

15 Years of Service and Dedication

Society President Earl Okawa Retires

On Thursday, June 28, 2007, the Japan-America Society of Hawaii was honored to celebrate a farewell luncheon for Earl Okawa for his 15 years of service as the President of the Society. Nearly 370 guests gathered to celebrate his retirement at the Hilton Hawaiian Village. We were honored to have Governor Linda Lingle and Consul General of Japan Shigeo Iwatani in attendance to share their thoughts on Earl.

blesed with the development of a variety of student programs aimed at teaching the students of Hawaii the concept of different perspectives under Earl's leadership.

This event was a great chance for the community to honor Earl for his years of service to the Society and to share stories about his accomplishments. The program began with an oli by Kumu Hula Sean Nakayama. A delicious lunch was served while guests were entertained by Crown Prince Akihito



During his 15 years serving as the President of the Society, Earl also served as President of the Crown Prince Akihito Scholarship Foundation since 1992 and the Ehime Maru Memorial Association since 2001. The Society has been

Scholar Mamina Koga's piano music.

Following lunch, Governor Lingle spoke about her recent trip to Japan, stressing the importance of maintain-

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17th Annual Friendship Golf Classic

April 26 couldn't come soon enough for avid golf fans and supporters of the Japan-America Society of Hawaii. Like the previous year, this year's Annual Friendship Golf Classic was held at the always-picturesque Mamala Bay Golf Course on Hickam Air Force Base. Director of Golf Tom Stanfill and his staff rolled out the red carpet for JASH, its members and guests, and the golfers were treated to a sunny and trade wind blessed afternoon of golf. Thanks to the donors, sponsors, and of course the golfers, JASH was able to raise funds needed to support its many programs during this major fund raising event of the year.

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President’s Farewell Message:

“Mahalo to Everyone—Directors, Members, Colleagues and Friends”

Aloha! After 15 years with the Society, I bid you farewell. It has been a privilege to have served you—our members, the local community, our fellow societies and our international community. I have also had the privilege to work with a wonderful and hard working staff even amid the turnovers, a dedicated board of directors, a tremendously supportive membership and a great network of Japan–America Societies and America–Japan Societies and community organizations. You may have heard me say that I have enjoyed serving you because it has given me the opportunity to meet someone new and to learn something new everyday. One couldn’t ask for a more rich opportunity.

I am also very pleased with the school programs we have established from kindergarten to grade 12—eight school programs (Japan in a Suitcase I (K,1), II (grades 2,3), III (grades 4,5), the Asian-Pacific Children’s Convention (grades 5,6), the Sister School Relationship Program (middle school), Japan Day and Japan Wizards (high school), along with the Japanese Friendship Doll Program (for elementary schools)). All of you know how important these school programs are as the Society nurtures our very young children to learn the concept of different perspectives and gain the skill of inquiry. We believe that if we can nurture our young children’s natural curiosity, they will continue to explore different alternatives and viewpoints and develop their minds to be more open-minded to new ideas and peoples of different cultures. Additionally, these children will become better thinkers, decision-makers, risk-takers, and visionaries because they will see the bigger picture and seek the best alternative, leading to lives as responsible adults and our future leaders. Wouldn’t it be wonderful if one day all children could benefit from this program and grow up making the right choices so that we eliminate our social problems such as drugs, homelessness, and crime? The Society has made a move in that direction.

It is hard to imagine that I have been a part of the Society for about half of its existence. Last year, we celebrated the Society’s 30th anniversary. Reflecting on these past 15 years, the Society has been rejuvenated through the participation of its members. With your help, the Society was able to hold the first International Symposium of Japan–America Societies, the Sumo Salute to honor Hawaii’s sumo champions, the Industry-focused Panel Series to highlight areas in Hawaii’s economy that needed help, the Trilogy series to examine how a third country impacts the U.S.–Japan relationship, the Ehime Maru tragedy, and many other relationships established with societies in Japan and on the mainland and with organizations locally, nationally and internationally. My thanks to all of you for making it happen.

I wish to close by thanking all of you for your tremendous support. I have thoroughly enjoyed working with you to help Hawaii, the United States–Japan relationship, and anyone needing support. The Board of Directors has been very supportive. I have enjoyed working with all the past chairs and with all the community organizations. Most of all, I have had a unique opportunity of working with many young, talented, energetic and dedicated people on the Society’s staff. They make it happen for you. My thanks go to each of them who have served the Society and to the many interns who do it on a voluntary basis. I have been very fortunate.

The time has come for me to move on. In the U.S. Air Force, the longest I stayed in one location was the four and a half years I spent at U.S. Pacific Command. The 15 years with the Society has gone by quickly but it is time to turn the reins over to someone who can continue to lead the Society forward. Please give Ed Hawkins the same support you gave to me. Yoko and I will continue to live here as Hawaii is our home. We look forward to seeing all of you from time to time. Please don’t forget to say “Hi.” Aloha and Mahalo! 編田 金光

Earl Okawa Retires...

