In this presentation Dr. Jeffrey Alexander reveals how Japanese consumers adopted and
domesticated beer in just a few generations, despite its entirely foreign origins. His recent
book, *Brewed in Japan*, spans the earliest attempts at beer brewing in the 1870s to the
recent popularity of local craft brews, charting Beer’s steady rise to become the “beverage
of the masses.” The fortunes and fumbles of Japan’s major breweries shed light on a variety
of issues, including technology, modernization, women, war, consumer preference, and
popular culture. *Brewed in Japan* explores such themes as the advent of Western-style
taverns and beer gardens, the total control of beer production by Japan’s Ministry of
Finance during the Second World War, the rapid rise in women’s beer consumption postwar,
and the continued dominance of long-surviving firms like Asahi, Kirin, and Sapporo. Based
on an array of Japanese-language sources, this presentation will further illustrate how post
–war marketing campaigns and shifting consumer preference made beer Japan’s leading
alcoholic beverage by the 1960s.

REGISTRATION:  Title: Japanese Economy
Registration Deadline: February 24th
Make checks payable to UW-Parkside- ALL
NAME: ____________________________
ADDRESS: __________________________
CITY/STATE/ZIP ______________________
EMERGENCY CONTACT __________________________

Visa MasterCard# ____________________________
Exp. Date __________
Security number on the back ____________
2. Tokyo Olympiad: Looking to the 1964 Games as a Model for Tokyo 2020
March 10th 1:00 to 3:00

In this presentation, Dr. Jeffrey Alexander explores Japan’s determined post war return to the international community of nations through it’s extensive preparations to host the 18th Olympiad. In 1938, Japan was stripped of the chance to host the 1940 Games by the International Olympic Committee soon after which the world was plunged into war and the 1940 games were cancelled. Following the post war Allied Occupation [1945-1952]. Japanese planners and bureaucrats began working diligently on their 1964 Olympic bid, for the event would be a deeply symbolic effort on many levels. Staging the 18th Olympiad was the beginning of a diplomatic renaissance with several participating nations, a renewed source of national pride, and a chance for Japan to demonstrate growing technological and organizational skills. From the design of the Yoyogi Gymnasium by renowned architect Tange Kenzo, to the world’s first live television broadcasts via satellite, to the country’s impressive new bullet trains and freeways, this presentation reveals why hosting the 1964 Tokyo Olympics was Japan’s most significant effort to rehabilitating its international image following a trying and impoverished postwar era.

GUEST REGISTRATION FROM  February 3rd to February 24th____________________

Guest Registration: Japanese Economy
Make checks payable to UW Parkside-ALL
Name_________________________________________ Check #_______________________
Address:___________________________________ Email__________________________
City, State, Zip_______________________ Phone:________________________________________
Emergency Contact:_________________________ Contact’s phone____________

___Visa___MasterCard #_______________________________Exp. Date____________
Security number on back of card__________

March 3rd and 10th -1:00 TO 3:00
Cost Guests: $15.00