



# J A S G

THE JAPAN-AMERICA SOCIETY OF GEORGIA

WINTER 2018

## ジョージア日米協会 忘年会 2018 BONENKAI HOLIDAY CELEBRATION GALA

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As a part of The Japan-America Society of Georgia's year-end tradition, the JASG will be celebrating the winter holidays at the 2018 Bonenkai Holiday Celebration Gala on December 13, 2018 at the prestigious Piedmont Driving Club. We hope you will make plans to join us as this event will be a wonderful way to re-connect with fellow members and friends and to make new acquaintances. More information is available at [www.JASGeorgia.org](http://www.JASGeorgia.org).

At 6:00 there is a networking reception and silent auction with entertainment provided by Junko Fujiyama. This is followed at 7:30 by



dinner with entertainment by Bachido, a shamisen duo. The dinner will also feature a 'Maru Batsu' Team Trivia Challenge that tests guests' knowledge of Georgia-Japan relations, US-Japan

history, current events, art & literature, music, film, sports, and pop-culture to win fun prizes. At the end of the evening, Bachido and Junko Fujiyama will collaborate with a short concert.

Please let us know if you want to become a dinner sponsor to promote your company among the business, government, and community at the Bonenkai. You also might consider providing an item for the Silent Auction fundraiser. All auction proceeds fund JASG's many educational, business, and cultural projects. If you do not have an item to donate, please consider giving \$100 or more, with which the JASG will purchase a restaurant certificate to auction on your behalf. Donations are tax deductible. Your generosity will be recognized in the newsletter and on the website.

Atlanta and Georgia are the center of Japanese industry in the Southeast as Japanese-affiliated companies have invested over \$10.4 billion in Georgia, where over 600 Japanese-affiliated companies currently operate. These companies together employ nearly 37,000 workers statewide. With more than 50 Georgia companies with major operations in Japan, the Bonenkai strengthens friendship and mutual understanding between the Japanese, American and many other international communities not only in Georgia but in Japan as well.



**Alex Gregory  
Prestigious Award  
from Japanese  
Government**

On November 3, the Japanese government announced that the Order of the Rising Sun, Gold Rays with Rosette would be conferred upon Alex Gregory, the former Chair and CEO of YKK Corporation of America, as well as the Former Chairman and Chairman Emeritus of the Japan America Society of Georgia. Alex is being honored for contributing to promoting mutual exchange and friendly relations between Japan and the U.S. Alex was the first American YKK employee in Georgia, rising from Weaving Department Manager in 1973 to President in 2001. He has been instrumental in the growth of the JASG, JapanFest, and Japanese Chamber of Commerce. He is a life member of the Board of Councilors of The Carter Center, where YKK funds a Japanese intern through the Yoshida Scholarship Foundation. He has been awarded the Governor George Busbee Award by the state of Georgia, the Mike Mansfield Award by the JASG, and the Foreign Minister of Japan's Commendation. Alex has been also been passionate about mentoring the next generation of youth to become global citizens.

Congratulations Alex!!



**Message from the Chairman**

Greetings Fellow JASG Members,  
I hope everyone enjoyed Thanksgiving with friends and family. As we prepare for winter holidays, it is a great time to note a number of accomplishments and look forward to our year ahead!

The Infinite Energy Center construction gave me some concern over how successful this year's JapanFest would be, but my worries were unwarranted. Thanks to the staffs of the Society, JapanFest, the Japanese Chamber of Commerce of Georgia, and many hardworking volunteers, this year's festival attracted nearly 23,000 people with a wide variety of exhibits, workshops, performances, and food. I was part of the Kagamibiraki Opening Ceremony, breaking a sake barrel with Consul General Shinozuka and Chairman Charlotte Nash from the Gwinnett County of Board of Commissioners. Our two featured performers, Nomura Kyogen and Iwami Kagura, brought something new to both the Japanese and American audiences as well.

Our Board works hard to achieve our mission of promoting mutual understanding between the people of Japan and Georgia. We are honored to welcome new Board members this year including Charles Coney, Anna Hunt, and Masae Okura, who are already bringing new ideas and fresh enthusiasm to our Board. In addition, I would like to recognize the hard work of our staff and new Outreach Coordinator Mariko Shimoda, who all ensure that programs and activities are a success. I especially thank Yoshi Domoto whose leadership and energy have made the JASG a leader in US-Japan relations. Our Board and Staff are here for you. Please do not hesitate to suggest new ideas or other suggestions on how we can better serve you.

The Obirin University study abroad programs continue to help Japanese college students improve their English as well as learn about business, Georgia, and U.S. culture. We recently hosted a student group at TOTO and certainly encourage your companies to host tours or your families to be host or friendship families. Participating is a wonderful opportunity to share friendship, mutual understanding, and culture. I have found each tour delightful with many eager and engaged young students.

