

Global

H O R I Z O N S

Spring 2006 • Volume 26, Number 1



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A Vision for the Future of JAIMS

By Naoyuki Akikusa, Fujitsu Limited Chairman and CEO



Naoyuki Akikusa

JAIMS was established in 1972, just after the Breton Woods economic system collapsed. At that time the U.S. economy seemed to be going into long-term decline, while Japan was in the midst of significant economic improvement. JAIMS was established to provide an opportunity for managers from both the U.S. and Japan to learn from each other by studying the differences in the way they conducted business. The goal was to break students out of narrow, regional mindsets in order to develop more creative thinking and broader leadership skills.

Thirty-four years have passed, and circumstances have changed dramatically. Although the U.S. is still a top global economic power, Japan, which was a rising superstar in the 70's, has become less influential. At the same time, other Asian countries, especially China, grew to be indispensable players in the world economy. JAIMS adapted to these changes over the years by widening its scope to include cross-cultural management methods for the entire Asia-Pacific region. I believe JAIMS has done an outstanding job in meeting the challenges of changing times.

In addition to changing economic circumstances, we all must deal with

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The Next Level of Managerial Thinking

A Message from JAIMS President Glenn Miyataki

Recently, I met for several hours with one of my colleagues from Japan, Professor Muneo Yoshikawa, who shared his perspectives on "breakthrough creativity." Using metaphors usually reserved for alchemists and exclamations such as "Ah" and "Aha!" he mentioned that an expression of "Aha ha!" signified a powerful insight. Such a spontaneous expression of "eureka" is an indication of a sudden breakthrough of an anomaly, an obstacle, or a vision.



Glenn Miyataki, Ph. D.

As I thought of this intense conversation with Professor Yoshikawa, it dawned on me that he was putting things in perspective as we pondered the future of JAIMS. It became apparent that for the past 10 years at JAIMS, we've built a sound foundation and infrastructure, preparing JAIMS for the next higher level of education necessary in an increasingly complex global economy. Articles in this issue include Fujitsu Chairman Akikusa's targeted vision for JAIMS and North American Operations Head Mr. Urano's presentation on Fujitsu's global business. They revalidate JAIMS' mission with renewed vigor and passion. They also recognize

(continued on page 3...)



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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Dr. Glenn Miyataki to Retire

Press Release Courtesy of Bright Light Marketing Group

HONOLULU—After ten years of service as president of the Japan-America Institute of Management Science (JAIMS), Dr. Glenn Miyataki has announced that he will retire at the end of June 2006.

As president, Dr. Miyataki brought a global vision to JAIMS and broadened its scope and reach to the point where its graduates now reside in approximately 59 countries, including the U.S., Japan, Turkey, Russia, Kyrgyzstan, France, the United Kingdom, and most of the countries in Asia. During his tenure, he promoted cutting-edge global management issues by bringing together high-level senior executives from the U.S., Japan, and other countries to executive roundtables hosted by JAIMS that featured the late management guru Peter Drucker and John Naisbitt, renowned author of *Megatrends*. Also, in 1997, JAIMS created one of the more unique China-focused MBA programs in the country through a partnership forged with the UH College of Business that paralleled its Japan-focused MBA program.

“Dr. Miyataki has made significant contributions to the education and training of future business leaders from the Asia-Pacific region. He enhanced the quality of programs offered by JAIMS, its visibility and esteem, and the importance of cross-cultural management and communication in global business,” said Naoyuki Akikusa, Chairman of Fujitsu Limited and the JAIMS Board of Trustees. “We appreciate his dedication to the goals of JAIMS and wish him the best for continued success.”

A search committee has been formed to find Dr. Miyataki’s successor. Serving as chairman of the committee is Dr. Fujio Matsuda, former President of the University of Hawaii and a JAIMS Trustee. Other members of the committee include: Constance Lau, President & CEO, American Savings Bank, and (effective 5/2/06) President & CEO, Hawaiian Electric Industries; Dr. David McClain, President, University of Hawaii System; Dr. George Packard, President, United States-Japan Foundation and a JAIMS Trustee; and Naoki Tanaka, President, 21st Century Public Policy Institute of Japan and a JAIMS Trustee.



Dr. Miyataki with some of his students and friends at JAIMS

Managerial Thinking...

(...continued from page 1)

the worldwide shortage of knowledge-based workers and reinforce the unique opportunity for JAIME in this arena.

Exploration of cutting-edge issues has been an important part of the management thinking at JAIME, and more can be done. As I ready myself for retirement from JAIME, I envision a future role for JAIME that capitalizes on its ability to rekindle the human mind through dialogue and synergistic thinking via our programs.

