

Japanese Businesses Must Go American, Says Yukuo Takenaka

Shukan NY Seikatsu interviewed Yukuo Takenaka, a CPA based in the United States who has helped many Japanese corporations expand their American operations and brought a number of merger and acquisition deals to a successful conclusion. The following are excerpts of his statement before his upcoming lecture at the Nippon Club on February 28:



Japan's domestic markets are bound to shrink due to an aging society with fewer births. Major Japanese manufacturers have already expanded their operations overseas, and other businesses must follow suit. The United States in particular is the only developed country with an expansive population pyramid, enjoying a large pool of youths — a condition conducive to sustained economic growth.

To succeed in America, you have to become an American player. You have to reach out to more American customers. Among Japanese restaurants here, for example, the successful ones are those that attract many local customers. Another key to success is to motivate American employees and employing and retaining talent by giving them mandates and opportunities to take action as well as financial recognition of high performance. It should be understood that, unlike the Japanese who think like an agricultural people, Americans are hunters, being mobile in search of prey and a frontier.

President Trump's "America First" policy should be a great boon to Japanese businesses, as Washington's promotion of manufacturing in the United States should serve as advantage to Japanese companies that have already been producing goods here. Japanese auto makers are doing extremely well, helped by its operations in the United States; their innovative approaches to manufacturing such as *kaizen* (improvement) and *kanban* (timely delivery) have now taken deep roots here. What Japanese businesses need is to act locally wherever they operate overseas while remembering their Japanese origin. (Ryoichi Miura/Translated by Kenji Nakano)

standing contributions to the field of Japanese Studies and the development of cultural exchanges and friendship between the United States and Japan. Prof. Kawashima has been serving Hunter College as a Japanese language educator since 1988. She founded the Japanese Culture Lecture in 2001 and expanded it by providing classes on United States-Japan relations. In 2003, Hunter College successfully promoted the field of Japanese Studies as a degree-awarding program and she was inaugurated as the head of the program when Japanese language and cultural programs were founded.

THE JAPAN VOICE

COOL JAPAN from New Yorkers' Viewpoints



Professor Sue Atsuko Kawashima Honorably Receives Japanese Order

The Conferment Ceremony of the 2018 Order of the Rising Sun, Silver Rays for Professor Sue Atsuko Kawashima (Associate Head of the CUNY Hunter College Japanese Program) was held at the Ambassador's Residence on the evening of January 25.

She was acknowledged for her out-



standing contributions to the field of Japanese Studies and the development of cultural exchanges and friendship between the United States and Japan.

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With these boosts to the Japanese Studies program, students became able to earn an associate degree, majoring in Japanese Studies and combining other related classes offered throughout the CUNY system including Hunter College. Currently, about 500 students take classes each semester.

Prof. Kawashima not only contributes to expanding the range of the Japanese Studies field and pro-Japanese population in this way but also supports spreading knowledge in the Japanese language in English-speaking areas worldwide by creating a dictionary for Japanese learners.

Furthermore, Kawashima served as a committee member in selecting candidates for the Japan Exchange and Teaching (JET) Program for 21 years until 2013 and continues her great contribution to the program through business publishing relations, thereby assisting in understanding and friendship between the United States and Japan. (Ryoichi Miura/Translated by Hiroko Makabe)

The 2019 JAA-Honjo Scholarship Seeks Qualified Candidates

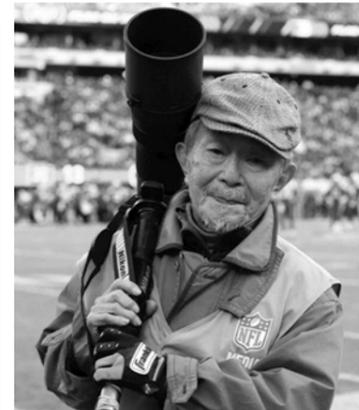
Through generous funding from the Honjo Foundation, the Japanese American Association (JAA) is looking for qualified candidates for its 2019 JAA-Honjo Scholarship. This is open to students who will be enrolled in a full-time course of graduate study (except in the fields of medicine, music, studio art and performing arts) at an accredited American university in the greater New York area during the 2019-2020 academic year. The student should be able to demonstrate an interest in and ideally is already involved in furthering United States-Japan relations. The deadline for applications is February 25, 2019 at noon. You can download the PDF application form and submit it to the JAA. Along with your application, please include the following:

1. a resume or CV
2. two letters of recommendation (at least one from a professor)
3. undergraduate and graduate transcripts
4. an essay on how your current course of study will help further United States-Japan relations (500 to 750 words)

If you are selected as a recipient, you will be expected to stay in touch with the Honjo Foundation in Tokyo, Japan to let them know the status of your studies and how you have used your scholarship.

You may submit your application to the following address: The Japanese American Association of New York (JAA), 49 West 45th Street, 11th Floor, New York, NY 10036 (please also write "HONJO SCHOLARSHIP" on the envelope)

If you have any questions please email info@jaany.org or call 212-840-6942. In previous years, the amount of the scholarship has ranged from \$3,000 to \$9,000 for five students.



Capturing the Super Bowl for Over Half a Century: Sports Photographer Still on the Ground Tak Makita 86 Years Old

On February 3, 2019 Super Bowl 53 was held in Atlanta, Georgia. It is one of the biggest annual professional sports games in the United States. The winners of both the American Football Conference (AFC) and the National Football Conference (NFC), which consist of 32 teams in total, played over the championship. Tak Makita (86), a sports photographer native to Seattle and currently living in New Jersey, is a former American football player of Kansei Gakuin University. He has photographed the Super Bowl 51 times. He recalls his memories of the games and this year's photo shoot:

"This is the 51st Super Bowl for me. We had two of three photographers who have been in the field for all 53 games this time because one of them was absent due to illness. My record of 51 games comes after theirs, and apparently I'm one of the legendary photographers. At the championship neither the New England Patriots of the AFC nor the Los Angeles Rams of the NFC could get a touchdown until the end of the game. It could be boring for a billion viewers in not only the United States but also around the world. For us, the on-site professional photographers, it appeared to be boring as well. But, even to this legendary photographer who has recorded over 1,100 games for 50 years, this lowest-score game may go down in football history." (Ryoichi Miura/Translated by Etsuko Noda)

THE JAPAN VOICE is the English Edition of SHUKAN NY SEIKATSU NEW YORK SEIKATSU PRESS, INC., 71 W 47 St, Suite 307, New York, NY 10036 USA Editor in Chief: Ryoichi Miura, Associate Editor: Ashley Matarama, Editor: Kaoru Komi Advertise Here! Contact 212-213-6069 info@nyseikatsu.com



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Apply for HAIKU Contest!

Haiku is a poem following the syllabic pattern of 5-7-5.

- Haiku in English may consider the following as a model:
 Across the still lake
 through upcurls of morning mist
 The cry of a loon
 - O. Mabson Southard
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