stopped by to visit JAIMS in August 2009. They are photographed below with Takeshi Horii (left).



### ICMP

**Delphine Venuat** (ICMP 2001 S) and her husband welcomed their first child, Marine, on March 1, 2009. Congratulations to the happy family!



**Thidarat Sukhanindr** (ICMP 2007 F) will soon be relocating to Washington DC to pursue her master's degree in comparative education at George Washington University. Best wishes, Thidarat!

**Takuya Soga** (ICMP 1999 S) and his wife, Yoko, stopped by JAIMS in September 2009. Takuya is a manager at the Norinchukin Bank in the Risk Management Division. He and Yoko are pictured below (middle) with Blair Odo and Soutchay Viengkhou.



**Masayoshi Yamazaki** (ICMP 2003 S) visited JAIMS in September 2009. He is the President and CEO of Kaigai Aviotech Corporation in Japan.

**Akiko Nakamura** (ICMP 2006 F) visited JAIMS in September 2009 while on a trip to visit her host mother. Akiko (middle) is photographed below with Blair Odo and Lori Nakano.



In September 2009, **Yutaka Saito** (ICMP 2003 F) visited former classmate **Lina Tan** (ICMP 2003 F) in Canberra, Australia. Pictured below from left to right are Yutaka; his wife, Mari; and Lina.



### JEMBA/CHEMBA

**Scott Tymczyszyn** (CHEMBA 2001-2002) brought his father, Joseph (left), to JAIMS in September 2009. They are photographed with Alison Ohata.



**Ratchada (Puay) Piyatassikul** (JEMBA 2000-2001) visited JAISMS in August 2009 with her husband, Chad (middle), and her sister (second from left). Puay currently serves as Vice President and Senior Financial Officer for JP Morgan Chase Bank, Bangkok Branch. She is pictured below (second from right) with Alison Ohata and Soutchay Viengkhou.



Alumni gathered in Bangkok, Thailand for a reunion at The Novotel on July 25, 2009. Attendees included **Udomsil (Tick) Hemstapat** (CHEMBA 2002-2003), **Weranuj (Orr) Ariyasriwatana** (ICMP 2008 S), **Wannaporn (Pui) Sriwaranuntakul** (EWKLP 2008 F), **Thidarat Sukhanindr** (ICMP 2007 F), and University of Hawaii alumni.



Congratulations to **Wayne Carlson** (JEMBA 2003-2004) and his wife, Michelle, on the birth of their daughter. Kaitlyn Paige Carlson was born on August 1, 2009 and is a healthy and happy baby.

JAISMS alumni **Junko Itokazu** (CHEMBA 2003-2004, center) and **Weranuj (Orr) Ariyasriwatana** (ICMP 2008 S, right) visited Blair Odo in August 2009. Monique Wedderburn (left) from the East-West Center Asia Pacific Leadership Program accompanied them.



**AiYi Lim** (JEMBA 2001-2002) is enjoying her new position as the Director of Development Asia Pacific for the Wyndham Hotel Group in Singapore.

**Drew Enomoto** (JEMBA 2005-2006) visited JAISMS in September 2009. He currently works for Nomura Securities, and is photographed below with Blair Odo.



## ALUMNI GATHERINGS

Classmates from **AMP-93** gathered in Japan for a reunion in July 2009. **Hiroataka (Hiro) Minami** (AMP 93 F) reports that his class members still keep in frequent touch with each other.



## Keep in Touch!

When our lives take us on different paths, it is 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 Akiko Tyler ([at Tyler@jaims.org](mailto:at Tyler@jaims.org)) or manage your account at [www.jaims.org/Alumni/Alumni\\_JFF.html](http://www.jaims.org/Alumni/Alumni_JFF.html). Then you can send e-mails to the JAISMS Family Forum ([jaimsfamily@lists.lava.net](mailto:jaimsfamily@lists.lava.net)) or JAISMS Job Bulletin ([jobs@lists.lava.net](mailto:jobs@lists.lava.net)).

These forums are only for JAISMS alumni, staff, friends of JAISMS, 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.



# JAAMS

6660 Hawaii Kai Drive  
Honolulu, HI 96825-1192 USA

Knowledge  
Leaders  
Advancement  
Fund

JAAMS would like to recognize the JAAMS Bond Seoul Chapter for their recent generous donation. 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 [aohata@jaims.org](mailto:aohata@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.).