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ing friendly relations between Hawaii and Japan. Governor Lingle highlighted the important role that the Japan–America Society of Hawaii has played and praised Earl for his tireless work in promoting this mission, especially through the Continuum of School Programs Project and other educational opportunities he established during his tenure. Next, Consul General Iwatani read from a proclamation sent by the Japanese Ambassador to the United States, Ryozo Kato, highlighting Earl’s accomplishments and promoting U.S.–Japan relations.

Finally, Earl thanked the attendees for supporting him through the years and credited the Board of Directors, the JASH membership, corporate sponsors and the entire community for JASH’s success. The reception concluded with Japanese and English songs performed by the Hongo family, with a final tribute from the entire audience singing “Hawaii Aloha.”

Once again, thank you Earl for your contributions to the Society. Thank you to all who attended and supported this event. Edwin Hawkins replaces Earl as JASH President, and the next chapter of the Society begins. 編田 金光

Chair's Message

Aloha! Springtime in Hawaii means festivals and renewing sister relationships with Japan. Several momentous events in Hawaii-Japan relations occurred in May.

The first was the long-anticipated trip of the Polynesian Voyaging Society's voyaging canoe Hokulea to Japan, specifically to the city of Uwajima, home port of the Ehime Maru, in its months-long voyage to Micronesia, Okinawa, and Japan. JASH President Earl Okawa attended the arrival ceremonies in Uwajima at the invitation of the Polynesian Voyaging Society. Uwajima's people gave the crew of the Hokule'a a rousing welcome. The crew participated in receptions and educational programs, carrying its message of "one ocean, one people." Hokule'a's voyage to Japan (April-June 2007) celebrated over 125 years of historical connections and intercultural exchanges between Hawaii and Japan since King David Kalakaua visited Emperor Meiji in 1881. JASH was prominent in assisting with the overall planning and coordination.

The other May highlight was the visit of JASH sister society Hiroshima Japan-America Society to attend the 10th Anniversary celebration of the sister city relationship between Honolulu and Hiroshima. Hiroshima Society members were entertained at a traditional American BBQ dinner at the home of JASH Director Mike Leineweber. Mr. Kazutaka Yamamoto, President of the Hiroshima Society who led the delegation, arranged for a band and a hula troupe from Hiroshima to perform at the dinner. This event further cemented the close relationship between our two societies and acted as a launch pad for further cooperation.

In June, JASH hosted Dr. Toshisuke Matsuura and the Miyakonojo Society who returned for the annual Waikiki Beach cleanup assisting the Waikiki Improvement Association. This year, the Fukuoka Society attended as well, led by

its Secretary General Mr. Motoyuki Murahashi. Afterwards, Mr. Gary Seibert and the Hilton Hawaiian Village put on a lavish Hawaii 5:01 for the benefit of the visiting Japanese friends and our Society's membership. The new Commander of U.S. Pacific Command Admiral Timothy Keating and his wife Wandalee graced us with their presence as we were able to welcome them to Hawaii.

As the summer is upon us, we will be saying farewell to Earl Okawa who has been the President of JASH for 15 years and welcoming Ed Hawkins as the new President. Earl has guided the Society through a time of remarkable transitions, implementing the rich variety of programs for the membership, supporters, and the community. One of the greatest accomplishments is in the community service area where he has put together a series of school programs for Hawaii's students covering Kindergarten through grade 12. These solid programs are supported by the Hawaii Department of Education and are consistently acknowledged by the Mayor of Honolulu and the Governor of Hawaii. Not incidentally, Earl has done a great job as President for the Crown Prince Akihito Scholarship Foundation and the Ehime Maru Memorial Association, both associated with JASH. His excellent direction and management of these programs have resulted in greatly enhanced relations between the U.S. and Japan with a unique Hawaii perspective, underscoring the basic mission of the Society. We wish Earl and Yoko well as he takes on his next life's challenge.

As we look toward a summer of transitions and new opportunities, I want to thank our members, directors and volunteers for their continued hard work that has made JASH what it is today and ask for your continued support in the months and years ahead. 横田 公光

29th Annual Visitor Industry Charity Walk

On Saturday, May 19, the JASH staff participated in the 29th Annual Visitor Industry Charity Walk. This was the seventh year in a row that the staff has volunteered to help with the walk, sponsored by the Hawaii Hotel and Lodging Association. This year there were 10,617 walkers across the state, raising over \$1.1 million dollars. Mahalo to the Hawaii Hotel and Lodging Association for donating a portion of the proceeds to the Society's Japan Wizards Competition. 横田 公光



Hilton Hawaiian Village 5:01

On Friday, June 8, the Hilton Hawaiian Village Resort & Spa hosted JASH members and guests at a Hawaii 5:01 reception for the 11th consecutive year! The Tropics Showroom was a great venue for welcoming our friends from sister societies JAS Miyakonojo and Fukuoka and seeing familiar faces. This is also the 11th year in a row that Dr. Toshisuke Matsuura and his fellow members from JAS Miyakonojo have organized a trip to Honolulu to participate in the Waikiki Beach Cleanup. During the evening, attendees were treated to an array of delicious foods prepared by the hotel's chefs and to a hula performance by the Society's eight Asian-Pacific Children's Convention Junior Ambassadors who will be traveling to Fukuoka this July (please see APCC article on page 9).