For the next higher order of education, can JAIME design new business models for stimulating managerial thinking that will go beyond the teaching of business functions and analytical thought? The answer is "Yes. We must!" To borrow a thought from Kiichiro Hasegawa, CEO of Proudfoot (Japan) Ltd., efforts of "penetrating the mind and creating new concepts of implementing change" are essential today for managing complexity in an uncertain world.

Take for example the works of Friedman and Naisbitt. Tom Friedman, in his book, *The World is Flat*, expounded on the virtues of globalization, IT, and the instantaneous worldwide circulation of information, as important elements that brought about changes in global competition. Also, John Naisbitt, in his forthcoming book about "future mindsets," calls for the mass customization of talent, and states that "Education is now the #1 economic priority for globalization." Both of these authors recognize the incredible complexity, ambiguity, and speed of doing business in today's world.

Thus, the success of JAIME in the future lies in taking this challenge by offering students the opportunity to experience a new paradigm of learning. We already have a head start by focusing upon Ikujiro Nonaka's and Hirotaka Takeuchi's work on "knowledge-creating organizations" and infusing that with Yoshikawa's thoughts on breakthrough creativities, as well as the insights from other great thinkers. Unlike many university business schools, we are unencumbered by institutional bureaucracies and have the capability to move swiftly to take advantage of opportunities.

Furthermore, we can encourage flexibility in teaching creativity, thinking, design, and synthesis in the context of intercultural differences, setting our own pace in the pursuit

of excellence. Like a boutique specializing in selected items, JAIME can focus its efforts in merging, combining, and creating new mindsets for managerial thinking. Using our JAIME Bond alumni in more than 59 countries as examples, our graduates will be in policy-creating and decision-making positions in many communities around the world. They will serve as global ambassadors in a fitting testament to the education, thinking, and values they received at JAIME.

On June 30, 2006, I will be turning the reins over to a new president with confidence and pride. Spending time with Professor Yoshikawa was very timely as it sharpened my realization of the abundant future that is ahead for JAIME.

Serving JAIME has truly been a breakthrough experience for me, professionally as well as personally. I would like to thank the Board of Trustees and the Fujitsu executives for their steadfast support and commitment these past 10 years. I offer my sincere gratitude for the opportunity to have been a part of JAIME, an organization that is a treasure for visionary management thinking, and one whose full potential is yet to be tapped.

I could not leave without recognizing and thanking our outstanding staff in Hawaii Kai and Tokyo for making JAIME a reality. Also, our alumni, partners, colleagues, and friends had a strong hand in its development. I extend my best wishes to JAIME as it embarks on an exciting journey into the future. Now, I will be exploring other breakthroughs with the same enduring passion that I have had and will always have for JAIME.

With kindest regards and aloha to all of you,



Glenn K. Miyataki, Ph.D.

President

**"I offer my sincere
gratitude for the
opportunity to have
been a part of JAIME..."**

The Future of JAIMS...

(...continued from page 1)

evolving technologies as we move forward. The Internet and Information Communication Technologies (ICT) have totally changed the world, including every aspect of business, and an unprecedented amount of information is now available at the click of a mouse. JAIMS must be positioned at the leading edge of the technological revolution, and will continue to incorporate ICT in order to offer the most advanced teaching methods. This does not only mean establishing e-learning programs. The possibilities for utilizing ICT in an educational environment are infinite, and JAIMS will be a global leader in applying these technologies.

Technological networks are a big part of the future, but they are not the only networks that are important. JAIMS has more than 2,500 alumni spread all over the world. Although there is tremendous power in the bond they share, the JAIMS alumni networking mechanism has not achieved its potential. I have met several JAIMS alumni, and have found that they have a great affection for JAIMS and gratefully recognize the importance JAIMS played in their lives and careers. Many would like to continue to be an active part of the JAIMS community, and want to help JAIMS prosper in any way they can. They are JAIMS'

greatest assets. We must create new ways for alumni to connect and interact. This will benefit alumni, vitalize JAIMS, and increase the value of the JAIMS experience.

Fujitsu and JAIMS now share a long and storied history, and it is very important that the philosophy that JAIMS was founded on thirty-four years ago not be forgotten. JAIMS will continue to serve as a brilliant reminder to young Fujitsu employees that we must think creatively and globally to maintain our leadership position, not only as a solution provider for our customers, but also as good corporate citizens in the global business community.

Fujitsu will maintain a close relationship with JAIMS and give it broad support. It is my goal to improve Fujitsu's utilization of JAIMS, and to ensure that all Fujitsu employees share the values taught by JAIMS.

Fujitsu has been proud of JAIMS for its esteemed mission and its distinguished alumni the world over. You can be sure that Fujitsu will continue to regard JAIMS as an indispensable member of its family and an invaluable partner in the quest to achieve the highest possible level of corporate excellence.

