



JAPAN-AMERICA JOURNAL

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Akihito Scholarship Trustees & JASH Directors Visit Ambassador Kennedy

Crown Prince Akihito Scholarship Foundation (CPASF) Chair Allen Uyeda and several Foundation Trustees met with U.S. Ambassador Caroline Kennedy during a recent trip to Japan to coordinate the Akihito Scholarship program with the Japan Committee. Mr. Uyeda and Trustees Mr. Howard Hamamoto (Chairman Emeritus), Mr. Steve Sombrero, and Ms. Merle Okawara, paid a call on Ambassador Kennedy at the U.S.



Trustee Steve Sombrero, Chair Allen Uyeda, Ambassador Caroline Kennedy, Chairman Emeritus Howard Hamamoto, Trustee Merle Okawara, Foundation President Ed Hawkins, Ms. Eimee Zecha.

Embassy office in Tokyo. All of these Trustees are also JASH Directors. CPASF and JASH President Ed Hawkins accompanied.

Ambassador Kennedy welcomed the delegation, praising the work the Foundation that provides graduate scholarships to Japanese and American students, and how that contributes greatly to the promotion of U.S.-Japan relations. During the discussions, Ambassador Kennedy offered

thoughtful ideas on how to make the scholarship better known to more Japanese candidates. She suggested reaching out directly to more organizations in Japan to publicize the scholarship, and asked her Education Exchange staff to work with Japan-America Society of Hawaii (JASH) and CPASF to connect their websites with the U.S. Embassy website.

The Trustees invited Ambassador Ken-

neddy to come to Hawaii to meet with CPASF and JASH members as well as with other community groups. Ambassador Kennedy thanked the Trustees for the invitation, stating that she would be delighted to come to Hawaii if the visit could be done in conjunction with a duty-related visit. Ambassador Kennedy presented an autographed book of her memoirs to Mr. Hamamoto. 

JASH and Crown Prince Akihito Scholarship Foundation Mentioned in U.S.-Japan Joint Statement by President Obama & Prime Minister Abe

On April 25, 2014, the White House Office of the Press Secretary released a U.S.-Japan Joint Statement following the visit of Japanese Prime Minister Shinzo Abe on Shaping the Future of the Asia-Pacific and Beyond, outlining how U.S. and Japan values its special close relationship and how the two intends to continue promoting it. Calling close ties and shared values between the people of the United States and the people of Japan “the foundation of the global partnership” between the two, the Joint Statement Annex highlighted bilateral exchanges as the key. In

the Leaders Statement on U.S.-Japan Bilateral Exchange annex, both Japan-America Societies and the Crown Prince Akihito Scholarship Foundation were named and recognized as contributing directly to this relationship. The statement urged continued bilateral exchanges that these organizations pursue, and listed a way ahead for the future. The full text of the Joint Statement Annex can be seen at:

<http://www.cpasfoundation.org/wp-content/uploads/2014/07/jointstatement.pdf> 



Uwajima City-Honolulu Reaffirms Sister City Relationship

On June 13, 2014, nearly 100 visitors from Uwajima City, Ehime Prefecture, attended a sister city reaffirmation signing ceremony in Honolulu. Led by its Mayor Hirohisa Ishibashi, the visitors from Uwajima were on hand at the historic Mission Memorial Auditorium adjacent to Honolulu Hale. JASH President Ed Hawkins served as master of ceremonies for this keynote event marking 10 years of close sister-state relationship between the people of Uwajima and the people of Honolulu. As both Mayors Hirohisa Ishibashi and Kirk Caldwell noted, this friendly relationship between the two cities developed like a phoenix rising from the ashes of a tragic event that occurred in February 2001 which saw the sinking of the Japanese training ship Ehime Maru with the loss of nine crew, including four students. One of the bereaved,

Mr. Tatsuyoshi Mizuguchi whose son Takeshi was lost on that fateful day, was in the audience. Nine members of Uwajima City Council, including its Council Chair, were also in attendance. On the Hawaii side, State Senator Will Espero and State Representative Ken Ito of Ehime-Hawaii Baseball Exchange led the delegation. Japan's Consul General Toyoei Shigeeda and Mrs. Michiko Shigeeda also attended and provided comments.