Located on Waikiki's widest stretch of beach, the Hilton Hawaiian Village Beach Resort & Spa features lush tropical gardens, waterfalls, exotic wildlife, and priceless artwork. As Waikiki's only true resort, the Hilton Hawaiian Village offers guests the "Village Experience": a perfect blend of luxurious accommodations, over 20 restaurants and lounges, shopping, recreational and cultural activities, nightly entertainment and more.

Mahalo to Society Board member and Area Vice President & Managing Director of Hilton Hotels Corporation in Hawaii Gary Seibert and his staff for graciously hosting the wonderful reception. HHV is the only JASH member to have sponsored a Hawaii 5:01 reception for so many years in a row and we appreciate their continued support. 協賛



Junior Ambassadors perform their hula at the Hilton 5:01

JASH Picnic At Kakaako

On Saturday, June 9, Japan-America Society of Hawaii hosted members of the visiting Japanese sister societies from Miyakonojo and Fukuoka to a BBQ picnic at Kakaako Waterfront Park, following their participation in the annual Waikiki Beach Improvement Association's Waikiki Beach Clean-Up. JASH also invited members and volunteers to attend, including this year's Asian-Pacific Children's Con-

vention Junior Ambassadors and their parents. Before the BBQ, the visitors from Japan, along with JASH members and volunteers, cleaned the Ehime Maru Memorial at the park. The picnic was a great chance for JASH members to renew its sister society relationship with Fukuoka and Miyakonojo while enjoying a relaxing afternoon together, after watching the 91st annual King Kamehameha Celebration Parade. As one attendee noted, "Seeing our members from Hawaii meet and get to know their counterparts in Japan is a wonderful opportunity to see how we are carrying out the mission of promoting friendships between the peoples of Japan and Hawaii." 協賛




Hiroshima Society visits JASH

In May, Japan-America Society of Hiroshima visited Hawaii to participate in the 10th Anniversary celebration of the Honolulu-Hiroshima sister city relationship. JASH welcomed its sister society with a BBQ dinner at the home of JASH Director Dr. Michael Leineweber. Mr. Kazutaka Yamamoto, President of the Hiroshima Society who led the delegation, arranged for a band and a hula troupe from Hiroshima to perform at the dinner.

Other Hiroshima attendees included Mr. Hiromi

Hasai, Director, Japan-America Society of Hiroshima; Mrs. Naoko Hasai, spouse of Mr. Hiromi Hasai and Mr. Hirofumi Murai, Divisional Inspector of Hiroshima Home Television Co., Fukuyama. Accompanying the official visitors were nine other members of the Hiroshima Society and the Hawaiian Appreciation Society who performed music and presented a hula performance.

JASH attendees included Board Directors Mr. David Asanuma, Director Community Affairs, JTB Hawaii; Ms. Sachi Braden, President and Principal Broker, Sachi Hawaii Pacific Century Properties; Mr. Michael Fisch, President and Publisher, The Honolulu Advertiser; Mr. Shigeo Hone, VP and Manager, Japan Business Development, First Hawaiian Bank; Mr. Takashi Yamaoka, VP and Regional Manager, Hawaii, Japan Air Lines. Also in attendance were Mr. and Mrs. Teru Kishii, VP/General Manager, The Cherry Company.

Doomo Arigatoo to Mr. Kishii of The Cherry Company for donating the special Hiroshima "Kamotsuru" sake for the evening's enjoyment, and of course to Dr. Leineweber and Mrs. Spencer Leineweber for opening up their home to JASH and the Hiroshima visitors and personally grilling the meat on their BBQ! It was a wonderful evening of comradery, music, hula, and...should we say...sake? 




Crown Prince Akihito Scholarship Foundation Awards Ceremony

In May 4, 2007, the Crown Prince Akihito Scholarship Foundation recognized three scholarship award recipients at the Official Residence of the Consul General of Japan. Each recipient received a two-year scholarship which covers educational and living expenses in Japan and in Hawaii.

The two American scholars who were awarded this distinct honor were University of Hawaii students Mark Umbrello, pursuing a PhD in History and Kaoru Villa, pursuing a PhD in Japanese Literature. Yukie Hara is the Japanese scholar who is presently attending the University of Hawaii at Manoa pursuing her Ph.D. in Linguistics while working to complete her Ph.D. in Cultural Studies at Tohoku University. Unable to attend the ceremony was Masahiro Yoshioka, the second Japanese scholar, who is pursuing his PhD in Molecular Biology at the University of Hawaii's – Institute of Marine Biology.

The Crown Prince Akihito Scholarship Foundation was established in 1959 to commemorate the wedding of then Crown Prince Akihito and Crown Princess Michiko. The

purpose of the scholarship foundation is to promote understanding between the U.S. and Japan by offering scholarships for study in Hawaii and Japan. A total of 125 scholarships have been awarded since 1973. 