The Fujitsu Asia Pacific Scholarship Program Contributes to JAIMS' Success

To commemorate its 50th anniversary in 1985, Fujitsu Limited established the Fujitsu Asia Pacific Scholarship Program (FAPSP) with the objective of providing business people from the Asia-Pacific region with the opportunity to study the cultures, values, and management styles of Japan, the United States, and China, in order to strengthen relations and foster mutual understanding within this region.

This program has made it possible for almost 300 FAPSP recipients from Australia, Cambodia, China, Hawaii, Hong Kong, India, Indonesia, Korea, Laos, Malaysia, Myanmar, New Zealand, the Philippines, Singapore, Sri Lanka, Taiwan, Thailand, and Vietnam to take advantage of a world-class education from the UH College of Business and JAIMS.

FAPSP helps bring the brightest minds and most motivated students in the world to our campus. By funding this program, Fujitsu has ensured that the JAIMS student body is both academically excellent and ethnically diverse. The result is classrooms brimming with rich mixtures of thought, emotions, and ideas that cannot be matched anywhere else on the planet.

This exposure to different ways of thinking is what makes JAIMS' programs unique. It prepares the JEMBA, CHEMBA, and ICMP students for global leadership, and also promotes respect and understanding of different cultures. Thank you, Fujitsu, for this invaluable contribution to education and cross-cultural understanding.

Tetsuo Urano on How Fujitsu's Technologies are Changing the Way We Live

In an Open House hosted by JAAMS on December 19, 2005, Tetsuo Urano, Fujitsu's Head of North American Operations, presented an overview of the products and services created by Fujitsu Limited.

People associated with JAAMS know that Fujitsu is JAAMS' parent company, of course. JAAMS was established in 1972 to foster educational and international exchange, and Fujitsu has continued the support through FAPSP (Fujitsu Asia Pacific Scholarship Program) and FINIPED (Foundation for International Information Processing Education). But many in the U.S. do not realize that Fujitsu creates products and services for the Education, Health Care, Financial Services, Manufacturing, Transportation, Utilities, and Telecommunications industries as well. Fujitsu is the world's third largest IT services company with operations in more than 70 countries, annual revenue exceeding \$40 billion, and more than 150,000 employees worldwide.

Mr. Urano presented case studies on Southwest Airlines, the Visiting Nurse Service of New York, Bell Canada, Staples, and the Subaru Telescope to show that "what mankind can dream, technology can achieve."

By manufacturing automobile products that monitor road surface conditions and give proximity warning alarms, Fujitsu is making important contributions to driver safety. Fujitsu is leading the security industry with innovative biometric authentication and Global Positioning Systems

(GPS). In health care, Fujitsu is leading electronic medical record technology that makes integrated management of patient data between doctors, specialists, pharmacists, and medical institutions possible. More health care products are in development in the areas of genetic research, diagnostic imaging analysis, electronic insurance filing, appointment scheduling, and drug management.

Other technologies being pioneered by Fujitsu include color digital media for flexible surfaces, video streaming, seamless access to mobile networks, and all-in-one compact mobile communication tools that include AV players, Internet access, mobile TV, conference calling, and car navigation.

Attendees came away from Mr. Urano's informative presentation with a greater awareness of how Fujitsu is directly impacting the daily lives of ordinary people everywhere.

Tetsuo Urano has contributed to Fujitsu's success for over 35 years in marketing, sales, and senior management. He led the successful alliance of Fujitsu Limited and Siemens AG in 1999, and managed it to become the second largest computer company in Europe with revenues of more than \$8 billion in 2005. He has served as Corporate Senior Vice President and President of the Global Business Group since June 2004, and was appointed Head of North American Operations in September, 2005.



Tetsuo Urano at JAAMS



THE POSSIBILITIES ARE INFINITE
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www.fujitsu.com



Aloha to the 2004-2005 JEMBA/CHEMBA Class

By Blair M.T. Odo, Ph.D., Vice President for Academic Affairs



The 2004-2005 JEMBA/CHEMBA Class

On November 18, 2005, the 2004-2005 JEMBA and CHEMBA commencement exercises were held at the Fujitsu Limited headquarters in Tokyo, Japan. Students from Canada, India, Indonesia, Japan, Korea, Malaysia, Taiwan, Thailand, and the U.S. proudly received JAISMS certificates and University of Hawaii diplomas as the 15th JEMBA and 8th CHEMBA classes.

The attendees were welcomed, and Fujitsu Chairman and JAISMS Board of Trustees Chairman, Naoyuki Akikusa, delivered a congratulatory message. Words of aloha were offered by JAISMS President Glenn Miyataki and College of Business Dean Vance Roley. Other speakers included JAISMS VP Masato Uchida, JAISMS Promotion Division General Manager Naoshi Sato, FINIPED Trustee & General Secretary Hiroshi Mitsui, and UH Executive Education Director Kimberly Fujiuchi.

