



### **Scholarship Application for the Japan America Society of Southern California's 5th Annual Women's Leadership Counts Conference**

#### **"Impact Leadership in the New Normal – VUCA World"**

**Thursday, November 8, 2018**

2:00-2:30pm Registration

2:30-5:30pm Program

5:30-6:30pm Networking Reception

#### **InterContinental Los Angeles Century City at Beverly Hills**

2151 Avenue of the Stars, Los Angeles, CA 90067

[Map & Directions](#)

In 2014, the Japan America Society of Southern California's **Women's Leadership Counts Initiative (WLCI)** was created as a first-of-its-kind initiative to provide a platform for women in business on both sides of the Pacific to engage in professional and leadership development.

Together with our partner organizations, business executives and community leaders, the WLCI will create a network that inspires action and moves the needle on women's leadership.

Japan America Society of Southern California invites USC students to apply for this scholarship to attend the conference!

#### **ELIGIBILITY**

- Scholarship is extended to USC's undergraduate or graduate students.

- If selected, students will receive full waiver of the participation fee (\$75) for the WLC's annual conference on November 8, 2018 at the InterContinental Los Angeles Century City at Beverly Hills (transportation and/or parking is on your own).

## REQUIREMENTS

- Actively participate in the roundtable discussion and take notes.
- Complete a participant survey after the conference.
- Write a brief report about your conference experience, sharing what you learned.
- Complete an online survey for scholarship recipients.

Scholarship applications are due October 5, 2018, 5:00pm. Results will be notified in late October via email.

Should you have any questions, please contact Kay Amano at [amano@jas-socal.org](mailto:amano@jas-socal.org) (or call 310-965-9050, ext. 104) or Jeanne Weiss in the USC Dornsife Department of Gender and Sexuality Studies ([jeanne@usc.edu](mailto:jeanne@usc.edu)).

## [Click here to apply](#)

### ***Impact Leadership in the New Normal – VUCA World***

Originally introduced in the 1990s by the US Army War College to describe a new world of military engagement, VUCA is an acronym for Volatility, Uncertainty, Complexity and Ambiguity. The VUCA concept also resonates with an increasing number of executives who are facing the constantly changing challenges brought on by politics, economics, society and technology. What this environment requires is truly strategic leaders—both women and men—who can adapt to changing conditions and navigate this uncharted terrain to be effective. To maximize global and diverse talent, leaders must be innovative, collaborative, decisive, adaptive and creative. Our speakers will share their success stories and challenges to survive and thrive in a VUCA world.

### **Who Should Attend**

Current and future corporate, business, academic, non-profit and entrepreneurial **women and men** leaders who value the U.S-Japan collaboration and wish to expand their networks.

### **Why You Should Attend**

- **LEARN from global leaders** - Understanding the culture of the parent company, management, or client from Japan or overseas is key to having a successful career
- **DISCOVER your potential** - Build leadership and management skills and navigate through unique corporate culture in a professional environment
- **INVEST in yourself** – Exchange ideas as well as challenges you are facing with peers and mentors, and learn tactics to advance your career
- **BUILD your professional network** – Meet a diverse group of women and men representing a wide variety of industries

## [Download Conference Flyer](#) | [Download Fact Sheet](#)

### **Keynote Speaker**



**RENEE WHITE FRASER, Ph.D.** - [BIO](#)  
Founder & CEO, Fraser Communications

***Panelists***



**LYNNE A. HUMENIK** - [BIO](#)  
President & CEO, Hitachi Cable America Inc.



**RODERICK M. SHERWOOD III** - [BIO](#)  
Managing Partner, Co-Founder, Co-Chairman, and CEO, Cinemoi North America LLC



**DENITA WILLOUGHBY** - [BIO](#)  
Vice President, Supply Management and Logistics, Southern California Gas Company

**Moderator**



**KAORI IIDA** - [BIO](#)

Los Angeles Bureau Chief, NHK (Japan Broadcasting Corp.)  
Former Senior Economics Correspondent, Wash., D.C. News Bureau, NHK

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## **COOPERATING ORGANIZATIONS**

[Asian American Professionals Association](#)

[Koyamada International Foundation](#)

[Los Angeles Latino Chamber of Commerce](#)

[National Association of Women Business Owners Los Angeles](#)

**Kay Amano** 天野香織 Programs Director

### **Japan America Society of Southern California**

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