



Rotary Yoneyama Memorial Foundation

A Collaborative Program by Japan's Rotary Districts



The Rotary Yoneyama Memorial Foundation is a scholarship foundation jointly supported by all the Rotary districts in Japan. To date, the Foundation

has awarded scholarships to more than 18,000 students (Yoneyama Scholars) from 123 countries and regions to support their study in Japan. Providing a matrix for heart-to-heart communication, the program also seeks to help the young scholars understand and emulate the Rotary spirit.

The Foundation's Scholarship Program

The Rotary Yoneyama Scholarship Program uses funds donated by Rotarians across Japan to provide scholarships to overseas students who self-finance their educations in Japan. The program's mission is to foster a large cadre of young people who, imbued with the Rotary spirit, will play active roles in international society while building bridges of understanding and cooperation between their countries and Japan. In sum, the program's goal is the same as the Rotary's—to advance international understanding, goodwill and peace.

Japan's Largest Private-Sector Scholarship Program for International Students

With approximately 700 students receiving \$10 million worth of scholarships each year (FY2013 figures), the Yoneyama Memorial Scholarship Program is the largest private-sector scholarship program for international students in Japan. As of July 2014, a total of 18,104

students from 123 countries have received scholarship support under this program.

Creating Heart-to-Heart Understanding between Scholars and Rotarians

In addition to the financial assistance provided to Yoneyama Scholars by way of their scholarships, the program has another uniquely Rotarianesque feature: a system of *sewa* clubs (host clubs) and counselors that gives the scholars moral



support and caring assistance during their tenures. Each Yoneyama Scholar is assigned a *sewa* club chosen from

among the Rotary clubs in his/her area.

One member of the host club serves as the scholar's counselor, who helps to deepen the relationship between the scholar and the club members and endeavors to make the scholar's stay in Japan a rich and rewarding experience. While imbuing the scholar with the Rotary spirit of service, the system also works to deepen the Rotarians' own understanding of the

role and value of the Yoneyama Memorial Scholarship Program. For further information, see the foundation's website at <http://www.rotary-yoneyama.or.jp/>

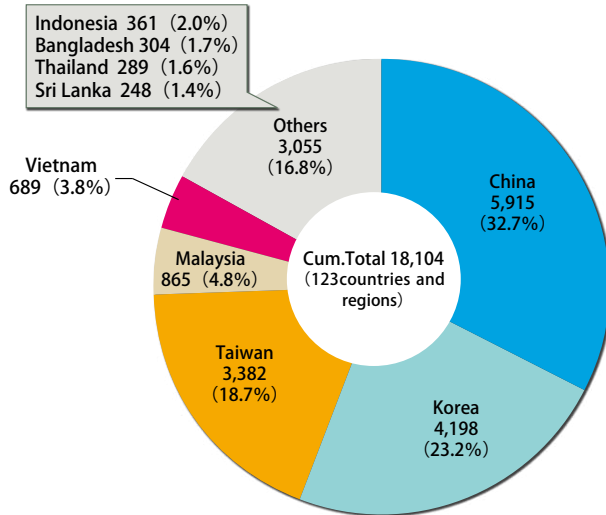


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Yoneyama Alumni in the World Today

1. Countries and Regions Yoneyama Scholars to date where are from



※Total of Yoneyama Scholars for 2014
724 students from 56 countries and regions

2. Number of alumni obtaining PhDs: 3,437

By country or region

1. South Korea 1,277
2. China 1,209
3. Taiwan 612

(Total number of alumni as of July 1, 2014: 18,104)

3. Clubs established centering around Yoneyama alumni

- Rotary Club of Taipei Tokai (D-3480)
Chartered: January 31, 1995
 - Rotary Club of Taichung Wen Shin (D-3460)
Chartered: March 16, 2007
 - Rotary Club of Tokyo Yoneyama Yuai (D-2750)
Chartered: March 16, 2010
 - Rotary E-Club of District 2750, Tokyo Yoneyama
Chartered: June 21, 2012
 - Rotary Club of Saitama Ozora (D-2770) *
Chartered: November 25, 2013
- * Together with Rotary Foundation alumni

Brief History of Rotary Yoneyama Scholarships

The first Yoneyama Scholar, Somchard Ratanachata of Thailand, arrived in Japan.



Somchard Ratanachata at a meeting of Rotary Club of Tokyo.

Rotary Yoneyama Memorial Foundation was established receiving authorization by Ministry of Education.

Rotary Yoneyama Memorial Foundation received an award from the government for its commitment to strengthening ties with foreign students studying in Japan.

Rotary Yoneyama Memorial Foundation received a status of Public Interest Incorporated Foundation by Japan's Prime Minister.

1952 Dec.

The Rotary Club of Tokyo launched an international scholarship program to commemorate the achievements of Umekichi Yoneyama, "Father of Japan's Rotary."



1954 Sep.

1957 Sep.

The Yoneyama Memorial Scholarship Committee was formed as a joint undertaking among all the Rotary clubs in Japan.

1967 Jul.

1998 Oct.

Scholarship program extended to students from all nations regardless of whether their own country has Rotary clubs or not.

2001 Oct.

2004 Nov.

The Rotary International Board of Directors commended the Rotary Yoneyama Memorial Foundation for its contribution to world understanding and peace through its granting of scholarships to deserving recipients.

2012 Jan.



A Bouquet of Thanks from Thailand

I first came to Japan in 1991. While I spent one year as an exchange high school student everything was new and different. I learned persevering spirits from gym class and club activities, and experience gained from the tea ceremony and calligraphy taught me the importance of proper manners and a receptive mind. My host father was quite strict in instructing me in the Japanese language so that I would be able to converse with my friends.

