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MUFG Union Bank® is proud to support the Japan Society of Northern California.
Gala co-chairs C. Lawrence Greenwood, Jr., and Nobuko Saito Cleary, and the Gala committee cordially welcome you to

Japan Society of Northern California’s

AWARD OF HONOR GALA

Saturday, November 23, 2019
Hotel Nikko San Francisco
222 Mason St, San Francisco, CA  94102

VIP Reception: 5:30 pm
General Reception & Silent Auction: 6:00 pm
Dinner Program: 7:00 pm

AWARD OF HONOR

Mr. Ben Yoneyama
Chairman, YONEX CO., LTD.

Mr. Carl Pascarella & Mrs. Yurie Pascarella
Executive Adviser, TPG Capital
DINNER MENU

SALAD
Port Wine Poached Pear Salad (Roasted Pear, Candied Spiced Walnut, Belgium Endive, Wild Arugula, Pt. Reyes Blue Cheese, Walnut Crisp).

ENTREE
Pan Seared Chicken Breast (Sweet Potato Gratin, Roasted Rainbow Baby Carrots, Kale, Grilled Spring Onions, Madeira Jus)

DESSERT

A BIG THANK YOU TO OUR WINE SPONSORS!
VIP Reception | Freeman Winery
Sake for Toasts | Gekkeikan
Wine at Dinner | Yuko Suzuki, Suzuki Marketing, Inc.
WELCOME
Jon Metzler
Chairman of the Board, Japan Society of Northern California

TOAST
Tomochika Uyama
Consul General
Consulate-General of Japan in San Francisco

DINNER

ENTERTAINMENT
Chad Cannon
Matthew Oshida
Rebecca Jackson
Alexandra Leem
Jonah Kim

AWARD OF HONOR
Mr. Ben Yoneyama
Chairman, YONEX CO., LTD.
Introduced by Kathleen Kimura, Member, Board of Directors, Japan Society of Northern California

Mr. Carl & Mrs. Yurie Pascarella
Executive Advisor, TPG Capital
Introduced by C. Lawrence Greenwood, Jr., President, Japan Society of Northern California

BENEFIT AUCTION
Auctioneer, Jerry Goldstone

CLOSING REMARKS
Nobuko Saito Cleary
GALA Co-Chair & Member, Board of Directors, Japan Society of Northern California

C. Lawrence Greenwood, Jr.
GALA Co-Chair & President, Japan Society of Northern California

Master of Ceremonies: Richard Koo
Born in the deep countryside of Niigata, Japan, Ben Yoneyama grew up playing next to his family’s factory and subconsciously watching his father Minoru Yoneyama build the foundation of Yonex. Upon graduating from Chuo University in 1980, he entered the University of Tennessee to study business and to improve his English language skills. Within a year, Ben was tasked to set up what became Yonex USA, marking the official start of his career. In 1983, Yonex Corporation was established in Los Angeles. He was critical in establishing Yonex as an innovator in technology by bringing the first widebody ADX 200 driver into the US market in 1989. Although Yonex’s success in sporting goods started with badminton followed by tennis, it was golf that put Yonex on the map in the US. Ben’s strategic marketing vision and significant contributions to the development of the Yonex brand led him to the role of president of the company in 2007, and in 2015 he was elevated to the position of Chairman.

Under his leadership, Yonex is a world leader in golf, tennis and badminton equipment. Its badminton rackets are used by about 80% of all competitive players in the world, its tennis racquets are the choice of many stars such as Naomi Osaka, Stan Wawrinka and Martina Navratilova, and its golf clubs have propelled the careers of top golfers such as Kim Hyo-joo and Haruka Morita. Over the past decade, with Ben’s leadership and drive to be the best in quality and innovation, Yonex has diversified, using its advanced graphite technology to develop wind turbines and manufacture high quality racing road bikes.

Ben’s personal commitment to sports is wide and deep, reflecting a passion for the promotion of sport and good health. His roles include the Vice Chairman of Japan Sports Goods Industry, Vice Chairman of Japan Golf Equipment Association, Chairman of Tennis Equipment Association, Chairman of Japan Badminton Manufacturers Association, and many more. Ben is an advocate for health through exercise and sports and enjoys playing tennis, golf, badminton, and snowboarding with family and friends.
Carl Pascarella, who headed Visa USA as CEO and President from 1993-2005, is currently Executive Adviser at TPG Capital where he focuses on financial service and technology. He is also an angel investor and has enabled many Silicon Valley and international entrepreneurs, including from Brazil, China, Europe and Southeast Asia, to achieve success in the financial technology area.