The speakers called attention to the many good-will initiatives that have resulted since the tragic accident to include sister school relationships between Honolulu and Uwajima schools, summer internship of University of Hawaii students in Ehime, and the annual Ehime-Hawaii Baseball Exchange program. Mayor Caldwell pledged never-ending support and care for the Ehime Maru Memorial at Kakaako Waterfront Park by the people of Honolulu, and Mayor Ishibashi expressed his appreciation to the people of Honolulu and Hawaii for maintaining the memorial and for extending their support to the bereaved families each year when they visit. Both pledged to seek further areas of cooperation and exchange. 印



Honolulu Mayor Kirk Caldwell and Uwajima Mayor Hirohisa Ishibashi hold the Sister City Reaffirmation Certificates after signing ceremony.

Japan Maritime Self Defense Force Joint Training Squadron Visits Hawaii

Japan's Maritime Self Defense Force Joint Training Squadron led by Rear Admiral Hideki Yuasa visited Hawaii during its around-the-world cruise that will take the fleet to the West Coast of the United States, through the Panama Canal, to Europe, around Africa, through the Indian Ocean, and back to Japan. Each year, the cruise trains young Japanese officers in seafaring, and stops around the world to expose them to various cultures and connect with other countries' militaries, government leaders, and local people.

Hawaii is always its first stop, and each year the Commander and staff visits JASH, pays respects at the Ehime Maru Memorial, and socializes with the community during a reception on its command ship *Kashima*. JASH President Ed Hawkins attended the reception, promoting this important military-to-military relationship. The same day, Mr. Hawkins attended a luncheon aboard the *Kashima* hosted by Rear Admiral Yuasa



attended by Pacific Fleet Commander Admiral Harry Harris. 印



Rear Admiral Hideki Yuasa of the Joint Training Squadron and crew members pay respects at the Ehime Maru Memorial. JASH President Ed Hawkins (far left) escorted.

Two Scholars Presented with the Crown Prince Akihito Scholarship Award



On May 8th, two scholars were presented with the Crown Prince Akihito Scholarship award during a formal ceremony at the Japanese Consulate. The new Chairman of the Scholarship Foundation, Mr. Allen Uyeda, presented the certificates to Japanese recipient Ms. Sakiko Yasuda and University of Hawaii at Manoa student Mr. John Seymour. Foundation Trustees and members of UH Foundation and Center for Japanese Studies were invited to this event.

Mr. Uyeda thanked Consul General Toyoei Shigeeda and Mrs. Michiko Shigeeda for opening their residence for this ceremony, and noted that the Scholarship was mentioned in a recent Joint Statement following President Obama's visit with Japanese Prime Minister Shinzo Abe as among non-governmental programs linking the people of our two countries and being “indispensable” for building relationships. Consul General Shigeeda then welcomed all, echoing the importance of this Scholarship in promoting friendship and understanding between the U.S. and Japan.

Ms. Yasuda received her B.S. in Nursing and Education from Kibi International University and her Master of Public Health from Kyoto University. She is a Ph.D. of Public Health Candidate at the University of Hawaii at Manoa, John A. Burns School of Medicine. Her research topic is school-based intervention to improve health for children.

Mr. Seymour received a Bachelor of Music in Composition and Theory from the Blair School of Music at Vanderbilt University and a Master of Arts in Music Composition from the University of North Texas. He is currently a Ph.D Candidate at the University of Hawaii at Manoa where he composes new music for traditional Asian instruments and



Akihito Scholarship Awardeses Sakiko Yasuda and John Seymour with Consul General and Mrs. Shigeeda, Trustees, Scholarship Staff, and supporters.

also researches *gagaku*, an ancient genre of Japanese music which he will study in Japan.

The Crown Prince Akihito Scholarship was established in 1959 to commemorate the wedding of then Crown Prince Akihito and Princess Michiko. The purpose of the scholarship is to promote better understanding between the peoples of Japan and the United States by providing scholarships to UH scholars to study in Japan and Japanese scholars to study at UH. The Emperor and Empress of Japan honors the scholars with a personal audience at their residence in the Imperial Palace. Since inception, a total of 142 scholarships have been granted. Each grant is approximately \$45,000 per year and can be awarded for two years. Those interested in this scholarship are directed to the Japan-America Society of Hawaii website at www.jashawaii.org under “CPASF.” 