Charles D. Lake II, Vice Chairman of Aflac Japan and UHM graduate, delivered the commencement address. He spoke about the difficulties and ultimate success of Aflac in establishing the new market of cancer and

medical insurance in Japan. Mr. Lake's inspiring story offered a model for business men and women who wish to establish their careers in a foreign country. He advised the graduates to bring proven ideas from their home country, adapt them to the foreign market, stay focused, and never give up.

Amit Kanaskar of India and Neale Rath of the U.S. represented JEMBA and CHEMBA, respectively, with heartfelt Student Addresses.

The FAPSP (Fujitsu Asia Pacific Scholarship Program), FINIPED (Foundation for International Information Processing Education), and FLAS (Foreign Language and Area Studies) scholars were recognized as well as invitees to Beta Gamma Sigma, the national business and management honor society.

The ceremony was the culmination of much hard work and the beginning of an exciting new chapter in the graduates' life journeys. They are now officially members of a very special JAISMS and UHM alumni "ohana" and their achievements around the globe will continue to make us all proud. Congratulations to the 2004-2005 JEMBA and CHEMBA!



2004-2005 J/C graduates at the Commencement in Tokyo

What's Your Leverage? The 2005 ICMP Classes

By Ryan Armstrong, Global Business Programs Manager



The ICMP 2005 Spring Class

Another Intercultural Management Program (ICMP) year has come and gone and 31 new graduates from China, France, Indonesia, Japan, Malaysia, the Philippines, and Vietnam have joined the proud ranks of the “JAIMS Bond.”

The 2005 ICMPs worked hard and rose to their unique challenge – it is no small feat to complete an intensive management training program in a non-native language. They supported one another as they worked toward a common goal, and they experienced the truest form of cross-cultural relations: friendship. When foreigners stop being “foreign” and become friends, they are contributing to international relations. This is what happens at JAIMS.

Whether they realize it or not, JAIMS participants conduct international negotiations on a daily basis. They learn to acknowledge differences and move beyond them with respect and open-mindedness. The ability to create harmony out of difference is the true strength of the international communicator, and the 2005 ICMPs have learned this lesson well.

In the Spring Closing Ceremony, the President & CEO of AIG Hawaii Insurance Company, Mr. Robin Campaniano, encouraged the graduates to value teamwork, strive for excellence, and give back to the community. This was sound advice for young

business men and women who are out to make their mark on the world. In the Fall, Ms. Christine Camp Friedman, Founder and Managing Director of the Avalon Development Company, posed an interesting question to the ICMPs: “What’s your leverage?” It is not always easy for an individual to identify his or her unique strength, but leverage is critically important to success in business.

Leverage can be defined as “the additional power to act effectively or influence people that is gained by using a tool.” Business leverage can come in a variety of forms. For some it may be financial reserves. For others it may be knowledge or community service. Ms. Camp Friedman’s leverage was her unique ability to work well with all different kinds of people.

The leverage of JAIMS graduates may come from management training, professional expertise, or bilingual ability. The worldwide network of the JAIMS Bond may be a part of the leverage. It is up to each of us to use our resources and cultivate that special something that will set us apart from the crowd.



The ICMP 2005 Fall Class

Congratulations to the 2005 ICMPs. They have embarked on an exciting journey towards global business leadership, and are an excellent addition to the JAIMS family. And, they just may themselves become leverage for future JAIMS graduates.

Graduation

JAIMS is Hawaii Secretariat for the Japan-Hawaii Economic Council

By Dori Lyn Hirata-Fujimori,
Director of Instructional Services and Development



International Translation Competition

This Japanese literature translation contest targets translation of original Japanese works into major world languages, with the aim of introducing and promoting appreciation of outstanding Japanese literature around the world, while contributing to greater international understanding.

The contest is open to applicants of all nationalities and ages but excludes individuals with previously published translations of literary works or similar materials.

Target languages for translation are English, French, and Chinese.

Translation subjects will be distributed along with a Guide for Applicants.

To be eligible, submitted translations must be received no later than December 10, 2006.

For more information:
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For the third year, JAIMS served as the Hawaii Secretariat for the Japan-Hawaii Economic Council (JHEC), an organization that brings together senior executives from Japan and Hawaii.

JAIMS worked closely with the Japan Secretariat to plan and deliver JHEC's 33rd General Meeting at the Grand Hyatt Kauai Resort and Spa in Koloa, Kauai on Oct. 7-8, 2005. About 150 people attended the meeting, including JHEC members and their spouses, invited staff of member companies, and observers. The theme of the meeting was "Bioscience: The Next Initiative – Implications for Japan and Hawaii."

