



## News Release

For Immediate Release

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Astra Communications

### **How Ethics Becomes a Tool for Business Growth: “Creating a Culture of Responsibility” Discussion at Vision In Action Toronto Meeting**

#### **VIA Chairman to Address Symmetry of Creative Vision, Conscientious Actions**

*Aug. 26, 2004, Mission Viejo, Calif.* — Few Toronto business leaders realize that sound corporate ethics are more than “you shoulds” but actually reflect a talent for transforming a personal vision into action. Addressing the creative process for optimizing business success through conscientious actions, Yasuhiko Genku Kimura, founder and chairman of Vision In Action™, will talk on “*Creating a Culture of Responsibility: Transforming Business Culture for the 21st Century*,” during a special presentation of Vision In Action on Sept. 14 from 5:00-8:00 p.m. at The National Club in Toronto.

Kimura is a recognized author, lecturer and business strategist who 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 with networking at 5:00 p.m., and the 6:00 p.m. lecture will include a dialogue session with the audience. Registration is \$100 CAN or \$75 US and can be made online from the Events page of [www.VIA-VisionInAction.org](http://www.VIA-VisionInAction.org) or by calling 800-509-1955. The National Club is located at 303 Bay St., Toronto, Ontario.

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 such as 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](http://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 develop personal integrity, business accountability, scientific breakthroughs, the arts and social endeavors.

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**Note to Editors:** For media passes, contact Linda Marcus at 714-974-6356 or [lmarcus@astra.cc](mailto:lmarcus@astra.cc)