To close out the year, I hope to see you at the Bonenkai, to be held on December 13th at the Piedmont Driving Club, which is a beautiful venue with its impressive Christmas decor.

We have many great things to look forward to next year including new programs about current trends and the future outlook of the U.S. and Japanese economies, another luncheon at the Federal Reserve Bank of Atlanta, and much more. Please do all you can to stay connected to the Society and let us know how we can enhance your membership. Enjoy the winter holidays and thank you for being a member of the JASG.

William (Bill) L. Strang  
ウィリアム ストラング  
Chairman



## Upcoming Events and Programs



- Dec 13 Bonenkai Holiday Gala  
Piedmont Driving Club  
1215 Piedmont Ave NE, Atlanta
- Dec 15 2-4 pm Nihongo Eigo Kai
- Dec 16 YP Holiday Party
- Jan 9 Tomodachi Club  
“Yayoi Kusama, Infinity Mirrors” presentation by  
Karen Johnson
- Jan 15 Kayobi-Kai Dinner
- Jan 26 Nihongo-Eigo Kai Meeting
- Jan - Mar Japanese Classes at JASG Office
- Feb 12 - Feb 23 Obirin University Global Business Program
- Feb 4 APCC applications for Georgia students due
- Feb 8 APCC finalists selected
- Feb 23 APCC JA Finalist Mixer
- Mar - July APCC Pre-departure orientations
- July APCC departure from Atlanta
- Feb 12-23 Obirin Global Business Study Abroad Program
- Feb 12 Kayobi-Kai Dinner
- Feb 12 US-Japan Now: Sports, Economics, & Diplomacy  
at the Federal Reserve Bank of Atlanta
- Feb 23 Nihongo-Eigo Kai
- Mar 2 Japanese Language Speech Contest and  
High School Japan Academic Challenge
- Mar 3 - Jun 30 Obirin University Obirin Business Management  
College Global Outreach Program
- Mar 7 Tomodachi Club  
“Play Ball”: Guided tour of Sun Trust Park  
Lunch: Yard House Restaurant at The Battery
- Mar 12 Kayobi-Kai Dinner
- Mar 23-28 APCC students and chaperones from Fukuoka
- Mar 30 Nihongo-Eigo Kai Meeting

For more information on any event or for other events scheduled between now and March, please visit the JASG webpage: [www.JASGeorgia.org](http://www.JASGeorgia.org). If you have questions, please call the JASG office at 404-842-1400 or email [Admin@JASGeorgia.org](mailto:Admin@JASGeorgia.org).



## WELCOME MARIKO SHIMODA

Hello, everyone. My name is Mariko Shimoda from Tokyo. I started working at the JASG in October as the Japan outreach coordinator for two years. In Japan, I was a Japanese teacher and advisor for Technical Filipino interns. I lived in both Japan and the Philippines to

teach Japanese and to promote a technical interns program. The interns are dispatched to Japanese companies especially factories, so I taught them about Japanese business manners, factory vocabulary, safety management etc. I've come to the JASG to expand grassroots exchange activities aiming to strengthen the relationships between Japanese in Georgia and local communities in Georgia, especially between Japanese companies and Georgians. I also hope to promote a better understanding of Japan and Japanese culture through my grassroots activities. If you or your institution is interested in Japanese language or culture, please email me at [JASG@JASGeorgia.org](mailto:JASG@JASGeorgia.org) or call me at the JASG office.

At the same time, I'd really like to learn about American culture and to enjoy nature by hiking, trekking and camping. I'm looking forward to seeing you. I thank the JASG, Japan Foundation, and Laurasian Institution for making this opportunity possible.

はじめまして。下田真理子と申します。この度、国際交流基金のプログラムにて、ジョージア日米協会にアウトリーチコーディネーターとして2年間の勤務予定にてまいりました。前職では、フィリピン人技能実習生へ日本語教育と生活指導を行い、フィリピン赴任時には日本語教育と学生募集担当としてフィリピン各地でのプロモーションをしておりました。実習先が主に製造業の日本企業様でしたので、ビジネスマナーと共に、専門用語や安全教育などを中心に経験を積んでおります。今回、ジョージア日米協会に所属させて頂き、地域の文化機関や教育機関、日本企業、日本総領事館など様々なアクターの日米交流事業と日本語教育に関するニーズを把握しながら、日本文化／社会を紹介する活動や、日本語教育の支援を行い、活動を通じて、米国における日本企業と地域社会の連携強化や日本理解の深化を図り、より高いレベルで有機的につながりあう日米草の根交流の実現をめざしております。また同時に2年間でジョージアや日米間の歴史、アメリカの多様な文化等も学びたいと存じます。広大な自然もぜひ楽しみたいと各地に赴ければと考えております。どうぞ宜しくお願い致します。

## EXPLORE JAPAN PROGRAM

The Japan-America Society of Georgia's Explore Japan Program introduces Japanese culture, business, music, language, and lifestyles to (Pre)K-12 schools, colleges, community groups and businesses.