Ted Liu, director of the Hawaii state Department of Business Economic Development & Tourism, provided the context for the Japan-Hawaii economic relationship by sharing examples of economic activity and the factors driving such activity. Makoto Hinei, senior consul of the Consulate-General of Japan in Honolulu, also offered his perspective on the economic relationship between Japan and Hawaii. David McClain, president of the University of Hawaii System, delivered the keynote address on "University-Industry Partnerships in Biosciences and Medical Research."

Speakers also included Duane Gubler, director of the Asia-Pacific Institute of Tropical Medicine & Infectious Diseases, who spoke about infectious diseases and its global risks; Akio Yamanoi, corporate advisor of Ajinomoto Co., Inc., who provided an overview of Japan's biotech policy and industry; Laurence Preble, vice president of KUD International LLC,

who described how KUD is providing infrastructure for the bioscience industry such as the new facility of the UH's John A. Burns School of Medicine; and Carl-Wilhelm Vogel, director of the Cancer Research Center of Hawaii at the University of Hawaii, who discussed the fight against cancer in Hawaii, Asia and beyond.

Other speakers gave the attendees an overview of tourism issues including sustainable tourism, ecotourism, and the influence of the U.S. and China on the Japanese economy.

JHEC was established in 1972 to foster better economic relations between Japan and the United States, particularly Hawaii. Over the years, JHEC has provided opportunities for frank discussion on economics, tourism and foreign policy.

JHEC is chaired by First Hawaiian Bank Chairman Walter Dods, Jr., who is also a JAIMS Trustee, and Mitsubishi Estate Co. Ltd. Chairman Takeshi Fukuzawa. JAIMS President Glenn Miyataki serves as an executive committee member. Membership in JHEC and attendance at JHEC events are by invitation only.

Grandson of JAIME'S First President Attends Seminar

“What goes around comes around” sang Willie Nelson. His ballad about getting back what you give out became a western-style Upanishad on the Hindu concept of karma - the cosmic law of cause and effect. But this old American cliché can also be used as an observation about how events in life are often circular in nature.

It was in that sense that the words were spoken by JAIME'S President Glenn Miyataki when told that Hajime Matsubara, grandson of the first JAIME'S president, was attending a Global Skills Program here in November.

On a hot summer day 34 years ago, a slight man in his late 50s walked an unlikely looking six-acre plot of land in Hawaii Kai. He stopped, nodded his head and smiled, for this was the site that would become the future JAIME'S campus. In those days, some may well have doubted the man's vision, for the site was in a largely undeveloped area and seemed far from Honolulu's business hub. Of course, we now know Hiroshi Matsubara as the leader who saw far more than scrub brush and mosquitoes on that day long ago in Hawaii Kai.

JAIME'S was first envisioned by Yoshimitsu Kohra, then President of Fujitsu Limited, who appointed Mr. Matsubara the first President of JAIME'S. When looking at the facilities



Hajime Matsubara with President Glenn Miyataki

and campus today, it is hard to imagine the difficulties that were to be overcome at the birth of JAIME'S. As the first president, Mr. Matsubara shepherded the fledgling institute through the permit and building process and initiated the first classes that were held at temporary quarters in Kahala.

Hajime Matsubara's fellow Global Skills participants didn't know his lineage when, in a discussion session, he named his grandfather as the person he most admired. As he talked, however, a deep connection with JAIME'S became apparent. Growing up, he would hear his grandfather talk about JAIME'S and he resolved to come to see it for himself one day.



Hawaiian Blessing of the JAIME'S site in 1972

Hajime was warmly welcomed by current JAIME'S President Glenn Miyataki and Vice President Masato Uchida, and had to return to Japan all too soon when his training program ended. He enhanced his professional skills and increased his potential as a future global manager during his stay at JAIME'S. He also completed one more circle of life. His visit was a reminder of how far a mission, even one starting in a humble field of brush and mosquitoes, can go.



The JAAMS

*Endowment
Fund*

Building Global Leaders for the 21st Century

The JAAMS Endowment Fund provides alumni, faculty, staff, students, and friends the opportunity to ensure our academic excellence and innovation into the future.

Your donation will help to:

- Broaden understanding between cultures by providing scholarships to deserving students
- Attract prestigious faculty and speakers
- Integrate technological advances to enhance in-class curricula

The JAAMS Endowment Fund goal is \$300,000 by December 31, 2006. Thanks to the generosity of the donors listed on this page, contributions currently total \$210,000. Please give from the heart and contribute any amount you can in order to have a lifetime impact on the scholarship, excellence, and legacy of JAAMS.

