



News Release

For Immediate Release

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How a Personally-Driven Vision Becomes a Tool for Business Growth: “Creating a Culture of Responsibility”

VIA Chairman to Address Symmetry of Creative Vision, Conscientious Actions

Oct. 4, 2004, Mission Viejo, Calif. — Addressing the creative process for optimizing business success through conscientious actions, business philosopher, author and lecturer Yasuhiko Genku Kimura will discuss “*Creating a Culture of Responsibility: Transforming Business Culture for the 21st Century*,” during a special presentation of Vision In Action™ (VIA™) on Oct. 21 at 6:00 p.m. in Newport Beach, Calif.

Kimura, VIA founder and chairman, applies values of balance and wholeness to engender business, social and personal growth. Known as an integral thinker and “philosopher of change,” he helps business leaders and entrepreneurs move beyond the compartmentalized logic that can inhibit success. Having studied both advanced scientific thought and inner-directed Eastern philosophy with his formal education in Buddhism, Kimura has developed a Socratic and Zen-like style that stimulates innovative thinking.

The program is open to the public and includes dinner and the lecture at The Pacific Club. Registration is \$60 before Oct. 11 and \$75 after or at the door. Reservations can be made from the Events page of www.VIA-VisionInAction.org or by calling 800-509-1955. The Pacific Club is located at 4110 MacArthur, Newport Beach, Calif.

Vision-In-Action, a 501(c)(3) public benefit corporation based in Mission Viejo, Calif., is the revitalization of The Twilight Club that started life in the 1870s as a gathering of leading intellectuals including Andrew Carnegie, Herbert Spencer, Ralph Waldo Emerson, Walt Whitman and Mark Twain. IBM’s founder Thomas Watson, Sr. and artist, philosopher and scientist Walter Russell later served as presidents. Today VIA (www.VIA-VisionInAction.org) remains true to its heritage as an alliance of thought leaders and involves diverse people in dialogue to nurture personal and social growth. It focuses on helping individuals and organizations achieve personal integrity, business accountability and breakthroughs in scientific and engineering thought, the arts and social endeavors.

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