School programs reinforce Georgia State Standards. Topics can include calligraphy, cooking, culture, economics; fables, folktales, and storytelling; games; geography and society, history, language, music and songs; origami; school life; sightseeing in Japan; tea ceremony; and traditional clothing. Programs can be customized to fulfill requests.

Business presentations focus on business cards, business culture, business etiquette, business trips to Japan, communication styles, field trips to companies, hosting Japanese in Georgia, language, negotiation do's and don'ts.



*Mariko at the Centerville Public Library presentation in Gwinnett in October.*

Cost: Donations would be appreciated to cover materials and mileage. Partial funding support for this program is provided by the Japan Foundation and the Laurasian Institution.

For more information, please see: [www.JASGeorgia.org/Explore-Japan](http://www.JASGeorgia.org/Explore-Japan). The website also has the application form. Upon receipt of the form, we will respond to confirm the program details.



**ASIA-PACIFIC CHILDREN'S CONFERENCE (APCC) APPLICATIONS OPEN**

The JASG is proud to be the liaison for the Asian-Pacific Children's Convention (APCC), held annually in Fukuoka, Atlanta's sister city. The APCC has been held annually since 1989. Its objectives are to: (1) generate appreciation for the culture of other nations and regions; (2) promote mutual understanding and friendship; and (3) nurture international awareness through young people. The motto is: "We are the BRIDGE: We connect dreams around the world."



The JASG is again able to share a once-in-a-lifetime opportunity for four elementary school students (two boys and two girls born between August 1, 2007 and August 31, 2008) and one chaperone from the state of Georgia through this fully funded two-week exchange program. Students travel together to Japan with their Georgia chaperone. They spend time with hundreds of other children from around the Pacific Rim at a summer camp and then live with a host family where they visit a local school with their host brother or sister.

The application and more information are available at: [www.JASGeorgia.org/APCC](http://www.JASGeorgia.org/APCC). If you have questions, please email [Admin@jasgeorgia.org](mailto:Admin@jasgeorgia.org) or telephone the JASG at 404-842-1400.

Elementary school students from Fukuoka will be visiting Atlanta from March 23-28, 2019. They will be visiting tourist attraction in and around Atlanta and spending time with a host family and host school. This is a great opportunity to share your family life, your culture, and your customs while furthering greater international understanding. If you would like to spend time with the students or even better serve as a host family, please email [Admin@jasgeorgia.org](mailto:Admin@jasgeorgia.org) or telephone the JASG at 404-842-1400.

**News from the Young Professionals Group**

The past few months have been both busy and entertaining for our Young Professionals group at the JASG. Our most recent event in October was the Halloween party at Sushi Mito and Karaoke Melody. The party was filled with good food, good friends, and good singing... for the most part!

In December, our Young Professionals will be hosting a Holiday Party at Sushi Yoko on December 16 at 1pm featuring friendship, fun door prizes and favorite Japanese-American holiday fixings.

The YP group is an excellent way to meet with other Young Professionals in the area, expand networks, and build friendships with people in Japanese-American related fields. As always, you are welcome to help plan and also join us in our future events for friendship, learning, and fun.



## Georgia Announced as Host of the 42nd Annual SEUS-Japan Conference

Last month, more than 45 Georgia delegates traveled to Tokyo, Japan to attend the 41st Annual SEUS-Japan Conference. Created in 1976 by former Georgia Governor George Busbee, this annual gathering brings together prominent business leaders, communities and government dignitaries to celebrate the longstanding partnership between the Southeast United States and Japan. The SEUS-Japan alliance aims to promote trade, investment, understanding and friendship between Japan and the southeastern U.S. The Southeast U.S.-Japan Association member states include Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina and Tennessee who work in coordination with their Japanese counterpart, the Japan-U.S. Southeast Association.

The annual conference between the two associations is held on a rotational basis in Japan and the southeastern U.S. with each of the seven states serving as host and co-host state for a two-year term. This year's SEUS-Japan conference in Tokyo concluded with the announcement that **Georgia will host the 42nd SEUS-Japan conference in Savannah, Georgia, October 20-23, 2019**. Georgia will serve as co-host for the event when it returns to Japan in 2020.



*Mr. Virgil Mill of Aflac, U.S. announces the 2019 SEUS-Japan conference in Savannah, Georgia*

Stepping into the role of co-chairman for the Southeast U.S.-Japan Association and Japan-U.S. Southeast Association is **Virgil Miller**, Executive Vice President and Chief Operating Officer of Aflac, U.S.; and President, Aflac Group, the insurance giant headquartered in Columbus, Georgia. **Aflac** has been active in the Japanese market for more than 45 years and is one of the major insurance providers in Japan today. Mr. Miller will serve alongside Mr. Teruo Asada, Chairman of the Board for Marubeni Corporation and co-chairman for the Japan-U.S. Southeast Association and Southeast U.S./Japan Association.