A half a year after returning home my host parents visited me in Thailand and recommended me to attend a university in Japan after graduating from high school. So I came back to Japan, and studied intensively for the college entrance exam. I passed the entrance exam and was admitted to Shimane University, but class work proved to be much more difficult. My teacher even pointed out to me once that my writing was elementary-level. Perhaps it was because of my poor writing, when I applied for a Yoneyama scholarship in my junior year I wasn't selected. I applied in my senior year again, and this time with success.

For me the world of Rotary was like an introductory course in becoming a member of society. Quite naturally I acquired the habit of obeying rules and being on time. I also learned to bear a sense of responsibility and how to greet others. But to tell the truth, at the time I wasn't aware of more important things I had learned.



Busakorn explains about Yoneyama at RI Convention 2012 in Bangkok

Vocational Service and the Four-Way Test

The town of Yokota (now Okuizumo) in Shimane was at that time one of the few places in Japan where abacuses were manufactured. The abacus is said to be an aid in learning mathematics, and even today elementary school kids are taught how to use the abacus. The town was conducting an abacus exchange program in Thailand as part of an attempt to promote its use worldwide. As luck would have it, after graduating from the university I served for three years at the town office as an international exchange representative. By introducing the abacus to my own country, the mathematical skills of the children of Thailand improved greatly, and I was able to serve as a bridge between the two countries. It was a truly wonderful experience.

I moved back to Thailand in 2001 and began my job as secretary to the president of Panasonic Siew Sales (Thailand), which represents Japan as the second largest manufacturer of electrical appliances. My duties mainly involve arranging schedules, meeting with visitors, interpreting and translating, and I have many opportunities to learn something of the perspective and high-level views of managers. At the same time I often recall the things I learned from my interaction with Rotarians during the time I was a Yoneyama scholar.

Perhaps because I have been at this job for a long time, many employees come to me with their problems. We think things through together, and it is especially exciting when we come up with some clue leading to a solution. I consider it a small part of vocational service to report any problems to the president while they are still small, and then to correctly pass on any thoughts the president might have to the employees. Vocational service, as I understand it, means that one cannot continue unless one has pride and confidence in one's vocation.

With the Rotary's sprits of service in mind, I am trying to improve myself day by day. I remember the

Busakorn Hongsyok first visited Japan as a high school student, and urged to do so by her host family, she came back again. After graduating from the university in Japan she served as “abacus ambassador”, linking her own country and Shimane Prefecture. Returning home she now works as a secretary to the president of a Japanese firm in Thailand, while practicing vocational service and applying the Four-Way Test that she learned as a Yoneyama scholar. Let’s hear what she has to say about her endeavors to expand the circle of goodwill through such things as Yoneyama Alumni service activities.

Rotarians of my host club would recite the Four-Way Test at every club meeting, but at the time I didn’t understand its deeper meaning. Now that I am actually working, I have come to realize its importance. Whenever I report things to the president I think to myself, “Is it the TRUTH? Is it FAIR to all concerned? Will it build GOODWILL and BETTER FRIENDSHIPS? Will it be BENEFICIAL to all concerned?”

Sending Well-trained People Out into the World

I want all of our employees to be acquainted with the magnificent writings of Konosuke Matsushita, the founder of Panasonic (originally Matsushita Electric Industrial Co., Ltd.), and known in Japan as the “God of Management”. Therefore bit by bit I am translating his works into the Thai language. I used to feel regret whenever a well-trained employee left the company. But my way of thinking changed when I discovered these words of Mr. Matsushita: “If everyone takes one step up the ladder of progress, then all of society improves by one step as well.” It made me happy to think that by sending talented people out into the world, we were helping to raise the level of society as a whole. To me this sounded much like the ideas of Rotary, and then I found out that Mr. Matsushita was indeed once a Rotarian (the Rotary Club of Osaka). There is a portrait of him with the Rotary pin proudly displayed next to his company badge.

The Yoneyama Alumni Association of Thailand which I belong to is less than three years old, but already it is expanding the circle of goodwill through such activities as donating diapers and other items to an infant care center and, together with the members’ families and friends, staging a clean-up along the ocean shore. At its board meeting in September 2013 we decided to provide scholarships for Thai students, an action I believe to be very fitting for us, who ourselves received scholarships from Rotarians in Japan. I hope we can continue such productive activities long into the future.



Cleaning up along the seaside with alumni members.
Busakorn is fourth from the right.

More than a Bouquet of Flowers...

My Japanese host father, who was so strict with me, passed away three years ago. Only once did I ever receive praise from him. I was chosen as valedictorian for our graduating university class, and I’ll never forget how his face beamed as he said to me, “You’ve done your father proud.”

My host mother has often remarked how sorry she felt for me the day our group arrived in Shimane. All the other host families had brought bouquets of flowers with which to welcome the visiting high school students, and she will never forgive herself for bringing nothing. But I wish to say, not only to my Japanese mother, but to my mother in Thailand, to Rotarians, and to everyone who has helped me along the way, I have received more than enough flowers with which to color my life. I don’t need any bouquets. Instead I intend to do whatever I can to repay you all for all the warmth and treasures in my life that you have given to me. Please continue to watch over me in the future.

Busakorn Hongsyok
Panasonic Siew Sales (Thailand) Co., Ltd.
Secretary to Company President, Manager
Country of Birth: Thailand, Yoneyama Scholar: 1997~98
School: Shimane University,
Host Club: The Rotary Club of Izumo-Chuo