Katsumi Akai	Shun-ichiro Kai	Dr. George Packard
Rex & Denise Akutagawa	Roxanne Kam	Daniel M. Pierce
Aloha Rainbows	Mitsuko Kanamoto	Maria Perpetua Ponce-Pura
Anonymous Alumnus	Misako Kawabata	Dede Prabowo
The Honorable George	Masahito Kawai	Proudfoot Japan, Ltd.
R. Ariyoshi	(Edward) Young Kyung Kim	Yoshio Sadasue
Ryan Armstrong	Takashi Kimura	Makoto Sagawa
Sunil Babu Ayrukuzhiiyl	Koshiro Kitazato	Yutaka Saito
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Cinnamon Dornisfe	Kang Suh Lee	Toshihiro Sunohara
First Hawaiian Bank	Timothy Lee	Mikio Suzuki
Foundation	Victor Li	Shigeo Takagi
Jay & Dori Fujimori	Xavier Li & Yumika Yoshida	Yoichi Takanashi
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Keizo Fukagawa	Masako Funahashi	Takashi Takaya
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Denis & Ella Isono	Takao Nakai	Katsumi Yamamoto
Larry & Fumie Isono	Yoshihiro Nishi	Takuma Yamamoto
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Society of Honolulu	Yoshiaki Ono	Keiji Yamanishi
JCI Consulting	Tadahiko Otsuka	Allen & Nobuko Zecha
Masaaki Kaburagi	Haruko Ozeki	

Student Perspectives: Charles Taniguchi-Demarne

Dear JAAMS staff,

I would like to send you my best wishes for this year 2006: health, joy, and success!

I would also like to thank you all for the wonderful experience you gave me as a member of the ICMP 2005 (Spring) Program. I learned so much during my time at JAAMS, including a lot about myself. The program, as well as the life experiences that go with it, helped me to understand who I am and who I want to become. Especially important were Dr. Friedman's entrepreneurial lectures and Professor Smith's and Professor Kiyohiro's classes. They helped to broaden my views, and eventually led me to new ambitions. Hopefully, one day I will be successful enough to come and lecture at JAAMS about something ambitious that I was able to achieve as an entrepreneur. I am working on that now!

During my time at JAAMS I met so many great students with such different cultural backgrounds! And when I think of all the times we laughed, surfed, and worked together, and misunderstood each other (I know I am not always the easiest person to communicate with), I am convinced that it was an incredibly rich learning experience for all of us.

Last but not least, I discovered Hawaii and the Aloha spirit. To me Hawaii is more than just a gorgeous island in the middle of the Pacific Ocean. And surfing was the cherry on the cake! During my time in Hawaii, I realized that I had finally found my second home, a place where I felt so good, and a place that I miss more every day.

"...it was an incredibly rich learning experience for all of us."

Anyway, this will probably be the first and last time I ever write to an educational establishment to make compliments, but JAAMS deserves it. I can never thank you enough for what JAAMS brought me. Mahalo, and I am looking forward to visiting you soon.

Sincerely,

Charly Taniguchi-Demarne
(ICMP 2005 Spring)

ATTITUDE

Attitude is more important than facts. It is more important than the past, than education, than money, than circumstances, than failures, than successes, than what other people say or do.

It is more important than appearance, giftedness or skill. It will make or break a company, a church, a home.

The remarkable thing is we have a choice every day regarding the Attitude we will embrace for that day. We cannot change our past. We cannot change the fact that people will act in a certain way. We cannot change the inevitable. The only thing we can do is play upon the one string we have, and that is our Attitude.

Life is 10% what happens to us and 90% how we react to it. We are in charge of our Attitude, and therefore our work, productivity, happiness, and our life.

Charles Swindoll



The JAAMS campus

Alumni Bulletin

The JAIME Bond

Taiwan Reunion

By Katsumi Tsubaki,
Manager, JAIME Promotion Division



Chairman Akikusa with the JAIME Bond Taipei

Taking advantage of Chairman Akikusa's visiting schedule in Taipei, Taiwan, JAIME Bond was held on December 13, 2005. Alumni from the AMP, JMP, and JEMBA programs participated. They included Ms. Claudia Hong (JMP 80-81 & AMP 81F), Mr. Heng-Yi Tu (JMP 88-89), Mr. Yea-Hsiung (Arthur) Chen (JMP 89-90), Mr. Cherng-Chuan Su (AMP-93S), Mr. Shang-Son (Joseph) Chung (JEMBA 92-93), and Mr. Chi-Hsien (Max) Ho (JEMBA 00-01).

In addition to Chairman Akikusa, Fujitsu executives in charge of the Fujitsu Asia Pacific Scholarship Program (FAPSP) also joined the party. FAPSP, which celebrated its 20th anniversary in 2005, has had 16 recipients in Taiwan.