GDEcD Commissioner, Pat Wilson, served as Georgia's Head of Delegation for the recent SEUS-Japan conference joining government leaders and economic developers from across the state as well as representatives from Georgia's Japanese business community. This year's theme "Success Through Tradition, Innovation and Partnerships" served as a springboard for presentations on new economic trends impacting Japan and the Southeast U.S. and opportunities for partnership in trade and investment. The conference's panel discussions featured high-level executives from both Japan and the U.S. addressing topics like the impact of technology and digital transformation on regional economies and prospects for cooperation between Japan and the Southeast U.S. in advanced manufacturing, infrastructure and energy.



The State of Georgia hosts the 42nd Annual Joint Meeting of the Japan-U.S. Southeast Association and Southeast U.S./Japan Association in Savannah, Georgia October 20-23, 2019. This event provides companies and organizations with the opportunity to meet key contacts and leverage international opportunities with one of Georgia's top trade and investment partners.

The Westin Savannah Harbor Golf Resort and Spa  
October 20-23, 2019  
www.seusjapan2019.com  
seusjapan2019@georgia.org



Distinguished speakers from both countries addressed the deep economic and diplomatic ties that strengthen the Japan-Southeast U.S. relationship. Mr. Hiroyuki Ishige, Chairman and CEO of the Japan External Trade Organization delivered a keynote address emphasizing the importance of working together to maintain close trade and investment relations. Georgia's trade and investment relationship with Japan has a long history going back more than 40 years when Georgia established its first representative office in Tokyo in 1973. Japan remains a leading investor nation in the state with more than 500 Japanese facilities across the state employing nearly 30,000 Georgians. The entire GDEcD team looks forward to hosting this prestigious event in 2019! For information about SEUS-Japan 2019 and for sponsorship opportunities, please contact [seusjapan2019@georgia.org](mailto:seusjapan2019@georgia.org) or visit [www.seusjapan2019.com](http://www.seusjapan2019.com).



## 2019 US-Japan Grassroots Summit in Hyogo - Himeji

For folks like us who love Japan, there always seem to be new discoveries. When we travel to Japan, we can enjoy beautiful sights, histories, and traditions - and sometimes even an insider tour if we have the right connections. Still, sometimes we are left feeling like we missed something. Perhaps, many times, what we miss in Japan is the chance to connect deeply with its people!

The friendships we build as Americans or Japanese people with each other can be some of life's most meaningful. Skipping past boundaries of distance and language, we often find a kinship that inspires us. For more than five thousand people who have participated in the US-Japan Grassroots Summit during the past three decades, the opportunity to homestay with a Japanese or American family is what sets the program apart from all others.

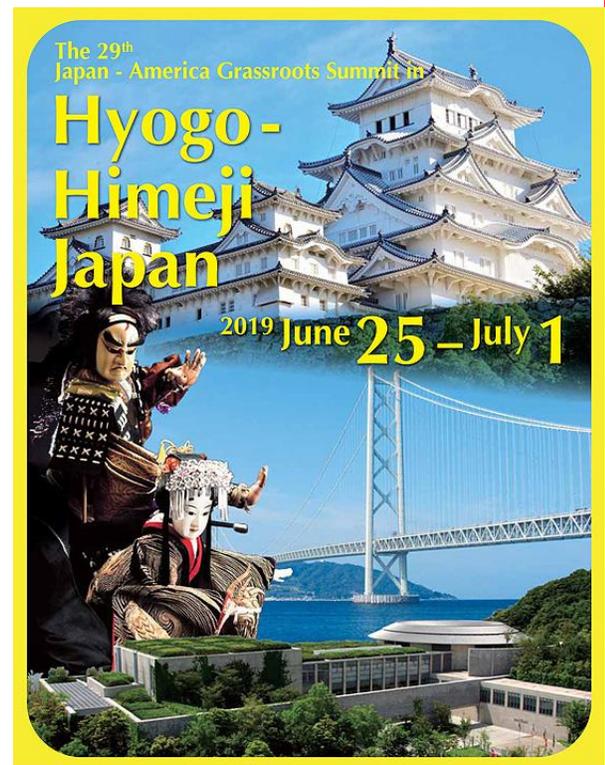
If you have not yet heard of this program, you are not alone. It is not advertised commercially. The program was designed by people in Japan who were touched by a story of friendship nearly 200 years old between John Manjiro and Captain William Whitfield. Manjiro (Nakahama "John" Manjiro) was shipwrecked as a young fisherman in 1841. Captain William H. Whitfield was an American whaling ship captain who rescued Manjiro and then brought him into his own home in Fairhaven, Massachusetts. This "home-stay" in history led to Manjiro becoming one of the first-ever Japanese people to know America well. Manjiro advised and translated for the Japanese government when Commodore Perry arrived in Yokohama in 1853. Their remarkable friendship is honored generations later as US-Japan Grassroots Summit participants build new friendships for the future. The program began in 1991 with initiative from the Japanese government. The descendants of Manjiro, Whitfield, and even Perry, attend and renew their friendship at an official ceremony each year.

