



“Find Your Passion”

with Jason Kendy

Head of Corporate Communications and Marketing
at UBS Securities Japan Co., Ltd.

Monday December 9, 7:00pm – 9:00pm

(Doors open at 7:00, Speaker starts at 7:30)

**This event will be held at the offices of UBS
on the 12th floor of the Otemachi First Square building**

The closest station is Otemachi on the Mita, Tozai,
Chiyoda, Marunouchi, and Hanzomon lines (see map link below)



Please join AWF for our last event of 2013 and "Find Your Passion"!

In keeping with our customary year-end theme of looking forward to the new year with renewed energy and motivation, AWF is pleased to host **Jason Kendy**, one of the founding members of the Financial Industry in Tokyo (FIT) For Charity Run, which raised a record ¥71,000,000 at its most recent race in November (<http://www.fitforcharity.org/>).

Jason found *his* passion. Together with other volunteers and creative minds, Jason co-founded FIT to give the financial services community an annual event that collectively raises funds for local Japanese charities. As past AWF Mentor Dinner Speaker and well-known FT columnist Mrs Money Penny said in her remarks, there is an important 3rd pillar that needs to be balanced to feel that we have meaning in our lives and that is giving back to the community.

So, join us on December 9th for a special networking dinner to reconnect with 2013 past AWF speakers and be inspired to make a difference while adding more meaning to your life in 2014.

Jason Kendy leads UBS's Corporate Communications and Branding operations in Japan and Korea. Prior to joining UBS in 2011, he worked for 10 years at Merrill Lynch as its head of Japanese and Indian communications, branding, and reputation management. During his 25 years in Japan, he has advised a range of multinationals including Morgan Stanley, Deutsche Bank, Lehman Brothers, United Airlines, MUFG, Matsushita Electric, and Japan Tobacco. He is a native of Los Angeles, California.

Since its founding in 2005, FIT for Charity has grown to become the largest single-day industry fundraiser in Japan, attracting the sponsorship of over 100 financial firms and raising approximately 60 to 70 million yen each year.

TO REGISTER: Please register from

<https://awftokyo.wufoo.eu/forms/find-your-passion-awf-event-with-jason-kendy/>

by Thursday, December 5th

COST (Includes buffet & wine):

A very special December event year-end entrance fee for Members*: 2000 yen

Guests: 5000 yen

Student Members: 3000 yen (with i.d.)

Please send cancellations **before** the signup deadline so that we are able adjust our costs.
Your cooperation is greatly appreciated.

"Members" refers to employees of corporate member firms

For a map to the venue, please go to this URL:

<http://bit.ly/1dQFfwu> (English)

or http://www.ubs.com/jp/ja/contact.html#par_title_4 (Japanese)