Mr. Pascarella has had an expansive career in financial services and investing. As President & Chief Executive Officer of Visa U.S.A. Inc. he led the launch of the debit card product, which remains the pervasive product in the US today, globally positioned Visa as the world’s premier payment brand and established partnerships with major arts and athletics organizations. Before assuming that position, he was President & CEO of Visa Asia Pacific Limited and Director of the Board based in Singapore and Tokyo, where he built Visa into the top payment system in Asia, introducing electronic payments products and infrastructure into many Asian markets for the first time, including in China, Taiwan, Malaysia, and Korea.

In 1984 Mr. Pascarella moved Visa’s headquarters to Tokyo where he spent the next five years establishing Visa as the market leader in payment services in the booming Japanese market. By leveraging Visa's vast global reach with the rapidly expanding world-wide footprint of Japanese business, Visa became the pre- eminent payment system throughout Asia and globally. In addition, as Asia President and CEO, Mr. Pascarella negotiated an agreement between Visa and the National Olympic Committee in Korea that resulted in Visa's global sponsorship of the Olympics that continues up to the present day. Carl and Yurie have attended six Summer Olympic Games and three Winter Olympic Games over the past 31 years.

Prior to joining Visa, Mr. Pascarella was Vice President, International Division at Crocker National Bank and Vice President, Metropolitan Banking at Bankers Trust Company. Mr. Pascarella received a Master of Science in Management from Stanford Sloan Program at the Graduate School of Business at Stanford University. Carl and Yurie Pascarella have been heavily involved with the arts in San Francisco for over two decades. He is currently on the Board of the San Francisco Ballet, Vice Chairman for the Fine Arts Museums and a life-time governor of the San Francisco Symphony. Yurie is on the Board of the American Friends of the Paris Opera and Ballet and has chaired many galas and fundraisers to support the arts in San Francisco.
It is an honor to greet you at the 33rd Award of Honor Gala hosted by the Japan Society of Northern California. I would like to congratulate Mr. Ben Yoneyama, Chairman of Yonex Co., Ltd., and Mr. Carl and Mrs. Yurie Pascarella on receiving the 2019 Awards of Honor.

For over a century, the Japan Society has strengthened the friendship between Japan and the United States by organizing activities that enhance local interest and understanding of Japan-related topics. I want to thank the Japan Society for its continuous efforts in promoting dialogue and exchange between the Japan and Northern California, by bringing together individuals who are strongly committed to fostering mutual understanding.

The theme of this year’s gala is Road to Tokyo 2020, in celebration of Japan hosting the 2020 Olympic and Paralympic Games next summer. I deeply appreciate the Japan Society for highlighting the Tokyo 2020 Games at this signature event. As the world will soon turn its attention on Japan, we are making every effort to ensure the Games are safe, welcoming, and captivating for everyone.

Lastly, I would like to wish the Japan Society of Northern California, its leadership, and its members continued success in all their future endeavors.

Welcome to our 33rd Award of Honor Gala!

After years of planning, the 2020 Summer Olympics will commence in Tokyo next July. Athletes from around the world will converge on Japan as she hosts her third Olympiad. Our Gala this year is a celebration of the linkages the Games can bring. Northern California alone is home to 400+ former Olympians, including veterans of the 1964 Tokyo Games and the 1998 Nagano Games.

Tonight we celebrate leaders who, through sport, have helped bring us closer together: Carl and Yurie Pascarella; and Ben Yoneyama. Under Carl’s leadership Visa began its support of the Olympics in 1988. Yonex’s innovation in badminton, tennis and golf has powered athletes from Martina Navratilova to Naomi Osaka.

The Society is now 114 years young. Happily, we are in fine shape – we are executing on all planks of our mission to better connect Japan and the Northern California area. Highlights include our language program; our Innovation Awards; increased programs in Japan; and recently, our Road to Tokyo (RT2020) series of programs.

It’s a small group of people that makes all this happen. I want to highlight the efforts of the team, which works its magic on a very limited budget. Their work matters – as does your support tonight.