The annual exchange continues to be organized primarily by volunteers, rotating each year between the US and Japan. Atlanta-Georgia hosted in 2016, and in 2018, it was held in Seattle. In 2019, you are invited to join 100 other Americans who will travel to Hyogo Prefecture, just west of Osaka and home of the famous port city: Kobe. Thanks to generous support from the Japanese government, a network of corporate supporters, and the volunteers who organize, the trip always costs less than \$3,000, including flights, meals, and three hotel nights.

The centerpiece of the program in Hyogo will be the chance to homestay for three nights with a Japanese family. And this is not just another program for young college explorers (though they are welcome!). People of all ages and many who have never been to Japan before will join us in Hyogo for the US-Japan Grassroots Summit.

Won't you do the same? We hope to see you there!

For further information, visit <http://manjiro.or.jp/e/>, email [manjiro@us-japan.org](mailto:manjiro@us-japan.org), or call 202-429-5545.



## **Sasakawa USA Economic Development Summit in Atlanta**

Ever since Jimmy Carter courted the first Japanese company to establish its U.S. operations in Macon in the 1970s, Georgia has been a touchstone for U.S.-Japan economic cooperation. In a state with a growing population of more than 10 million people, Japan is currently a leading international investor with at least 500 Japanese-affiliated companies employing over 30,000 workers in Georgia. The connections between Georgia and Japan go beyond just economic ties; there are 10 Georgia-Japan sister-city relationships and 21 Japanese educational and cultural organizations in Georgia.



To highlight these ties, Sasakawa USA invited a delegation of experts from Washington, D.C. to Atlanta from September 4-7, 2018. The program explored the benefits of U.S.-Japan relations with local companies, universities, and Japan-related organizations with the World Affairs Council of Atlanta, Consulate-General of Japan in Atlanta, Georgia Institute of Technology Center for International Business Education and Research (GT-CIBER), Spelman College, Morehouse College, the Japan-America Society of Georgia and the Japan Exchange and Teaching (JET) Alumni Association of the Southeast.

On September 4, Sasakawa USA CEO Ambassador Zumwalt and members of the Sasakawa USA Education Team met with select faculty and students at Spelman College to discuss the advantages of robust foreign studies, study abroad, and post-graduate programs. Then Ambassador Zumwalt visited a Spelman Asian Studies class and two Morehouse political science classes. At these prestigious HBCUs, Ambassador Zumwalt spoke to approximately 100 students about the shared interests and common values of the U.S.-Japan relationship, mutually beneficial economic ties, and the security challenges facing the Indo-Pacific region. He addressed questions about government service and opportunities.

On September 5, Sasakawa USA partnered with the World Affairs Council of Atlanta and the East-West Center in Washington to co-host a public panel discussion, “Japan and Georgia, Growing Together” attended by approximately 130 guests. Topics covered included security concerns in the Indo-Pacific region and the role of the U.S.-Japan alliance. A second panel discussed the impact of Japanese investment in Georgia and the future of U.S.-Japan trade and security cooperation. Later that evening, Japanese Consul-General Takeshi Shinozuka hosted the members of the delegation, local business leaders, professors, and a state politician at his private residence.

On September 6, the delegation attended a breakfast with JASG board members that centered on strengthening local U.S.-Japan ties and developing strategies to build closer people-to-people ties through sister-city relationships, educational and professional development programs and exchanges. That afternoon, Sasakawa USA co-hosted another public panel discussion with the U.S. Department of State, the Japanese Consulate-General of Atlanta, and GT-CIBER. The event attended by 70 people was also supported by the Georgia Department of Economic Development, the Japan-America Society of Georgia, and the Technical College System of Georgia. The discussion, “Investing in Georgia’s Workforce: A U.S.-Japan Dialogue,” explored how local governments, Japanese and U.S. companies, and educational institutions can work together to prepare Georgia’s future workforce. Later that evening, Sasakawa USA co-hosted a private dinner with the JET Alumni Association to reflect on how their JET participation contributed to their careers and to share ideas about how to continue contributing to U.S.-Japan relations on a local level. Finally, the Sasakawa USA delegation met with the Georgia Department of Economic Development and Japan External Trade Organization (JETRO) representatives to exchange opinions about the successes and challenges of Japanese investments in Georgia.

Through many partnerships and support, the program in Atlanta gave Sasakawa USA a unique chance to bring together key members of the local community to discuss the importance of U.S.-Japan economic, educational, and cultural ties.



