

newsletter vol.02 *fun* NOTE

Arc Communications Inc.



## Greetings

I am happy to report that Arc Communications was able to close its first year in the black. This would not have been possible without your support, for which we are sincerely grateful. The goal for Arc Communication's second year is to achieve major growth. For starters, we have adopted a divisional system, with Kazutoshi Honda assigned to lead the translation and localization business. Web and cross-media planning and production will be led by Yoshihiro Sato, and Hiroshi Watanabe will head the temporary employment and referral business. We are also carrying out a reform of our organization by inviting an outside lecturer to come and speak so as to enable staff members to act interactively and on their own initiative. We will continue to endeavor to work with our clients with even more joy, propriety and innovation.



Mariko Ohsato  
Representative Director (CEO), Arc Communications Inc.

## Our Projects

### Translation Services

#### Swift grasp of Japan market information

Arc Communications is handling the Japanese-to-English translation of news for publication on the intranet of a major manufacturer. The company publishes Japanese news reports related to the telecommunications business the following day in English for the sake of the company's non-Japanese employees. This quick delivery service is provided every day by a native English translator. A backup system is also in place.

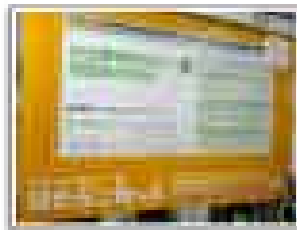
#### Facilitation

The outcome of localization can greatly differ depending on how it is managed by a project manager. That's why since August the localization team has invited Tokihiko Mori, Director of the Facilitators Association of Japan as lecturer to carry out training to learn facilitation, which is effective for problem solving. Everyone is applying themselves to become even more adept at localization.

### Temporary Employment

#### Saikyo Line Takeover

From August 28 to October 8, the women-only car of the Saikyo Line was filled with ads for "Hatarako Net," which provides information on temporary employment (limited to 10 out of 40 trains in operation). Hanging posters for Arc Communi-



cations were also on display. Men can also ride in the cars outside of commute-hours, so you may have noticed them. We'll keep up our energetic activities, so look forward to seeing more!

#### EAP (employee assistance program) introduced for temporary workers

We have adopted a counseling service provided by an outside organization as part of a benefit package for our registered temporary staff working for clients. Temporary staff, too, can have daily worries and anxieties, such as emotional problems, dissatisfaction over work, problems related to interpersonal relationships, or problems at home. Through this program, they can anonymously receive 24-hour telephone counseling or e-mail counseling from specialized lawyers and counselors.

We hope that the adoption of this service will enable our temporary workers to have an interest in the management of their emotional health and work vividly.

### Web

#### An unusual experience—the rescue project!

The Web team is experiencing a rather unusual project – projects to be exact – that we call the "rescue project." In a nutshell, it calls for taking over web construction projects that other companies were unable to carry through to the end, and reconstructing it from scratch. While we are handling these projects by request of our clients, the projects are turning out to have much for us to learn from—it allows us to see details, such as where the other company fell into miscommunication with the client or why they were unable to meet the client's desires.

As they say, "One man's fault is another man's lesson." We hope to make the most of this precious experience and leverage it for the future.



▲ We constructed roughly 30 websites between Oct. 2005 and Sept. 2006. Thank you!

## News

### The Japanese translation of *Principles of Management* became the No.1 best seller on Amazon.co.jp

On July 19, the Japanese translation of *Principles of Management* (Harvard-ryu Management "Nyumon"/ Introduction to Harvard-style Management) published by First Press, Inc. and translated/translation supervised by Arc Communications, became the No.1 best-selling Japanese book on Amazon. Harvard-ryu Leadership "Nyumon" (Leadership), the previous book in this series only made it up to No.2. The patient buzz-marketing activities we carried out using the frustration we experienced at that time as a springboard seem to have done the trick!



It's said that autumn is the best season for reading books. Kigyō Blog Senryaku (tentative title) (Corporate Blog Strategy) will be published by Diamond, Inc. in mid-November, and First Press will be publishing Harvard-ryu Human Resource Management "Nyumon" (Introduction to Harvard-style Human Resource Management) next year, so do look forward to them!

### Party held with spouses invited!

A party, doubling as a get-together to celebrate (belatedly) web director Kensuke Takazawa's marriage, was held. The spouses of married employees were also invited to attend. There was time set aside to introduce them and ourselves, and even a bingo game with some unusual prizes. We spent a very enjoyable time together.



After all, it is thanks to our families that we can work in good health, and for the marital partners who support our employees, it became a good chance to solve the mystery of "What kind of a company does my partner work for, and with what kind of people?"

We plan to hold a "Let's Visit Mom and Dad's Company Day" for kids next time as well as other events.