JASH Brings English *Rakugo* to Hawaii

So what is *Rakugo*? And in English? These thoughts were in the minds of the 100-plus audience that came to see Diane “Kichijitsu” perform at University of Hawaii Manoa Orvis Auditorium on April 3rd. Diane, who calls herself Kichijitsu (or literally, Lucky Day in Japanese), traditional Japanese art form. Popular in Japan, world. Diane, originally from England, has there after backpacking around the world and to her. She's been performing *Rakugo* for Finland, Norway, Estonia, and Dubai after performer, Kaishi Shijaku, the pioneer of *Rakugo* is Japan's traditional version of the seated on stage on a zabuton cushion, using (*sensu*) and a hankie (*tenugui*), and uses them



Diane Kichijitsu performs English Rakugo.

is a comic storyteller in this 400-year old it is virtually unknown to the rest of the made her home in Osaka, deciding to stay discovering this unique art that appealed over 20 years around the world to include being an understudy of the master *Rakugo* *Rakugo* in English.

stand-up comic. But the performer stays two very simple implements, a folding fan to tell stories of every-day life assuming

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multiple characters. *Rakugo* literally means “falling (or tumbling) words” because at the end, there’s always a verbal surprise, a punch line.

JASH teamed with the Japanese Consulate and the University of Hawaii Department of Theatre and Dance to bring this performance to its members and the community. JASH Director and President of Myland Hawaii Realty Mr. Sal Miwa prepared snacks and refreshments for the audience in a pre-event setting at the Auditorium to turn this into a gala affair. JASH President Ed Hawkins introduced the event, explaining that JASH is about promoting understanding between U.S. and Japan, and this *Rakugo* performance fits perfectly. Deputy Consul General Kazunari Tanaka welcomed the crowd, and UH Manoa Center of Japanese Studies Direc-

tor Dr. Mary McDonald gave closing comments. The crowd was treated to over an hour of an engaging performance, complete with the *ochi*, punch line. Diane even gave a history lesson of *Rakugo* and description of the performer’s dress and props through audience participation. The event concluded with Diane’s stories of her travels across the world, weaving her experiences and life’s lessons which she shared. Then she engaged the audience in “laughter yoga,” something she picked up in India, stressing laughter is good for the body and soul.

JASH would like to thank all the sponsors, supporters, and volunteers that made this event possible. Special thanks to UH Department of Theatre and Dance for providing the Orvis Auditorium, The Consulate General of Japan in Honolulu for co-hosting and funding the stage support, and of course Diane “Kichijitsu” for the performance. 日本橋米

Japan in a Suitcase Travels to Guam

From May 27-28, 2014, two schools on the island of Guam, Tamuning Elementary and St. John’s School, were given a special presentation of Japan in a Suitcase (JIAS). JASH volunteers Becky Ebisu and Noreen Kawachika spent one full day at each school presenting the JIAS program to every classroom. In the interest of promoting understanding of U.S. – Japan relations in Guam, JASH obtained a special grant funded by The Japan Foundation Center for Global Partnership (CGP) which focused on promoting cultural understanding and education in schools which will in turn strengthen positive global relationships. The CGP grant allowed JASH to take JIAS to Guam and will also include a JIAS presentation to American Samoa later this year.

Because of Guam’s unique placement in the Pacific, the students at both schools embraced the concept of different perspectives wholeheartedly as they discovered more about Japanese school life: student schedules, writing system, backpack, textbooks, and a bento box; community life: language, dress, and the game *Jan Ken Po*; and geography: locating Japan, USA and Guam on a world map through the JIAS presentations. Guam’s close proximity to Japan also meant that many students had traveled there or would be visiting Japan sometime in the near future.

In appreciation for the JIAS presentations given by the JASH volunteers at Tamuning Elementary School, the students shared with the presenters a gift of song. Everyone agreed this was an effective and enjoyable way of learning about each other.

The JASH volunteers also visited St. John’s School, where they gave the JIAS presentations to a total of nine classes to students in Kindergarten through 3rd grade. In each classroom, there was high interest in the contents of the suitcases and lessons were very interactive for students, evidenced by

the many questions raised about the various items presented. Teachers expressed their hopes that this program would return to Guam again in the future. 日本橋米



A St. John’s School student points out the differences of Japanese yen.



St. John’s students model the randoseru backpack.

JASH Holds 24th Annual Golf Tournament at Hawaii Prince Golf Club

The Japan-America Society of Hawaii held its 24th Annual Friendship Golf Classic on Thursday, April 24 at the Hawaii Prince Golf Club in Ewa Beach. Golfers kicked off at noon with a kanpai and taiko sendoff led by Ryukyukoku Matsuri Daiko Hawaii. The golf tournament is one of three major JASH fundraisers. Each participant was awarded a prize, with the team in 24th place receiving a stay package at the Makena Beach & Golf Resort on Maui to honor our 24th year. The team in 1st place was awarded a golf and stay package at the Grand Wailea on Maui.