## JapanFest 2018 – Seasons of Japan – Fun for the Whole Family!



JapanFest 2018 started with concern over hurricane Florence, with emails from participants all over the country wondering if the event would be cancelled. But the show must go on! Thankfully, the 32<sup>nd</sup> JapanFest Atlanta went on without any major incident. We attracted over 22,600 attendees, the 2<sup>nd</sup> largest number in JapanFest history! This great feat was made possible only by the hundreds of volunteers, supportive sponsors, ticket package purchasers, our Board’s guidance, the Consulate General of Japan’s support, and our collaborating organizations: the Consulate General of Japan, the Japanese Chamber of Commerce, and the Japan-America Society of Georgia.

The theme for JapanFest 2018 was the Seasons of Japan, representing the unique qualities of each season in Japan through food, performances, and decorations. The Exhibit Hall embodied spring with sakura petals, a sakura arch, and our own hanami party in the food court with sake tasting! Summer was celebrated in the Children’s Area and Ginza Dori, with summer festival games, firework decorations, and Tanabata activities. The Ballroom represented winter, with snowflake lighting and a Kadomatsu. Japan Performing Arts, Inc and the Nomura Kyogen Group represented fall in the theater with their seasonally inspired performances.



This year, we presented a mind-boggling 140 performances and workshops on 5 stages and had over 120 vendors, with 14 authentic Japanese food vendors. This year, visitors had the opportunity to experience various aspects of Japanese culture, including Anime, traditional and contemporary music and dance, theater, presentations by Japanese businesses in Georgia, tea ceremony, kimono, origami, ikebana, fashion, haiku, kamishibai, Tanabata, summer festival games, martial arts, food, beer, sake, handmade goods, accessories, and much more. Another highlight included the Consulate General’s VIP reception, which was attended by more than 30 local officials and community



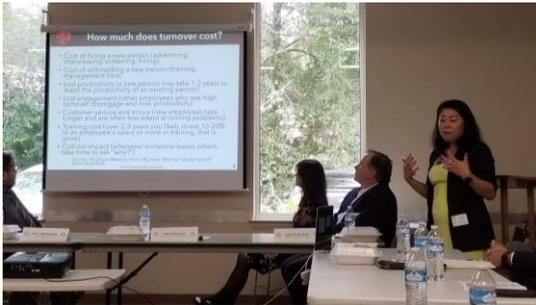
leaders as well as members of the Japanese Chamber of Commerce, and other organizations. Over half of the visitors were attending JapanFest for the first time. They especially enjoyed the popular Children’s

Area, storytelling and craft offerings. Even the 2018 T-shirts, which nearly sold out! While all of these experiences are wonderful and exciting, it is always the people that make the most impact and teach us about culture. I heard from vendors, volunteers and attendees who were so impressed by the culture of JapanFest, by the courtesy of the participants and by the general atmosphere of the festival.



## JASG U.S.-Japan Intercultural Business Management Luncheon

On Thursday, October 11, 2018, the Japan-America Society of Georgia hosted an Intercultural Business Management Luncheon at the Bridge Community Center in Peachtree City. The main theme was on how to maximize employee performances in Japanese companies operating in the United States. With more than 500 Japanese-affiliated companies operate and employ over 35,000 workers in Georgia, and as business expands, companies face increasing challenges managing their workforce. At this seminar, 28 attendees learned from a presentation and a panel of experienced local executives sharing their real life examples and personal stories on how they have tackled hiring and retention, people development challenges, and managing a Japanese and American workforce.



Nozomi Morgan, CEO of Michiki Morgan Worldwide, started the seminar with an intercultural business management presentation by sharing the biggest hiring challenges companies are facing today, how much turnover really costs companies, and why it's critical for companies to hire and retain the right talent. She closed with five key areas companies can focus on for organization's sustainable growth and more profitability.

The highlight of the seminar was the expert and executive panel discussion facilitated by Nozomi. The distinguished panel included **Steve Blankenship**, Human Resources Manager at TDK Components USA, Inc., **Joseph Huntemann**, Project Manager at Georgia Department of Economic Development, **Yuka Katsumori**, Senior Manager, Administration & Executive Support at Hitachi Automotive Systems Americas, Inc., **Rich Westerfield**, Vice President of Manufacturing and Distribution at Yokogawa Corporation of America, and **Kaz Yokoya**, QA Manager at Yokogawa Corporation of America.

We heard the importance and the difficulties of navigating through the management style differences and the intercultural confusion it creates. Rich spoke on how communication is the biggest challenge in managing Japanese and American employees and how Japanese tend to value more face to face time and written communication. He said it's important to be patient, ask questions to clarify and listen to understand. Kaz shared the special effort it takes with translation. Yuka walked us through how Hitachi Automotive managed through the growth from a hundred employees to a thousand in short amount of time by investing in the community and initiative to keep employee morale and engagement high. Joseph gave examples of companies that struggled with managing expectations. Steve shared tips to English natives to speak clearly and slowly when conversing with Japanese but being careful not to speak loudly (out of frustration). He also shared the wisdom of knowing when not to speak.

