Japanese attendees
1. Prof. Hideki Imai (Chuo University)
   Japan Council Chair, Tokyo Section past Chair
2. President Fumio Harashima (Tokyo Metropolitan University)
   Tokyo Section past Chair Japan Council past Chair
3. Prof. Yong Jin Park (Waseda University)
   Region 10 past Director
4. Prof. Toshio Fukuda (Nagoya University)
   Region 10 Director elect
5. Prof. Hideki Hashimoto (Chuo University)
   Tokyo Section past Treasurer, Japan Council past Treasurer
6. Prof. Hiroyuki Ohsaki (the University of Tokyo)
   Tokyo Section Membership Development Committee Chair
7. Prof. Takao Onoye (Osaka University)
   Kansai Section Chapter Operations Committee Chair Region 10 Student Activities Coordinator
8. Mr. Shinji Yamashita (Fujitsu Laboratories Ltd.)
   Tokyo Section Publications Committee Secretary
9. Mr. Iwao Hyakutake (IEEE Japan Office)
   Director
10. Dr. Yoshihiro Arimoto (Fujitsu Laboratories Ltd.)
    Japan Council Secretary, Tokyo Section Secretary
11. Dr. Hirohisa Gambe (Fujitsu Laboratories Ltd.)
    Tokyo Section Vice Chair

IEEE MGA SD&EA committee attendees
1. Dr. Okyay Kanyak
   Vice Chair MGA Strategic Management and Analysis
2. Prof. Parviz Famouri
   IEEE Region 2 Director
3. Dr. John Reinert
   Past Vice Chair MGA Strategic Management and Analysis
4. Prof. Tuptim Angkaew
   IEEE Strategic Direction and Environmental Assessment Committee Member
5. Prof. Slawo Wesolkowski
   IEEE Strategic Direction and Environmental Assessment Committee Member
6. Prof. Murty Polavarapu
   IEEE Strategic Direction and Environmental Assessment Committee Member
7. Prof. Lawrence Wong
   Region 10 (Asia Pacific) Director
8. Dr. Howard Michel
   Vice President, Member and Geographic Activities
9. Ms. Fanny Su
   Manager, Asia Pacific Operations
10. Mr. Jamie Moesch
    Director, Member Strategy

Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9-9:30AM:</td>
<td>Welcome and Introductions</td>
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<tr>
<td>9:30 - 9:45AM:</td>
<td>Reminder on quarterly committee objectives for 2012: Okyay Kaynak</td>
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<td>9:45-10:15AM:</td>
<td>What MGA would they like to see the committee accomplish by October 2012: Howard Michel</td>
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<tr>
<td>10:15-10:45AM:</td>
<td>Discussion of objectives by the committee</td>
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<td>10:45-11AM:</td>
<td>Break</td>
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<tr>
<td>11-11:15AM:</td>
<td>Welcome Japan Council and Introductions (after this point, they will join us for the rest of the day)</td>
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<tr>
<td>11:15-11:45AM:</td>
<td>Open discussion from the Japan Council members: What can be done to make IEEE membership more successful in Japan? How can we grow from 13,000 members to 30,000 and beyond?</td>
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<td>11:45AM:</td>
<td>Travel to lunch restaurant</td>
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<td>Noon - 1:30 PM:</td>
<td>Lunch continued open discussions during lunch</td>
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<tr>
<td>1:30 - 2:30 PM:</td>
<td>Japan Member Segmentation data presentation and discussion of the MCI report (Jamie Moesch)</td>
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<tr>
<td>2:30-3:30 PM:</td>
<td>Open discussion: focus area Member Development: Questions for the group in this section, but not required or limited to: - What do we need to offer IEEE members in Japan to make them very satisfied with membership? - What do we need to offer IEEE members in Japan to get them more engaged with IEEE? - Do we need to have any unique offerings in Japan for students or graduate students?</td>
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<td>Time</td>
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<td>3:30-3:45PM:</td>
<td>Break</td>
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<tr>
<td>3:45 - 4:30PM:</td>
<td>Open Discussion: focus area Partner Development: Who should we consider partnering with to grow membership and why? (E.G. Companies, Universities, Other Associations)</td>
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<tr>
<td>4:30 - 5:30PM:</td>
<td>Open Discussion: focus area Market Development How should we be selling and marketing IEEE and IEEE Society membership in Japan? - Are there any particular industries we should target? - Are there any particular geographic areas we should target? - Do we need Japanese language brochures? - How can we best get our membership offer in front of potential members?</td>
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<tr>
<td>6:30 PM:</td>
<td>Friday Night Group Dinner (with colleagues from Japan Council and Tokyo Section)</td>
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