

With Atlanta hosting Super Bowl LIII and Tokyo hosting the 2020 Olympics, sports is in our forefront here in Georgia and Japan. In partnership with the National Association of Japan-America Societies, the Sasakawa Peace Foundation, and the Federal Reserve Bank of Atlanta, The Japan-America Society of Georgia (JASG) is pleased to present ***U.S.-Japan Now: Impact of Sports on Business & Economy***, featuring guest speakers Mike Plant from the Atlanta Braves and Ichiro Yamaguchi from Mainichi Shimbun. This program will highlight the history, current trends, and future outlook of sports endorsement in both countries and what initiatives are being put in place to have a positive effect in the community. ジョージア日米協会とアトランタ連邦銀行の主催で、このたび全米日米協会及び笹川平和財団の支援のもとで、U.S.-Japan Now: スポーツの経済及び外交に与える影響と題したセミナー兼昼食会を開催されます。このプログラムでは、日米の現在と未来の経済展望についてのディスカッション及び日本とアメリカにおけるスポーツの経済的効果や 2020 年の夏季東京オリンピックのインパクトについて討論されます。

The JASG is a 501(c)(3) non-profit organization whose mission is to promote mutual understanding between the people of Japan and the State of Georgia through establishing and promoting ties and programs in the areas of culture, customs, education, commerce and politics. For more information about the JASG and its activities, please visit www.JASGeorgia.org or contact the JASG office at 404-842-1400 or Admin@JASGeorgia.org.

日米協会はジョージア州内の国際ビジネスコミュニティと密接な関係を持続しております。当協会は、肩ひじを張らずにアメリカのスタイルに接する機会を提供いたし貴社の発展に成果を上げることがを約束します。日米の方々がお互いについて学ぶ機会を提供しており日本人がジョージアについてまたアメリカ人が日本について理解するための援助をいたします。JASG の会員資格は両国間の友情、文化交流、日本とジョージア間の相互理解に関心のある方ならどなたでも歓迎いたします。詳しくはウェブサイト (www.JASGeorgia.org) をご覧になり、各種の活動に目を道していただきください。また当協会事務局電話 (404-842-1400) されるかメール (Admin@JASGeorgia.org) を送りくださるようお願いいたします。



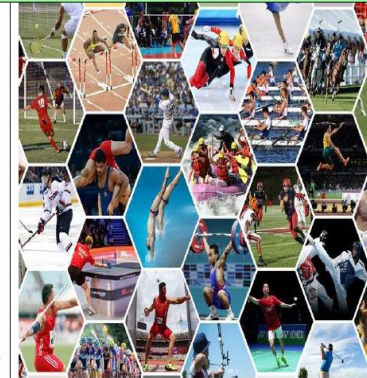
US-Japan Now Business Luncheon **Impact of Sports on Business & Economy** ジョージア日米協会・スポーツビジネス・ランチョン

Speakers | スピーカー



Mike Plant

President & CEO, Atlanta
Braves Development Company



Ichiro Yamaguchi

Senior Member, Olympics &
Paralympics Promotion Office
Mainichi Newspaper Company

Tuesday, February 26, 2019
2月26日(火)

Federal Reserve Bank of Atlanta
1000 Peachtree Street NE
Atlanta, Georgia 30309

PROGRAM SCHEDULE

Welcome by the Federal Reserve Bank of Atlanta

R. Anton Braun
Federal Reserve Bank of Atlanta

Introduction by The Japan-America Society of Georgia

William Strang
Chairman, JASG

Lunch

Economic Impact of Sports in the U.S.

Mike Plant
Atlanta Braves

Economic Impact of Sports in Japan

Ichiro Yamaguchi
Mainichi Shimbun

Q&A Session

R. Anton Braun
Federal Reserve Bank of Atlanta

Japan Update Series

Peter Kelly
President, NAJAS

Optional Tour of the Federal Reserve Bank of Atlanta



Mike Plant is in his 16th season with the Atlanta Braves, and his second as President and Chief Executive Officer of Development. Plant joined the organization as Executive Vice President of Business Operations in November of 2003. In his role, Plant oversees the Braves real estate and development holdings including The Battery Atlanta, its development and project management teams, design, financing, construction and leasing activities. Braves and Battery security, life safety, parking and government relations are all consolidated under Plant's leadership. He also works with key Braves executives managing all Minor League Team operations and the new Spring Training complex in North Point, Florida. As part of the Braves executive leadership team, Plant was instrumental in the Braves' efforts to secure and plan SunTrust Park and The Battery Atlanta, which opened in Cobb County in April 2017. The creative innovative approach Plant led has been recognized as a leading example of how to structure a successful Public/Private partnership generating substantial returns for government entities.



Ichiro Yamaguchi is a Senior Member of the Olympics and Paralympics Promotion Office of Mainichi Newspaper. Now in its 147th year, the Mainichi has a daily circulation of 2,800,000 and is the oldest newspaper in Japan. Ichiro was born and grew up in Hokkaido, the northernmost island in Japan in 1965. Both of his parents were physical education teachers, and as such, he has had extensive experience in many kinds of sports since he was a child. He now has a license as a swimming instructor, sports instructor for people with impairment (Intermediate Level), boccia instructor, and Kendo (Japanese fencing) 2nd Dan (level). He also worked as a ski instructor for 3 seasons from 1987-90 in Nagano, where the 1998 winter Olympics were held. After that, he joined the Mainichi as a staff writer in 1990. He has published about 1,300 articles covering not only sports, but also politics, elections, crime, natural disasters, court trials, culture, life, and more. As for sports, he was a beat writer of the Osaka Kintetsu Buffaloes (professional baseball) and the Cerezo Osaka (professional soccer). With the 2020 Tokyo Olympic games approaching, Mr. Yamaguchi aims to produce more coverage of para-sports with different points of views.

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