The panelist each shared from their wealth of experience and challenges they have overcome working in or with a Japanese organization in the United States. We didn't have enough time to cover all the questions and we heard from many of the attendees that they would like to have another seminar in Peachtree City to continue on this topic. Huge thanks to the panelists who generously spent their afternoon with us, and Goto Restaurant who provided the delicious Japanese bento box lunches.

For ideas about future seminars and panel discussions, please contact the JASG office.



## Experiencing Traditional Autumn Activities at Washington Farms



On the afternoon of October 28, 2018, thirty-five Japan-America Society of Georgia members attended a family outing at Washington Farms in Watkinsville, GA to experience traditional autumn activities. One of the highlights was definitely the 8.5 acre corn maze, which was much trickier to navigate than it first appeared. Luckily, there were lookout bridges in the center of the maze that you could climb to get your bearings, and there may have been more than a few of us that checked the aerial view of the maze on Washington Farm's website to try to figure out where we were!



The farm also featured a ton of fun activities, enough to keep all the kids (not to mention their parents!) busy for hours. Kids rode the cow train, jumped on huge inflatable pillows, played in the "corn box" (a sandbox filled with giant corn kernels rather than sand), walked through the Vortex Tunnel, shot the corn cannon and played corn hole. The farm also featured racing piglets, which were hysterical to watch. And it just wouldn't be fall without a hayride.



Once the kids entered the petting zoo, they didn't want to leave! It was easy to tell why – the baby chicks and soft bunnies were adorable, and the goats were so friendly and insistent that you pet them.

On the way out, many families stopped by the huge pumpkin patch. It was hard to choose just the right pumpkin because there were so many. Of course there were carving pumpkins, but the farm also had pumpkins for making that fall favorite, pumpkin pie, as well as mini pumpkins, perfect for decorating.

If you weren't able to join us this time but would like to visit Washington Farms sometime in the future, please visit their website at [www.washingtonfarms.net](http://www.washingtonfarms.net) for details.

## Requests for Year-End Donations to the JASG

As we near the close of the year, I believe that we can look back with pride upon the significant accomplishments of the Japan-America Society of Georgia for 2018. I hope that you share my view that the activities of the Society have helped to foster mutual respect and understanding between the Japanese and American communities and have benefited the Atlanta and Georgia communities significantly.

In order to enable the Society to continue to accomplish its mission, I ask that, in the holiday season spirit of peace, joy and charity, you please join me in making a year-end contribution to the Society. No contribution is too small, and I can assure you that your **tax-deductible donation** will be put to good use in the coming year and beyond. You may wish to check to see if your employer matches your contributions to charitable organizations such as the Society. Further, if you would like to designate a gift in honor of a friend, client or family member, we would be happy to acknowledge your gift in our Society's newsletter and, if you like, advise the person honored of your kindness.

Please make checks payable to the Japan-America Society of Georgia. Should you wish to make a pledge via credit card, please contact the Japan-America Society at (404) 842-1400 or visit the donation page on the Society's website at [www.JASGeorgia.org/page-18212](http://www.JASGeorgia.org/page-18212).

## **OBIRIN STUDENTS LEARN ENGLISH & BUSINESS IN ATLANTA**

*Every semester Obirin University students from Tokyo, Japan come to Atlanta to improve their English, understand Southern culture, do community service, and learn about global business. They study ESL at Georgia Tech's or Mercer University's English Language Institute. The Georgia Tech students live with host families introduced by the JASG while Mercer students live in dorms but have 'friendship families' from the JASG so the students can interact with Americans. JASG members may have met the students at JapanFest where they volunteered introducing Japanese culture. For their last eight weeks, JASG provides a business practicum of lectures about various aspects of business from banking, law, insurance to marketing, HR, and manufacturing as well as company visits at businesses like Delta, Coca-Cola, CNN, TOTO, UPS, etc. As their capstone, teams create their own company and present their business plan here in Atlanta before returning to Japan where they present their plan in front of the business faculty at their home university. Below and on the next page are interviews with two students.*



Riku Hagiwara is 20-years-old and is attending Georgia Tech's Language Institute. He lives with a kind homestay family who helps him learn about daily American life like how Americans wash dishes and do laundry. He thinks English is hard to learn, but he tries to practice with his friends at Georgia Tech whenever he can. Riku was a bit overwhelmed by the size of Georgia Tech compared to his university back in Japan, and it takes a long time to get from one place to another. He appreciates the cafeteria that has lots of restaurants in it. He especially likes the Greek food in the cafeteria. Since he knew Americans don't take off their shoes off in the house, he was not so surprised by that, but he was surprised by the diversity. Even his homestay family has family members from Japan, Indonesia, and England, so sometimes they even have Japanese food for dinner. He feels lucky about that, so he doesn't get so homesick. On the practicum, he is interested in visiting the headquarters of Coca Cola. He feels that this program will be useful for him because he wants to work for a brokerage firm in the future and here in Atlanta he has been able to not only learn English but also visit many companies. While he's been here, he's been lucky to travel to Hawaii and Florida, and planned to go to New York over Thanksgiving break. In Georgia, he's gone to Stone Mountain and also wanted to go camping but all the rain has made camping impossible. The food he will miss most are the grilled cheese sandwiches at the Varsity.