Because the chef of the restaurant was a friend of Ms. Hong, the group received special treatment, including a fantastic ice sculpture. They enjoyed a delicious dinner & view of the city, and lively conversation filled the evening. Attendees shared fond memories of JAIME in Hawaii, their post-JAIME careers, business adventures, Taiwan politics and economy, and new ideas to promote JAIME's programs and networking in Taiwan.

The reunion was a reminder to all that the JAIME Bond is strong and will last a lifetime.

The JAIME Bond Tokyo leadership held an alumni meeting on January 18, 2006. Attendees were John Cheuck (JEMBA 92-93), Yoshihiro Nishi (AMP 93S), Marcus Otsuji (JEMBA 96-97), Kiyomitsu Takayama (ICMP 04F) and Karlton Tomomitsu (JMP 84-85) who met with JAIME VP Blair Odo and members of the JAIME Japan Office staff: Naoshi Sato, Katsumi Tsubaki, and Fumi Matsuba (former ICMP 97S).



The JAIME Bond Tokyo Leadership with Dr. Odo and JJO Staff

AMP

Kosei Suenaga (AMP 73S): We are sorry to announce that Kosei, a member of the famous Aloha Rainbows class, passed away on December 14, 2005 at the age of 61.



Tetsuzo Nishimura (AMP 91F) is a Sales Manager for Kautex Japan Corporation. He and his wife, Hiroko, are shown during a visit back to JAAMS with their daughter, Miki, who is 17 years old.

Keijin Kondo (AMP 92S) married Chiharu on January 15, 2005 at Meiji Jingu, the Shinto shrine, and had their wedding reception at Meiji Kinenkan, the outer gardens of the shrine. Keijin is the Radar Applications Systems Dept. Manager for Fujitsu.



Haruko Ozeki (AMP 87F) is the Legal Director of Amazon Japan K. K., and is shown here during a return visit to JAAMS.

Kazuhiko Ito (AMP 88F) has returned to Tokyo after living in Europe for seven years. He is General Manager of the automotive component manufacturer, Valeo Japan Co., Ltd., and is pictured below at JAAMS with his wife, Miyuki, and two children, Thomas and Marina, and Budget/Seminars Manager, Yutaka Hasegawa.



Kazuaki and **Ikuko Kurihara** (both AMP 88F) continue to study English and raise their children, Yosuke (15) and Keiko (12). Kazuaki is a research fellow at Fujitsu Laboratories, Ltd.

JMP

Marsela Ibrahim (JMP 87-88) is running a tourism company in Malaysia and would like to extend her services to JAAMS alumni who are planning a visit to her beautiful country. She can be reached at marsela@trescogroup.com.

Sang Yong Rhee (JMP 90-91) sold his mobile company, moved to L.A. and joined an investment bank, Clemensen Capital Company, LLC, as a partner. He and his wife welcomed their new son, Kenneth Kunhee Rhee, on November 18, 2005.



ICMP

Akio Takata (ICMP-94F) is a General Manager for Mizuho Information & Research. In December, 2005, after 10 years of being away, he was able to fulfill his dream of returning to Hawaii and visiting JAAMS again with his wife, Etsuko, and children, Kohei (14), Yohei (10), and Mio (5).



Reiko (Kurihara) and **Kenichi Mizusawa** (both ICMP-95F) are shown visiting JAAMS.

Haruko (Yoshida) Audia (ICMP-97S) and her husband, Pat, are the proud parents of their baby girl, Christine Ayano Audia, born on April 27, 2005.

Kazuhiro Arai (ICMP-98S) is a Senior Marketing Executive for Marketing Strategy at Microsoft Co., Ltd. in Tokyo. He and his wife, Tomoko, are shown visiting JAAMS with their son, Kaito.





Yoshiyuki and Mikako (Ogawa) Katsuyama (ICMP-98F) were married in November 2005, and visited JAAMS while on their honeymoon in Hawaii.

Joy Shao (ICMP-99F) is a Research Analyst at Gartner Inc. in San Jose, California. She would like to get together with any JAAMS alumni who are near the San Jose area. Contact her by email: joy.shao@gartner.com.



Daisuke Kato and Jun (Saito) Kato (both ICMP-99F) were married in September 2005, in Tokyo. Daisuke works for Curves Japan and Jun recently worked for Omniture, Inc.

Kanji Morishima (ICMP-00S) and his wife, Sawako, received a very special Christmas gift this year: the birth of their baby daughter, Risako.



Nicolas de Chatellus (ICMP-00S) says his JAAMS experience was wonderful, and sends best wishes to JAAMS for mixing people and cultures from all corners of the world. He works for a consulting company, A.T. Kearney in Paris, and specializes in the Aerospace and Defense sector.