JASH would like to thank Tournament Sponsor First Insurance Company of Hawaii, all of the other major sponsors, Titanium and Graphite sponsors, and the individual players who participated in this tournament. A special thanks to the 40 volunteers who helped to make the tournament run smoothly. Proceeds from this tournament will be used for community programs, including educational programs and cultural exchanges for the continuation of Hawaii’s schools and students to build special relationships between the people of Hawaii and Japan.



Taiko by RMD Hawaii with JASH Chair Dan Dinell (far left) and volunteers for a shotgun sendoff. A new JASH tradition!



Consul General Toyoei Shigeeda presents the perpetual trophy to first place winners Jeffrey Steen and Jennifer Lynch of HMSHost.

As in previous years, JASH invited members of the military to participate. Two individuals from the United States Pacific Command were sponsored by the Myland Hawaii Realty team to show appreciation for their service to our country.

A very special Mahalo to 2014 Golf Tournament Chair Alan Yamamoto, who volunteered his time to solicit and obtain sponsors, teams, donations and also assisted JASH staff on the tournament day. Also thanks to our roving course photographer and JASH friend, Morgan Vanderbilt-Bush. 日本

Junior Ambassadors Build Friendships at Camp Erdman

During the weekend of May 3-4, 2014, Asian-Pacific Children’s Convention (APCC) Junior Ambassadors, along with Peace Ambassador Jae-Sun Brown learned about team building at Camp Erdman in Waialua. The APCC delegates were accompanied by 2014 and 2015 chaperones Dori Kim and Kevin Matsuda, along with JASH staff Marsha Yokomichi and Elizabeth Stanton-Barrera.

This annual outing helps the APCC delegates bond with one another through outdoor activities and team building exercises. While at the camp, the JA’s took part in a Team Development Course led by a YMCA counselor, went swimming, made kukui nut leis to take with them to Japan, ate s’mores while sharing stories around a campfire, and practiced their hula performance. For several of the JA’s, this was their first overnight experience at a camp away from their families. The experience helped the group bond together in preparation for their trip to the APCC in Fukuoka, Japan from July 9 through July 23. 日本



APCC delegates participate in a team building exercise while at Camp Erdman.

JASH Assists with *Hanamizuki* Gifting Through the Friendship

So what is *Hanamizuki*? It’s Japanese for Dogwood, the flowering tree native to the United States that is among the first to flower each spring with beautiful white and pink blossoms. So why are *Hanamizuki* being gifted to Japan? From the US-Japan Bridging Foundation Website:

In 1912, Tokyo gave the United States a gift of 3,000 cherry trees as a token of friendship between the two nations. Over time, these beautiful trees have become an iconic symbol of our nation’s capital and a very visible reminder of the deep bond between the United States and Japan. Even though the average life-span of a cherry tree is 60 years, some of the original trees are still living today; they are an emblem of the longevity and strength of our bilateral relationship. In commemoration of this gift, and in anticipation of the next 100 years of U.S. – Japan friendship, the people of the United States would like to express our gratitude by offering a gift of 3,000 dogwood trees to the people of Japan through the Friendship Blossoms Initiative. These dogwood trees will be planted in Tokyo and all over Japan, including in the Tohoku region

recovering from the Great East Japan Earthquake of 2011, as an enduring symbol of our friendship. The first trees are expected to be planted in Tokyo in the fall of 2012; additional trees will be planted through 2015. Ronald Anderson, Chairman of the U.S.-Japan Bridging Foundation, declares, “The U.S.-Japan Bridging Foundation is pleased to partner with the US Department of State and corporate sponsors in this project demonstrating the enduring relationship between Japan and the U.S. We look forward to a prosperous future for our countries and the Friendship Blossoms Initiative.” The Friendship Blossom Initiative invites organizations throughout Japan who are interested in receiving a tranche of dogwood trees as a symbolic expression of the strong cross-cultural relationship between the people of Japan and the people of the United States. JASH nominated three locations to receive these dogwood trees—Nagaoka City, Ehime Prefecture, and Shizuoka City.

Blossom Initiative



JASH Director David Asanuma (third from left) participates in dogwood tree planting ceremony with local students, including two American students studying in Nagaoka.