Akane Onda is 20-years-old and is attending Mercer's English Language Institute. In Japan she is majoring in tourism, but also works hard to improve her English. She lives in the Mercer dorm with three other Japanese girls. They have a lot of fun together, but despite the best of intentions, they tend to speak Japanese in the dorm instead practicing their English. They do practice their English a lot with their professors who are always nearby and willing to help. What she likes about Mercer is that it is quiet and conducive to studying, but at the same time what she doesn't like is that it is quiet with no stores in the neighborhood. There aren't a lot of international students, but the teachers are very available. Also, she likes the cafeteria since the food tastes good. When asked about culture shock, Akane said that toilets are different in America, and that she prefers Japanese toilets. The people are really friendlier than she expected. Everyone smiles and they are all nice to her. On the practicum, she is especially interested in the Hotel Indigo as her dream for her future is to work in a hotel. This experience will help her reach her dream because she can learn about American culture and business, so she can be more comfortable working with Japanese and Americans in the future. While she's been here, she hasn't been able to travel, but has gone to Florida during Thanksgiving break. In Atlanta, she's gone to the Aquarium, Coca Cola, and H-Mart. The food she will miss most is pizza, which tastes different here than Japan.



To become a host or friendship family for Japanese students, visit [www.JASGeorgia.org/Become-a-Host-Family](http://www.JASGeorgia.org/Become-a-Host-Family).



## English Corner: Holiday Parties ホリデーパーティー



This time of year, there are a lot of holiday parties! This time, English Corner will help you understand some of the things you might see on an invitation:

この時期はたくさんホリデーパーティーがあります。この English コーナーでは、パーティーの招待状などでよく見られる英語の表現を紹介します。

**Potluck**: This party is usually at dinner time, and every person who comes brings a dish to share.

持ち寄りパーティーのこと。たいていはディナータイムで、出席者は何か料理を持参して集まるスタイルのパーティーです。

**Christmas Cookie Exchanges**: Christmas cake is not a tradition in the US: instead, candy and pies are popular, but the most iconic sweet at Christmas is cookies! Traditional Christmas Cookie exchanges involve each guest bringing a lot of one kind of cookie, sharing with everyone, and then going home with a lot of DIFFERENT kinds of cookies. (Bigler ESL has a cookie exchange every year; please contact us Liz@BiglerESL.com if you'd like to attend!)

クリスマスケーキはアメリカの伝統ではありません。キャンディーやパイが人気です。ただ最も象徴的なクリスマスのお菓子はクッキーです。様々な種類のクッキーをみんなでシェアし交換し合うのがクリスマスの伝統です。そして自宅に持ち帰り色々なクッキーを楽しみます。

(Bigler ESL でも、毎年クッキー交換を行なっていますので、ぜひご参加ください！)

**“Open House”** means two things in English. One meaning has to do with real estate agents selling a house. But in terms of parties, an open house is a party with beginning and end times that you can drop in and out at any time.

英語で 2 つの意味があります。1 つは、不動産会社での販売内覧会のことです。パーティーに関する意味としては、いつでも自由に入出りできる会ということです。

**“RSVP”** On a party invitation, you will likely see “RSVP.” It’s a term that comes from French. It stands for “Répondez s’il vous plaît,” which means, “Please Respond.” This means that the person who is inviting you wants to know how many people to expect, so they want you to let them know if you’re coming or not! これはフランス語の『Répondez s’il vous plaît』から来ており、お返事をお願いしますという意味です。招待者が参加者や人数を確認したい時に用いられます。

**“BYOB”** If you see this on an invitation, it means “bring your own booze.” Booze means alcohol, and BYOB means the person having the party is not providing alcohol but is inviting you to bring your own if you want to drink.

『Bring your own booze.』の略で、招待状にこの用語があった場合は、パーティーでお酒の提供はありませんので、ご自身のお好みの飲み物をお持ちくださいという招待です。

Have fun at your Holiday parties, and let me know if I can answer any questions!

皆さんもホリデーパーティーを楽しんでください。ご質問があればご連絡ください。

Liz Bigler is the owner of Bigler ESL, which provides personalized English coaching for individuals and families to help make life in America productive and painless. [www.BiglerESL.com](http://www.BiglerESL.com)



**The Japan-America Society of Georgia**

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**The JASG is now on Facebook, LinkedIn and Twitter!!!**



Please join the JASG group on Facebook and LinkedIn, and follow us on Twitter at <http://twitter.com/JASGeorgia> today!

Also visit the JASG Blog at [jasgeorgia.wordpress.com](http://jasgeorgia.wordpress.com) for daily updates on Japan-related news.