I also want to thank our corporate sponsors and partners, whose generous support keeps the Society going. Lastly, I want to thank our Gala co-chairs, Nobuko Saito Cleary and Larry Greenwood, and Sada Chidambaram, who has spearheaded our RT2020 programming.

Thank you for being part of this special night.
A common love of sports can bind together people from all cultures and backgrounds. In 1964 Japan used the Olympic Games to introduce to the world a democratic, peaceful and prosperous Japan. Years later while the US and Japan fought over trade, American fans marveled at the play of Murakami, Ichiro and Nomo. In the aftermath of the horror of the 3/11 tsunami and Fukushima accident, Ambassador John Roos used youth sports exchanges to boost morale in a devastated Tohoku. More recently, both our countries share pride in the emergence of multicultural stars like Naomi Osaka, Rui Hachimura, and Sani Brown.

Ben Yoneyama and Carl and Yurie Pascarella have devoted much of their lives to promoting cross-border fellowship through support of athletes and the games they compete in. Yonex’s promotion of racket sports, including programs for low income kids in the Bay Area, is a wonderful example of the company’s commitment to cross-border friendship. Carl launched Visa’s sponsorship of the Olympics in 1988, making the company one of the most long-standing backers of the Games. The Japan Society of Northern California is very proud to honor them for their many contributions.

Many thanks to all of the sponsors of the Award of Honor Gala Dinner, to the athletes here tonight who have inspired us with their competitive spirit and to those who have supported the Japan Society of Northern California throughout the year. You all make it possible for us to continue, after more than a century, our work to build bridges between the Bay Area and Japan.
2019 AWARD OF HONOR
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Steve Pollock
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Shin & Yumiko Sano
Tsutomu Tanaka
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Yoshiaki Tojo
Marsha Vande Berg
Satoru Watanabe
Stefan William
Tom & Akemi Woofter
Michael O’Bryan
Chad Cannon is a composer interested in the intersection of cultures, history, and human stories. His score to the critically acclaimed Netflix documentary American Factory received a nomination for Cinema Eye Honors’ Outstanding Score and was hailed as “graceful” (Washington Post) and “stirring” (NY Times). The film is a frontrunner in this year’s Oscars race and is the first film release by President Barack & Michelle Obama’s Higher Ground Productions. Other titles include Paper Lanterns, CyberWork and the American Dream (PBS), and Cairo Declaration. Recent concert commissions and collaborations include Nuremberg Symphony, Julia Bullock & Davóne Tines, and Slovenia Philharmonic.

As an arranger & orchestrator, Chad works for some of the world’s best-loved film composers, including Joe Hisaishi, Shigeru Umebayashi, Alexandre Desplat & Howard Shore (under Conrad Pope) and Tyler Bates (under Tim Williams). Chad’s arrangements for Joe Hisaishi include symphonic suites of Spirited Away, Castle in the Sky, and Kiki’s Delivery Service. Recent blockbuster titles include Fast & Furious: Hobbs & Shaw, The Hobbit trilogy, and Secret Life of Pets.

Since 2013 Chad has run the Asia / America New Music Institute (AANMI), which promotes cultural diplomacy through contemporary concert music. With AANMI, Chad has organized concerts throughout Asia and the U.S., featuring some of the world’s finest young classical talent, such as violinist Ryu Goto. Next summer will see AANMI’s third US Embassy-supported program in Japan, Passing the Torch, an Olympics-themed concert tour of five of Japan’s most prominent temples and shrines. Chad holds degrees from Juilliard and Harvard.

Matthew Oshida has performed with orchestras throughout the country including San Jose Symphony, Utah Symphony, Las Vegas Philharmonic, Sarasota Opera, and Tulsa Symphony, Opera, and Ballet. He has appeared in principal positions with the orchestras in Berkeley, San Jose, Fremont, Sacramento, and Modesto, recorded with the Mormon Tabernacle Choir, and accompanied such popular artists as Sarah Brightman, Andrea Bocelli, Michael Bolton, Placido Domingo, Trans-Siberian Orchestra, Mannheim Steamroller, and Harry Connick, Jr. As a chamber musician, he performed with the Emerson Quartet and pianist Jon Nakamatsu, and participated in live broadcasts for BBC Radio 3. As a founding member of the San Francisco based Farallon Quintet, he has played 50+ concerts throughout Northern California, received grants from San Francisco Friends of Chamber Music and the Barlow Endowment, was ensemble-in-residence at Old First Concerts, and served on the faculty for Chamber Musicians of Northern California.