CPASF President Okawa, Trustees Ramler & Hamamoto, Consul General Iwatani, & new scholars Ms. Villa, Ms. Hara, and Mr. Umbrello

Golf Tournament...

Continued from page 1

Before start of play, a putting contest was held on the practice putting green. This year, JASH collaborated with Hole in One International to offer a \$10,000 prize (split 50-50 with JASH) to the overall winner who had to make a 50-foot putt to win. After several preliminary round, Mr. Wayne Hamano of the Bank of Hawaii was the only one standing and he took the challenge, coming close but was not able to knock the ball into the hole. He took away a consolation prize and other prizes were given to the runner-up winners.

After completion of play, team scores were tallied. The overall winner was the team of Bruce Yamamoto and Wally Marciel with a team net score of 67. Prizes were awarded to all teams, and the top team prize of two roundtrip tickets on Island Air and two certificates for a round of golf with cart at any Kapalua Land Company golf course was given to the 17th place team in honor of the annual classic. That award went to the team of Alvis Satele and Maau Lene. In addition to team awards, prizes were given to the various sponsor level groups as well as a special drawing for two All Nippon Airways roundtrip tickets to Japan, won by Aaron Masuoka. Congratulations to all the winners!

Once again this year we were honored with the participation of Japanese Consul General Shigeo Iwatani. Consul General Iwatani took up golf and became an avid fan after



Winners Bruce Yamamoto & Wally Marciel receive their trophy from Consul General Iwatani

coming to Hawaii. He showed his expertise that day but unlike the previous year, he did not witness a hole in one. The top prize of \$10,000 went unclaimed. However, prizes were awarded for longest drive, most accurate drive, and closest to the pin on each par 3 hole to both men and women golfers.

Domo arigato to Tournament Sponsor First Insurance Company of Hawaii! The rest of the sponsors as well as donors and volunteers are listed on the next page. Thank you all for your efforts. We all look forward to next year's tournament. 日本国



Top team prize winners Alvis Satele & Maau Lene



President Okawa & ANA round-trip ticket winner Aaron Masuoka

Mahalo to our Volunteers

Anthony Agustin
Jesse Arcangel
David Asanuma
Wei Chou
Toshiko Fujimoto

Erika Gildea
Kristi Hirota
Atsuko Igarashi
Linda Kaneshiro
Richard Kiyabu

Jesse McCoy
Masanobu Nishioka
Sumi Oda
Yoko Okawa
Elizabeth Pfaff

Valena Rapez
Ryan Sugamoto
Robertta Sullivan
Neil Takekawa
Bryan Tanaka

Wayne Toyomura
Toru Yamada
Yuhi Yamasaki
Mai Zijian

Mahalo to our Tournament Sponsors & Donors

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The Wedding Ring Shop

Japanese Expectations of Customer Service

with Tim Sullivan

Maintaining a high standard of customer service is a goal many businesses strive to achieve. However, even businesses with ordinarily excellent customer service may stumble when dealing with customers from overseas, and especially those from Japan. On Tuesday, May 8, the Society was pleased to welcome Tim Sullivan, founder of Japan Interface, who is a cross-cultural consultant dedicated to connecting Japan and the United States to discuss Japanese expectations of customer service. Mr. Sullivan has spent over 30 years doing business with the Japanese and 20 years connecting Japanese and Americans in

the U.S. market, serving as a consultant for Kyoya-Sheraton, Toyota, Honda, Sony and Panasonic.

Mr. Sullivan began his lecture by pointing out some of the challenges Hawaii faces when dealing with the Japanese market; from the often negative perception of our customer service, to competition from closer and less-expensive destinations. However, Mr. Sullivan was confident that Hawaii could overcome these challenges by improving its customer service, and by positioning itself as a premium "brand" paradise.

Mr. Sullivan also discussed how Japanese cultural traditions have come to influence what Japanese expect as customers, even though the Japanese themselves may not be aware of it. For instance, because of Japan's strong Confucian tradition, Japanese are often very sensitive to fulfilling social commitments. Even something as simple as overbooking can be very damaging to a company's reputation amongst Japanese. He then elaborated on some of the barriers to satisfying Japanese customers that can result from not understanding their mindset.

Finally, Mr. Sullivan provided a few simple ways to improve customer satisfaction among the Japanese, including trying to anticipate their needs, and not making excuses for mistakes.

Mahalo to Mr. Sullivan for taking the time to address Society members and provide them with his informative insights. 藤田 信也



Anteprima 5:01

On Thursday, April 5, one of the Society's newest corporate members, Virgo USA, held a fashionable Hawaii 5:01 reception at its franchised boutique, ANTEPRIMA Plastik. JASH members and guests had the opportunity to browse and shop the new store for lovely handbags and accessories and enjoy delicious Japanese food upstairs at the Restaurant Suntory. During the evening, ANTEPRIMA generously gave away several items from the boutique and some of the attendees went home with the latest ANTEPRIMA designs.