Takashi Okazaki and Megumi Ono (both ICMP-00S) first met at JAAMS and were married in Tokyo on April 10, 2005 under the full blossoms of the cherry trees!



Kumiko Nishikata (ICMP-00S) is currently living in Tokyo and is in career transition. She is thinking about moving to Honolulu, and is seeking information on

the art business in Hawaii. She is shown with VP Blair Odo and friend, Reiko Minowa.

Michiyo Hata (ICMP-00F) is shown with **Satoshi Shibata (ICMP-01S)** and Dr. Blair Odo. Satoshi is the President of UD-Consulting, Inc. with offices in Tokyo



and Honolulu. He and his wife, Kieko, have three children: Natsuha, Suzuka, and Taiyo.

Pita Ponce-Pura (ICMP-00F) joined PepsiCo, International (Philippine Office) as HR Manager in March. Because of the career move, she is putting her academic plans on hold for now, but will return to school in the near future to earn her Ph.D.

Frederick Blancas (ICMP-02F) has a son, Paolo (10), and daughter, Isabela (2). He is the Strategic Planning and Marketing Communications Manager at Integrated Microelectronics Inc. (IMI).

Masayuki Tsubaki and Yoshiko Nakabayashi (both ICMP-02F) are pictured during a return to JAAMS.

Yoshiko works at NTT Communications Corporation in Japan. Masayuki is the Vice President, Business Planning, of Oxygenix Co., Ltd. in Tokyo.



Rona Puntawe (ICMP-03F) and her husband, Yuri, are happy together "down under" in Melbourne, Australia. They were married in a medieval-themed ceremony on February 5th of this year, and Rona's classmate, **Yoko Sumida**, flew in from Tokyo to be her bridesmaid.



Ken Hagiwara and **Madoka (Yuasa) Hagiwara** (both ICMP-03F), shown here with Yutaka Hasegawa, were married in October, 2005. Dr. Blair Odo and 19 students (!) from the ICMP-03F class attended their wedding reception in Tokyo.



Neeraj Jhanji (JEMBA 94-95) is Founder & CEO of ImaHima Inc., an interactive entertainment company offering digital content and services on mobile phones, PCs, and TVs. You can read an online article about him at <http://www.crisscross.com/jp/executive/189>.

Andrew Marshall (JEMBA 95-96) and his wife, Tomomi, celebrated the birth of their baby daughter, Emi Ikeda-Marshall, on August 18, 2005. Andrew has also recently joined BEA Systems in Hong Kong as General Counsel – Asia Pacific.

Fermin Taruc (JEMBA 96-97) has recently changed jobs and is now Managing Director at Gurango Software.

Joseph Ysasi (CHEMBA 03-04) is an International Customer Service Representative at AmerCable in Southern Arkansas. He is shown with his wife, Rachel (Molina) Ysasi, and JAIMS Global Business Programs Manager Ryan Armstrong.



Tae Joon Lee (ICMP-04S) and **Julia Koh** (ICMP-03F) have earned their Project Management Professional (PMP) certifications. TJ is a Senior Engineering Dept. Manager with Korea Cottrell Co., Ltd. in Seoul. He and Julia are shown out on the town in Korea with Stephen and Carolyn Yoshihara.

John Wong (ICMP-05S) is a Conference Producer for Marcus Evans in Malaysia. He is on the “Congress” team that produces events in Southeast Asia.

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Risa Sugiyama (ICMP-05F) is shown giving her parents a grand tour of the JAIMS campus.



Joshua Heller (CHEMBA 02-03) is General Manager of Reva International, Ltd. in China

and is pictured with Dr. Blair Odo and JAIMS staff members Roxanne Kam and Alison Ohata.

JEMBA/CHEMBA

Bharath Ram (JEMBA 93-94) and his wife, Rashmi, are thrilled to announce the birth of their daughter, Jayni, who was born in February 2005 in Palo Alto, California.

Mark Masutomi and **Kristina Hefter** (JEMBA 03-04) are shown visiting with Dr. Glenn Miyataki.



Donna May Ong (JEMBA 94-95) and her husband, Leonard, are the proud parents of three boys: Jeremy (7), Justin (5), and Gabriel (15 months).



Trenton Fairbanks (CHEMBA 04-05) and his wife, Ivy, have two children, Owen and Anjieli, who are comfy in their pajamas and are shown intently watching TV.



The International Cultural and Friendship Association with JAIMS students

In February, the International Cultural and Friendship Association (ICFA) visited Hawaii and spent a day at JAIMS. The purpose of the organization is to connect people and countries, to bridge boundaries of race, religion, & political ideology,

and ultimately promote international understanding and world peace. The day's activities were conducted in Japanese, and the JEMBA students impressed the ICFA members with their excellent language skills.



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