Nagaoka City Mayor Tamio Mori (far right) leads the dogwood tree planting ceremony.

Nagaoka City, the most recent sister city with Honolulu, has sought reconciliation from shared war experiences and closer relations with the people of Honolulu. Admiral Isoroku Yamamoto, planner of the attack on Pearl Harbor, is a native of Nagaoka City. JASH assisted its Yamamoto Museum and its war damage museum to form an exhibit exchange with the Arizona Memorial Museum, as well as develop educational and cultural exchange programs. Nagaoka has also gifted its famous fireworks for the annual Honolulu Festival in March, which has continued for the last three years. Lastly, JASH is assisting Nagaoka with the request to launch fireworks in Pearl Harbor in 2015 commemorating the 70th anniversary of the end of the Pacific War as a symbol of peaceful relations. Nagaoka received 100 dogwood trees in April which were planted at its Nagaoka Institute of Design, a college located in the city. JASH Director David Asanuma attended the event and participated in the tree planting ceremony.

Ehime Prefecture will receive its 100 dogwood trees in February 2015. JASH and the the Ehime Maru Memorial Association have

cared for the memorial at Kakaako Waterfront Park to the victims of the Ehime Maru incident, and worked to promote good-will programs of educational, sports, and cultural exchanges.

Shizuoka City was selected because of its role in the caring of the monument to the B-29 crews who crashed in the outskirts of the city at the waning stages of WWII. Dr. Sugano, a local physician, still cares for the memorial erected by caring people of Shizuoka City in memory of the American victims. Dr. Sugano also performs the “Blackened Canteen Ceremony” each year at the site, pouring American bourbon from a crewmember’s canteen rescued from the crash site. Twenty dogwood trees, including several at the memorial itself, were planted this past June. 阪神

Hilton Hawaiian Village Hawaii 5:01

On Friday, June 13, the Hilton Hawaiian Village hosted JASH for its annual “5:01” event in the Honolulu Suite of the Tapa Tower. Over 100 JASH members and guests assembled, sampling the delicious array of dishes and pupus prepared by the Hilton culinary staff. The program that evening consisted of the 2014 Junior Ambassadors to the Asian-Pacific Children’s Convention dancing a hula to the song, “Waikiki Hula.” The delegates will perform “Waikiki Hula” at the “We are the Bridge” Festival in Fukuoka, Japan on July 21. Guests were also given the opportunity to meet the members of Bridge Club Hawaii who will be traveling to Tohoku, Japan in July to reconnect with friends they made through the Rainbow for Japan Kids program. This annual event sponsored by the Hilton Hawaiian Village is a wonderful networking opportunity for JASH members. JASH sends a big MAHALO to Hilton Hawaiian Village for hosting this event. 



Guests enjoy Hilton’s offerings and networking opportunities.

Ensoku to Shirokiya Allows APCC Delegates to Discover New Japanese Foods

For the fourth year in a row, the Asian-Pacific Children’s Convention (APCC) delegates went on a field trip to Shirokiya in Ala Moana Shopping Center to learn about and taste a variety of Japanese foods. On Saturday, May 17, 2014, the six Junior Ambassadors (JAs) were joined by Peace Ambassador Jae-Sun Brown, chaperones Dori Kim and Kevin Matsuda, and JASH staff members Marsha Yokomichi and Elizabeth Stanton-Barrera to participate in a “scavenger hunt” as part of their fifth workshop.



APCC delegates congregate at Shirokiya.

The delegates were divided into three groups and given 30 minutes to find their items. Each team was in charge of purchasing designated Japanese food found throughout the department store — *karaage*, *okara*, *hijiki*, *mochi* and *takoyaki*.

They also were asked to explore and find out about other traditional Japanese foods such as *tempura*, *nishime*, *miso*, and *ramen*. Everyone took their food items back to the JASH office to share what they had learned during the scavenger hunt.

After each group’s presentation, everyone enjoyed a tasty lunch that included all of the food items purchased. This activity was an excellent way for the Hawaii delegates to learn about and taste some foods they may see in Japan.

The APCC Junior Ambassadors will travel to the global youth camp in Fukuoka this July and experience home stay with host Japanese Families. 

Waikiki Beach Cleanup



Jash Staff with Cultural Committee Chair Sal Miwa
(second from right).