Izumi Ogino, the creator of ANTEPRIMA, was born into a family renowned as one of the top obi suppliers of Japan. Izumi moved to Hong Kong during the 1980s, where she fine-tuned her business skills before moving to Italy to launch ANTEPRIMA. In 1993, the first ANTEPRIMA boutiques opened in Japan and Hong Kong. While there are 67 boutiques worldwide, the ANTEPRIMA boutique in the Royal Hawaiian Shopping Center is the first to open in the United States.

Mahalo to Tak Munemura, owner of Virgo USA, and his wife Maki, Managing Director, for providing a fun evening of fashion and friendship for our members. 藤田 信也



Incoming President Ed Hawkins with Tak Munemura & his son at the new ANTEPRIMA store

APCC Update

The eight Junior Ambassadors (JAs) selected to travel to Fukuoka, Japan this July for the 19th Asian-Pacific Children's Convention have been busy preparing for their upcoming trip. The 10- and 11-year olds have been attending monthly workshops with JASH staff and volunteers, researching and writing reports on Japan, Hawaii, current events and other countries and cultures, and practicing a hula routine which they will perform in Japan. Mahalo to Mrs. Lani Kaaa, mother of JA Pono Kaaa, who has been teaching the group a hula to “Kuu Hoa” since March. The JAs received a warm reception at their first performance of the hula routine from JASH members and guests at the Hilton Hawaiian Village Hawaii 5:01.

In May, the JAs participated in team-bonding challenges and activities at an overnight workshop at Camp Erdman on the North Shore to prepare for the two-week adventure, scheduled for July 11-24. The students will also have the opportunity to meet with Governor Linda Lingle before

their departure, as she has generously done for the past four years. 横田 典子



The Junior Ambassadors and chaperone Dean Uyeda

Another successful year for Japan in a Suitcase

Implemented in 1999 and reintroduced as the foundation of the Society's Continuum of School Programs Project in 2005, Japan in a Suitcase (JIAS) has grown in scope and demand each year since. The 2006-2007 school year was no exception; after sending program announcements to elementary schools in the fall, we received a record number of requests from teachers, and by the end of the academic year had visited 50 schools around the island, presenting the program to nearly 5,000 students in 240 classes. In addition to updating the two existing JIAS programs prior to the start of the year, using teacher feedback, we also added a third, which was created to broaden the scope of material covered and to better suit the needs of the different age groups.

Within the Continuum, JIAS is where the concept of different perspectives is introduced to students at the elementary school level (grades K-5). The program teaches our young students to look at ideas and issues from all viewpoints and always seek alternatives to problems. We aim to nurture the natural inquisitiveness children are born with and encourage them to be more open-minded and accepting of differences. We feel that developing the skill of inquiry will make them better decision-makers, and as we develop students' thinking skills and encourage tolerance and acceptance, our goal is to develop global citizens and future leaders.

Evaluation forms were given to teachers after each presentation, and the program was once again met with a very positive response. Some comments we received included:

“Thank you for coming. The presentation was age appropriate, valuable and effective in demonstrating different perspectives,” “Excellent program! Very structured and organized. Students LOVED it!” “Thank you for this free program as our students come from under-privileged families,” “It address[ed] perspective and I'm trying to teach my students to be flexible in their thinking...[Presenters] made my students really think of differences in a positive way...We were very fortunate to be a part of this.”



The JIAS programs are free of charge to all schools, and are aligned with the Department of Education's Content Standards for Social Studies and World Languages. A number of teachers remarked that having the program in their classrooms helped meet the standards. The Society expects the demand for JIAS to be even greater during the 2007-2008 school year, so please contact us at admindir@jashawaii.org if you are interested in volunteering to help give presentations. It is a wonderful way to reach out to our young students. 横田 典子

Japan Day

Experiencing Japanese culture. This is the Society’s aim for high school students attending Japan Day, a bi-annual event held each year at Hawaii Tokai International College. Japan Day gives high school students the opportunity to experience Japanese culture through hands-on activities led by a group of dedicated community volunteers. On April 4, 2007, Hanalani Schools, Nanakuli High School and Pearl City High School were the fortunate schools to experience this free event, which falls under the Society’s Continuum of School Programs Project.




During the opening ceremony, students of Mrs. Faye Komagata’s Hawaii Matsuri Taiko group treated participants to a lively taiko demonstration. Following the ceremony, students attended different cultural workshops according to

their individual schedule. These workshops included bon dance, bonsai, calligraphy, ikebana, traditional crafts, kimono wearing, soroban and tea ceremony.

Under the instruction of Mr. Hiroyuki Ishikawa, members of the Urasenke Foundation demonstrated the delicate art of chado, the way of the tea. Students then sampled the traditional tea along with sweets. Members of the Honolulu Fukushima Bon Dance Club led by Mrs. Kuni Morita taught students steps to several folk dances. Kimono expert Mrs. Jean Sakihara along with students from Kimono Project USA at Education Laboratory School helped participants dress in kimono and yukata, the traditional Japanese style of clothing.

Soroban master Mr. Hideaki Oshima from Araki Hiroya Soroban School provided hands-on instruction of the soroban (abacus), an ancient calculation tool quite foreign to westerners. Traditional crafts were taught by Mrs. Kikuji Yonesato and members of the Kikufu Nippon Bunka Kenkyu Kai. Students interested in seeing their names written in Japanese attended a calligraphy demonstration led by Mrs. Shokyoku Hashiro.