Matthew has also performed as a recording artist on albums produced by various record labels, in a number of musical theatre productions and at a host of top music festivals around the world. Outside of the concert hall, he has demonstrated the link between music and leadership through performing at training seminars for executives at such companies as eBay, Chevron, Intel, and Protiviti.
Every year since 1987, the Society has honored distinguished individuals from both cultures at the Annual Award of Honor Gala. Awards are given to those who, “worked to foster better American understanding of Japan and better United States – Japan relations.” The first recipients of this award were Edwin O. Reischauer and Haru Matsukata Reischauer on March 11, 1987. The complete list of recipients are as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>Mr. Ben Yoneyama, Chairman, YONEX CO., LTD. &amp; Mr. Carl &amp; Mrs. Yurie Pascarella, Executive Advisor, TPG Capital</td>
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<tr>
<td>2018</td>
<td>Hiroaki Nakanishi, Executive Chairman, Hitachi &amp; William Perry, Former Secretary of Defense</td>
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<td>2017</td>
<td>David Pearson, CEO, Opus One &amp; Yuzo Kayama, Actor, Artist, &amp; Singer</td>
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<td>2016</td>
<td>Hiroki Mikitani, Rakuten, Inc. &amp; Hayao Miyazaki, Animation Director Studio Ghibli (World Imaginator Award)</td>
</tr>
<tr>
<td>2015</td>
<td>Marc Benioff, Salesforce &amp; Haruo Murase, Canon Marketing Japaan Inc. Nobuyuki Tsujii, Van Cliburn Gold Medal Winner (Music Ambassador)</td>
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<tr>
<td>2014</td>
<td>Ambassador John V. Roos &amp; Ken Watanabe, Actor and Humanitarian MUFG Union Bank, N.A. (Visionary Award)</td>
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<tr>
<td>2013</td>
<td>Margrit Blever Mondavi, Robert Mondavi Winery &amp; Kenzo Tsujimoto, Kenzo Estate, Capcom Co., Ltd, Capcom U.S.A., Inc. Dr. Shinya Yamanaka, 2012 Nobel Prize Winner (World Visionary Award)</td>
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<tr>
<td>2012</td>
<td>Georges Desvaux (on behalf of McKinsey &amp; Company)</td>
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<tr>
<td>2011</td>
<td>Japanese Ambassador to U.S. Ryozo Kato, William H. Neukom (on behalf of the San Francisco Giants) &amp; Lewis Wolff (on behalf of the Oakland Athletics) Masanori Murakami (Lifetime Achievement), Sadaharu Oh (Lifetime Achievement)</td>
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<tr>
<td>2010</td>
<td>U.S. Ambassador to Japan J. Thomas Schieffer &amp; Takahiro Moriguchi, JP Morgan Japan Hatsuro “Hats” Aizawa (Lifetime Achievement)</td>
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<tr>
<td>2009</td>
<td>Japanese Ambassador to U.S. Shunji Yanai &amp; Toichi Takenaka, Takenaka Corporation</td>
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<tr>
<td>2008</td>
<td>Sakie Fusukihama, Korn/Ferry International &amp; Kathy Matsui, Goldman Sachs Japan (Women in Business Gala) Richard Heggie (Lifetime Achievement)</td>
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<tr>
<td>2007</td>
<td>Yuzaburo Mogi, Kikkoman Philip Kan Gotanda, playwright (Artistic Achievement)</td>
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<td>2006</td>
<td>Yoshihiko Miiyauchi, Orix &amp; A.W. Clausen, Bank of America Alexander D. Calhoun (Lifetime Achievement)</td>
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<tr>
<td>2005</td>
<td>Tatsuro Toyoda, Toyota Foundation &amp; Scott Cook, Intuit Atsuhiko Tateuchi, Tateuchi Foundation (Humanitarian Award)</td>
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<tr>
<td>2004</td>
<td>Keiji Tachikawa, NTT Docomo</td>
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<td>2003</td>
<td>Nobuyuki Idei, Sony Corporation</td>
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<tr>
<td>2002</td>
<td>Walt Disney Corporation/Oriental Land Company Osamu Yamada (Lifetime Achievement)</td>
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<tr>
<td>2001</td>
<td>Secretary of Transportation Norman Mineta (On behalf of the Japanese American  Community)</td>
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<td>2000</td>
<td>Yotaro Kobayashi, Fuji Xerox</td>
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<td>1999</td>
<td>James C. Morgan, Applied Materials</td>
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<td>1998</td>
<td>Norio Ohga, Sony Corporation</td>
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<tr>
<td>1997</td>
<td>Prime Minister Kiichi Miyazawa</td>
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<tr>
<td>1996</td>
<td>Dr. Donald Keene, Columbia University</td>
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<tr>
<td>1994</td>
<td>James Clavell, Novelist &amp; Jesse Takamiyama, Sumo Wrestler</td>
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<tr>
<td>1993</td>
<td>Prime Minister Yasuhiro Nakasone &amp; Secretary of State George P. Schultz</td>
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<tr>
<td>1992</td>
<td>Sadako Ogata, United Nations High Commissioner for Refugees &amp; Dr. Robert Scalapino, National Committee on United States-China Relations</td>
</tr>
<tr>
<td>1991</td>
<td>U.S. Ambassador to Japan Michael Mansfield &amp; Ambassador (and former Consul General in San Francisco) Hiroshi Kitamura</td>
</tr>
<tr>
<td>1990</td>
<td>U.S. Ambassador to Japan Robert Ingersoll</td>
</tr>
<tr>
<td>1989</td>
<td>Dr. Robert Ward, Stanford University</td>
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<tr>
<td>1988</td>
<td>Japanese Ambassador to U.S. Yoshio Okawara</td>
</tr>
<tr>
<td>1987</td>
<td>U.S. Ambassador to Japan Edwin &amp; Haru Matsukata Reischauer</td>
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**Dinner with the Consul General:** Private dinner for 6 at the Japanese Consulate in San Francisco. Gourmet dinner prepared by his private chef in the historic and beautiful residence.