### Arc branding meetings

We want to make Arc Communications a good company! That's why staff members from each division, filled with such motivation, get together once a week for a one-hour meeting. We brainstorm on various themes such as, "What kind of social contribution can a company make?" "What is the meaning of employee happiness?" and "What does happiness mean to me?" Sometimes, we leave the meeting with homework to do, and sometimes there are presentations to be given, but all in all, it is a very significant and enjoyable time spent exchanging opinions that go beyond our ordinary duties. Things decided in the meeting may be immediately executed, or we may decide to cancel it after a trial run, but there is one thing for sure. That is, the office environment has become better with these meetings as its beginning. Actually, though, what the members really look forward to the most is that this meeting comes with snacks! Everyone happily takes turns purchasing famous sweets from long-established shops or prized local confections and presents them at the meeting, sometimes devoting even more energy on this than on their homework! We are sure that in their hearts, everyone wants to keep this up.



## Editor's Note

The days are becoming refreshingly brisk with the sweet fragrance of orange osmanthus in the air; a sign that autumn has arrived. We have only passed our 1st birthday and are still in our infancy, but the company is as fun-filled and energetic as ever, as you will see in this second issue of the "fun Note."

This time, we all tried our hand at calligraphy, choosing our favorite Japanese character. They are all quite good, and perhaps the handwriting will give you some clue to our personalities. Space does not permit us to introduce all of them this time, but we hope you will enjoy them. (Editor)

## My Favorite Japanese Character



**One** — It is used in the phrase “ichigo ichie” which expresses the aesthetic ideal of treasuring every single encounter as if it were the only one. It can also be found in Japanese words for “the one and only” and “the first step.” I want to treasure each opportunity as being singular, and grow steadily, one step at a time. This said, however, I am neglecting to treasure many things. Time to correct this! (Hiroaki Baba)



**To forget** — A prominent figure once said in describing the death of a family member, “I can’t recall anything. Maybe that’s how I was able to get back on my feet. Forgetting is a type of self defense.” My life seems to me to be a series of mistakes made, but thanks to my ability to forget them, I’ve been able to come this far without illness. Emotional difficulties seem to be experienced by many today, but perhaps “forgetting” is the secret to recovery. (Kazutoshi Honda)



**Enjoy with moderation** — This is a fabulous kanji with austere refinement that is loaded with many meanings that include enjoyment, grace, and savvy. I want to be able to enjoy everything, though with moderation. (Takahide Hoshi)



**The moment the wind blows** — Created by combining the characters “立” (to rise, to start, etc.) and “風” (the wind), this mimetic word expresses the moment that a wind starts blowing. Based on this imagery, it has also come to mean “light and brisk.” I have been aware of and liked this kanji since childhood since it is a part of my mother’s name. I also like the word “sasso” which uses this kanji character, one of the meanings of which is “dashing.” My ideal. (Miho Ishimoto)



**Aspiration** — I have always tried to hold aspirations in my life. Though very important, it is something that I sometimes forget, especially the busier I become. However, the real reason why I like this Japanese character might simply be because it is part of the name of a musician that I have always been fond of! (Rie Kawana)



**As in Dunhuang, China** — There are often many variations to how a name is written in kanji, and my name is no exception. The easiest way is to cite a well known usage, but things become difficult when that doesn’t immediately strike a bell. Otherwise, you have to try to verbally describe the parts that comprise the kanji. As for my name, I’ll first say, “As in Dunhuang, China.” That is not easily recognized, and if so, I have to say, “Well, on the left, you write an inverted ‘T’ and below it the kanji for “mouth” and “child.” Then, on the right side...” I have to admit that one tends to become fond of things that give you most trouble. (Atsuko Mori)



**Shinto gods** — The Ohsato family traces its history back to the Muromachi Period (1336 to 1573) as a line of Shinto priests. That is why I believe that the multitude of Shinto gods will not forsake me even if I don’t know how to correctly wave the sacred Shinto branch in ceremonies, and even if I did get married in a Christian chapel. There’s turning to the gods in times of trouble and the miracles that come to pass with the arrival of divine winds. Our company should be fully secure! (Mariko Ohsato)



**The hiragana “fu”** — I like the hiragana “fu,” but when you convert it to kanji on your computer, you get a list of kanji that don’t have very good meanings. For example, there is “不,” the equivalent of which are prefixes like “non-,” “anti-” and “un-.” Then, there’s “負” (to incur, such as a debt) and “腐” (to rot, decay, etc.). The hiragana “ふ” however, looks to me like a laughing face. I get the impression from it of being able to laugh even during adversity. Maybe it’s far-fetched, but it’s as good a reason as any for liking this character. (Yoshihiro Sato)



**Summer** — I love summer. Seeing the blue summer sky makes me want to go to the beach. The rays of the summer sun are admittedly hot, but this doesn’t deter me. I think it is because it reminds me of the summer vacations spent as a student. (Hiroshi Watanabe)



**No longer in use** — An old-style hiragana probably difficult for most to read today, it looks like an incomplete “ぬ” (nu) or an erroneously written “み” (mi). Is it “𠄎” when written in kanji? It still looks incomplete. This sounds just like me. Do you know how it’s read? (Yasuyuki Yamamoto)