Students wishing to try out their green thumbs created their own bonsai tree with the help of Mr. Dan Tenney and members of the Hawaii Bonsai Association. Through demonstrations by Mrs. Jessie Nakata of MOA International, students were taught ikebana, the art of flower arranging.

Thank you to all the volunteers who generously donated their time and expertise in order to give Hawaii students a chance to experience Japanese culture. And once again a big thank you to Hawaii Tokai International College for donating the use of their facilities and staff. 


Tomodachi JABSOM Tour

On Thursday, May 31, Tomodachi members and friends were given an insider’s peek at the two-year old educational facilities at the John A. Burns School of Medicine. Gregg Takayama, Public Relations Director for UH Manoa, guided attendees through the Medical Education Building (located on Ilalo Street in Kakaako) and its classrooms, library, Anatomy lab and Hawaiian healing garden. The tour was followed by a delicious lunch at the Kulia Grill, which is operated by Kapiolani Community College and open to the public.

Following lunch, guests were able to visit the Telehealth Facility and Center for Clinical Skills where current medical students are given the opportunity to work with volunteer patients. To conclude the tour, second-year medical student

Nicole Higa met with the group to share her summer experience of interning in Japan.

M a h a l o to JASH member Ray Tabata, for coordinating this educational and exciting tour for our members;

Gregg Takayama for conducting the tour; and Nicole Higa for taking the time to speak with our members. 



Gregg Takayama address the Tomodachi

Baccarat 5:01

On Thursday, May 3, Society members and guests were once again invited to enjoy an evening of camaraderie at 5:01 reception held by Society corporate member Baccarat, Inc. Attendees had the chance to browse the latest offerings at Baccarat's Ala Moana store while they enjoyed delicious food and drink. They were also generously treated to a 10% discount on all purchases during the evening, and a drawing in which three lucky attendees won exquisite crystal pieces.

Baccarat, makers of fine crystal, is a company with a 240-year history and is headquartered in Paris. Baccarat has been making crystal for heads of state, royalty & internationally renowned companies. Their continuously evolving collection is always new and fresh. The company has expanded their product offerings to include crystal jewelry as well as chandeliers and decorative items. Many of their products

such as stemware and barware are still mouth blown and hand finished, making them unique and beautiful works of art. Their signature red box holds the promise of a gift of distinction

Many thanks to Manager Kimi Fukuda and the Baccarat staff for a truly wonderful evening. 



Kimi Fukuda (center) & the Baccarat staff

Membership Updates

New Corporate Members

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IBM Mr. Al Ah Hee Mr. Mark Nordick Ms. Stephanie Sakauye Ms. Jane Sarver	Supporting	Times Supermarkets Mr. Clifford Hayashi	Regular
Koyo USA Corporation Mr. Yutaka Ishiyama Mr. Kozo Kayama	Regular		
KTA Super Stores Mr. Andrew Chun Mr. Barry Taniguchi Mr. Toby Taniguchi	Donor		
Maui Divers of Hawaii Ltd Ms. Jan Iwai Mr. Robert Taylor	Regular		

Corporate Member Upgrades

Noguchi & Associates Donor

New General Members

Mr. Manabu Asaoka Student
Ms. Toshiko Fujimoto Student
Mr. & Mrs. Fujio Hayashi Family
Mr. Paul Hochberg Individual
Ms. Dianna Hummel Student
Mr. Winston Welch Individual

General Member Upgrades

Ms. Jill Canfield Family
Dr. Takie Lebra Family
Mrs. Mitzi Moore Lifetime
Mr. & Mrs. John O'Keefe Family
Mr. Neil Takekawa Sustaining
Mr. & Mrs. Allan Totoki Sustaining
Mr. Takashi Yamamoto Sustaining

New Corporate Members

Atlantis Adventures

Below water, Atlantis Submarines is the ultimate undersea tour experience. With technologically advanced passenger submarines and an unblemished safety record, Atlantis takes you down to depths of 125 feet! Above water, Atlantis Navatek Cruises offers a scenic dinner cruise with magnificent sunsets, scrumptious cuisine and great island-style entertainment.

Since 1988, Atlantis Submarines has been giving visitors to Hawaii and kamaaina (local residents) alike an entertaining and educational undersea experience found nowhere else in the islands. With submarine dives offered from Waikiki, Lahaina on Maui and Kona on Hawaii's Big Island, guests can see the colorful diversity of Hawaii's marine ecosystem at work.

Atlantis Submarines has nine locations worldwide including Hawaii, the Caribbean, Mexico and Guam. In Hawaii, Atlantis operates five submarines in Kona, Maui and Waikiki. Honolulu based Atlantis Navatek Cruises offers sunset dinner cruises aboard the high tech revolutionary Navatek I, along with seasonal luncheon whale watch cruises from December to April. For more information, visit www.atlantissubmarines.com or call 1.808.548.6262.