**Hawaiian Experience:** 3 nights stay at the Grand Hyatt Kauai Resort, donated by Tak Development, Inc. and round-trip air flight by the Japan Society

**Aria in New York:** 2 tickets to a Metropolitan Opera performance and 2 backstage tour passes. United Airlines round-trip from S.F. to N.Y.

**Japan Bound:** 2 round-trip tickets Business Class on Japan Airlines from S.F. to Japan. 3-night deluxe accommodations with breakfast at the Imperial Hotel, Tokyo.

**Formal Kinsa Dinner with Opus One Wine:** A multi-course dinner for 4 served on authentic historic dishes prepared by Nobuko Saito Cleary, licensed in Kinsa style, and served by Dr. Gary Cleary, a world-famous scientist. Includes a magnum of award-winning Opus One Wine, donated by David Pearson, CEO.

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We all have the power to do good and work hard to find solutions to the challenges we face. In that same spirit, Hitachi is collaborating with a variety of partners to accelerate Social Innovation by integrating digital technology with our expertise in infrastructure. Together, let’s make our society safer, smarter and healthier.

See how we’re powering good around the world

Hitachi Social Innovation

https://social-innovation.hitachi/
Congratulations to the 2019 GALA Honorees

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Mr. Carl & Mrs. Yurie Pascarella

Kozo and Kathleen Kimura
What does it mean to be a pioneer?

It’s that courage to leap into the unknown.
That constant thirst for a challenge.
And we love a good challenge.

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For more than 100 years, the Japan Society of Northern California has fostered collaboration and understanding between the United States and Japan by providing Northern Californians with a range of language, cultural and business programming and opportunities for fellowship. The programming has varied through the years but the mission to foster understanding and collaboration between Japan and the United States remains unchanged.

Thank you for supporting
33rd Award of Honor Gala

Be part of the Japan Society, the place for U.S. Japan insights, opportunities, collaboration and networking!

Visit our website for more information

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Serbia
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Rowing

Simone Biles
USA
Gymnastics

Swan McCall
Canada
Sport Climbing
is proud to support the Japan Society of Northern California and congratulates honorees Mrs. Yurie and Mr. Carl Pascarella and Mr. Ben Yoneyama
CARL & YURIE PASCARELLA

Congratulations to the Japan Society of Northern California for its work building friendship between Japan and the Bay Area!
Yonex professional players may play with a customized racquet with different specifications to the model displayed.