Hawaiian Eateries

Hawaiian Eateries began, back in 1979, as a small sandwich shop in Lahaina. Soon people discovered our salads, and the business began to grow. Now our products are served in restaurants, delis, hospitals, schools and supermarkets all over the Islands. The reason for our success? We paid attention to Island tastes and we still do.

You can depend on us for ready-to-serve salads and desserts that capture all the flavor of our unique Island culture. We're your source for authentically spicy Kim Chee and deliciously sweet-sour Namasu. We know what kind of creamy, flavorful potato salads, pasta salads and cole slaws are flavored for local luncheon plates. Our light, elegant fruit desserts taste delicious in tropical weather.

And we offer you more than tropical flavor. With our products, you save time, and every serving tastes just as fresh and flavorful as if it had been made to order in your own kitchen. That's because we make everything just the way you would, with top quality ingredients and lots of care.

Give your customers the best of the Islands. It's easy, with the help of Hawaiian Eateries - Hawaii's Fresh Foods. For more information or to place an order, please call 808 247-1223 or visit our website at www.hawaiianeateries.com.

Koyo USA Corporation

Koyo USA Corp. is a Hawaii-based company that has been in business since 2002. It was the first company to make a large investment in building a state-of-the-art, ultra modern water-processing plant and bottle manufacturing facility to produce the finest quality and most nutritious drinking water in the world called MaHaLo Hawaii Deep Sea® Water. The company leased the property for these operations from the Natural Energy Laboratory of Hawaii

Authority (NELHA) in Kailua-Kona.

Currently, Koyo USA harvests its water from 3,000 feet below the surface of the Pacific Ocean where it is safe from surface pollutants caused by industry, farming, chemicals or human waste. It processes it into drinking water through its exclusive filtration plant, and bottles the finished product for sale around the world.

Koyo USA Corp. currently ships thirteen 40-foot shipping containers each day to Japan, making it one of the largest exporters in the state, the largest importer of deep sea water to Japan in both sales and volume, and the largest seller of deep sea water in the world. MaHaLo water is the main feature at Koyo USA's 1,200-square-foot showroom and water bar on the ground floor of the Waikiki Shopping Plaza. In addition to MaHaLo water served over MaHaLo ice, the bar also offers specialty coffee made of 100% Kona coffee beans, and 20 varieties of tea brewed in MaHaLo water. Part museum and part store, the showroom features displays describing the evolution of the product. MaHaLo Hawaii Deep Sea® Water is now used as a base in Hawaii Sea Spirits' Ocean Vodka.

MaHaLo Hawaii Deep Sea® Water can be purchased at upscale outlets such as Neiman Marcus, Rokkaku Restaurant, Pacific Place in Ala Moana Shopping Center, Salvatore Ferragamo stores at the Royal Hawaiian Shopping Center, Top of Waikiki Restaurant, Abhasa Waikiki Spa, Pacific Beach Hotel, and JW Marriott Ihilani Resort and Spa at Ko Olina. On the Island of Hawaii, MaHaLo can be found at the Hilton Grand Vacations Club at Waikoloa Beach Resort, Fairmont Orchid Hawaii, Mauna Kea Beach Resort, Kona Village Resort, and Ruth's Chris Steak House. All Hilo Hattie stores and Four Seasons Resorts in Hawaii also offer MaHaLo water.

KTA Super Stores

For over 90 years KTA Super Stores has been dedicated to bringing quality and value, from friendly customer service to quality local meats and produce. Commitment to excellence is our mission.

Growing from a small mom and pop grocery store in 1916, KTA now has five stores on the Big Island in Hilo, Waimea, Kailua-Kona and Keauhou, along with Waikoloa Village Market. Over the years of economic transformation from several devastating tsunamis and the loss of a thriving sugar industry along with the desire to continue the tradition of supporting our local community and businesses, our private label, Mountain Apple Brand was born.

Mountain Apple Brand products consist only of Hawaii grown, processed or manufactured food products. They are priced competitively and their standards for quality are exceedingly high. The products are unique because they come from the heart and spirit of the people of Hawaii.

While on the Big Island, visit any of our KTA Super Stores or Waikoloa Village Market and experience our friendly customer service and quality local products, and visit our website at www.ktasuperstores.com.

New Corporate Members

Maui Divers of Hawaii Ltd

Maui Divers Jewelry is the largest jewelry manufacturer in Hawaii with over 65 locations in Hawaii, the Mainland and Guam. Founded in 1959, Maui Divers is credited with the discovery of Hawaiian Black Coral as well as the rare Hawaiian Gold Coral. They are renowned for their unique, high-quality designs not only in precious coral, but also Hawaiian designs in gold and exquisite styles featuring diamonds and other gemstones. In recent years, Maui Divers Jewelry has increasingly become known for its extensive selection of pearls, including the popular black Tahitian pearls, the rare Golden South Sea pearls and the trendy new “chocolate” South Sea pearls. The majority of their jewelry is handcrafted from design sketch to casting and final stone-setting in their world-famous Jewelry Design Center in Honolulu which is open to the public for free tours, seven days a week.

Recently, Maui Divers Jewelry won two prestigious local business awards. The first, given by Pacific Business News, was for the “Best in Business.” The second, given by Hawaii Business Magazine, was as one of “Hawaii’s Best Places to Work.” President and CEO Bob Taylor is very honored to have received these awards on behalf of the company and he believes that Maui Divers Jewelry truly is one of the best local businesses in terms of its product, marketing, and many exciting stores. But most of all, he attributes his company’s respected reputation in the community to each of its 700 employees and their hard work and commitment to Maui Divers.

In the future, Maui Divers Jewelry is hoping to keep expanding by opening more locations in Hawaii, on the U.S. Mainland, and possibly in Asia. They invite all Japan-America Society members to stop at the Design Center or one of their stores and experience firsthand the excitement of Maui Divers Jewelry! For a list of their stores, more information, and online shopping, please visit their website at www.mauivers.com.

NTT DoCoMo USA Inc

NTT DoCoMo USA, Inc. is the subsidiary of NTT DoCoMo, the leading mobile communications company in Japan. With offices in New York, Washington DC and a research lab facility in Palo Alto, California, the main purpose of DoCoMo USA is to contribute to its parent company’s global competitiveness by actively developing business relationships, researching the U.S. wireless and IT industries and supporting local PR and IR activities.

In July 2005, DoCoMo USA established a Service Counter in Hawaii for DoCoMo’s international outbound roaming service, WORLD WING, for travelers from Japan to the USA.

In Japan, our parent company NTT DoCoMo has a network covering the entire country with over 52 million customers, of which more than half subscribe to FOMA™, launched as the world’s first 3G mobile service based on W-CDMA technology in 2001. DoCoMo also offers a wide variety of leading-edge mobile multimedia services, including i-mode™, the world’s most popular mobile e-mail/Internet service, used by more than 47 million people. With the addition of credit card and other e-wallet functions, DoCoMo mobile phones have become highly versatile tools for daily life.

The name DoCoMo is derived from the first letters of the

phrase “Do Communications Over the Mobile Network.” In Japanese, “dokomo” means “anywhere,” and thus our name aptly describes our desire to provide maximum customer satisfaction anywhere, anytime. DoCoMo believes that the mobile phone is evolving into a device that will provide diverse, innovative services that will enhance the convenience of customers’ daily lives beyond just voice calls and data services.

Starwood Hotels & Resorts Worldwide Inc

Inspiration Renewed – Experience Your Waikiki: One of the world’s most celebrated visitor destinations is currently in the midst of a transformation. Starwood Hotels & Resorts Hawaii and Kyo-ya Hotels & Resorts’ legendary hotels are leading the efforts to renew the inspiration of the world’s romance with Waikiki.

Experience Renewal – Moana Surfrider, A Westin Resort: A release of hundred and six butterflies heralded the transformation of the legendary Moana Surfrider to a Westin resort in June 2007. Personal renewal for weary travelers, the scent of white tea and The Westin Heavenly Bed® are just a few of the changes at the elegant “First Lady of Waikiki” which first opened its doors to visitors in 1901. The new Beachhouse restaurant, a 14,000 square foot beachfront spa and renewed historic guestrooms are soon to be unveiled at the historic resort. The only Westin on Oahu, visitors can now retreat to a beachfront haven in Waikiki assured of a special place to restore the body, renew their mind and elevate their spirit.

Luxury Redefined – The Royal Hawaiian: Set on ten acres of prime Waikiki beachfront, The Royal Hawaiian is known throughout the world as a destination of unparalleled romance and luxury, providing authentic and enriching experiences in the traditions and culture of Hawaii. Together Kyo-ya and Starwood plan a restoration of grandeur and glory for this iconic property. Private pool cabanas, Hawaiian cultural programs, historical and tropical garden tours are just a few of the features the hotel already provides its guests. Spa suites, a ‘Tower within the Tower’ hotel concept and other ‘Only at The Royal’ amenities are also planned to redefine The Royal Hawaiian as the premier luxury hotel in Hawaii.

Excitement Recharged – Sheraton Waikiki: With the completion of a \$55 million room renovation, new restaurants soon to debut and future plans for redesigned open space areas and a re-engineered entrance, the Sheraton Waikiki is the heartbeat of excitement and entertainment in Waikiki. The hotel has reignited the family experience for both visitors and kaamaina with poolside “dive-in” movies, storytelling and smores around a beachside campfire, and country line dancing in flip flops under a Hawaiian sunset all planned by the hotel’s new director of fun.

Hospitality Reinvented – Sheraton Princess Kaiulani: Renowned as the place in Waikiki for gracious hospitality, the Sheraton Princess Kaiulani is located at the former estate entrance of Hawaii’s most beloved princess. Kyo-ya and Starwood are working together to reinvent an even richer experience of island hospitality for visitors at the Sheraton Princess Kaiulani.

For more information about the transformation of the hotels that made Waikiki a celebrated visitor destination, please visit www.inspirationrenewed.com.

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Japan-America Society of Hawaii

Promoting understanding and friendship between the peoples of Japan and the United States through the special and unique perspective of Hawaii

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