Early Saturday morning on June 14, JASH members and their guests, the 2014 APCC Junior Ambassador Delegates and members of Bridge Club Hawaii participated in the Waikiki Ohana Workforce Beach Cleanup. The Waikiki Ohana Workforce coordinates three to four Waikiki Beach cleanups each year. Joining JASH were over 20 members of the Japanese Consulate led by Consul General Toyoei Shigeeda and Mrs. Michiko Shigeeda. JASH participates annually in this public service event along with Japanese visitors and volunteers. 

Tomodachi Special Tour at the Honolulu Museum of Art

On Tuesday, May 20, JASH members and friends explored two exhibits on Japanese art at the Honolulu Museum of Art. They were able to get a special guided tour by art history expert Dr. Kazuko Kameda-Madar. Dr. Kameda-Madar is a Lecturer at Hawaii Pacific University and is also a Visiting Researcher at the Ritsumeikan University. She earned her PhD in Japanese Art History at the University of British Columbia.

The “Light From Shadow: Gold in Japanese Art” exhibition features many artworks, especially large screens, that use gold leaf or gild, mineral pigments from precious stones (ground up and mixed with ‘gelatin’ and pasted on paper), and ground seashell pigments that create a lasting shimmer.

Gold has aesthetic and symbolic value which also allowed the owner to show off his level of prestige. The moon on the screens was often created out of silver. When new, it would shine bright like the moon, but silver tarnishes over time, unlike gold, so now only the gold and minerals shine on the screen. Screens of this type are no longer allowed to be sold or taken outside of Japan. A majority of the collection was purchased from private collections in Japan and brought over by Mrs. Anna Rice Cooke, who also established and donated most of her collection to the museum.

During the late *Meiji* period (1868-1912), romance novels highlighting the predicaments of female protagonists enjoyed enormous commercial success in Japan. The “War-Torn Hearts: Political Propaganda in Japanese Romance Novels” exhibition introduces *kuchi-e* (woodblock prints produced as frontispieces for these novels). *Kuchi-e* often represented the female anxieties about loved ones in danger and women mourning those who died in the Russo-Japanese War (1904-1905). One such notable print showed a woman biting on her handkerchief to symbolize ‘biting back her emotions’.



Dr. Kazuko Kameda-Madar and
Tomodachi Chair Kazuko Love .



Examples of Japanese *kuchi-e* artwork used in
war-era novels.

The Tomodachi Planning Committee would like to thank Dr. Kameda-Madar for providing this insightful and educational tour. 

JASH Staff Participates in Visitor Industry Charity Walk

Members of JASH staff participated in the Visitor Industry Charity Walk as Course Marshalls this past May. Each year, JASH volunteers for the Charity Walk as course marshalls. The Visitor Industry Charity Walk, a fun run-walk for families covers a circuit from Ala Moana Park to the Honolulu Zoo and back. Each year, the Charity Walk raises funds for Hawaii’s non-profit organizations. JASH has been a recipient of donations for our school programs. 



L-R: Kristi Kang, Ron Quizon, JASH Volunteer Dara Cavaco, and Ed Hawkins.

Welcome to Our New Corporate Members Construction R US, Inc.

Construction R US, Inc. (CRU) is a full service general contracting firm, licensed in the State of Hawaii since 1992. Located in Kaneohe; Frank Felix III is President and RME. The majority of CRU’s work is in new and renovation of commercial warehouses, restaurants, and retail/office space. CRU has done extensive work with concrete, Tilt-Up, and Pre-Engineered Metal Buildings. CRU’s past and current clientele includes Jack In The Box, Wendy’s Restaurants, 7-Eleven Hawaii, Hardware Hawaii, Taco Bell/Pizza Hut, Big City Diner, Mid Pacific Country Club, Atherton YMCA, Punahou School, House of Finance, Hawaii USA FCU, Hawaii Association of Realtors, Land Rover, Prudential Insurance, Mutual of Omaha, and Leeward Storage. 

PacRim Marketing Group

One of Hawaii’s largest global marketing communications firms, PacRim Marketing Group specializes in helping established brands and organizations grow their share and spend of the Asian International Traveler market through Asian-language integrated marketing communications. Founding its U.S. headquarters in Honolulu in 1990, the marketing communications firm has since expanded into a group of companies—PRTech, started in 2004, and PacRim Marketing Tokyo, incorporated in 2006 and now operating as the firm’s Asia-Pacific Headquarters in Shinjuku Tokyo, Japan.

In addition to offering Asian language online and traditional public relations, advertising, and media relations, PacRim Marketing Group is a forerunner in Asian language social media and owner of www.Hawaii-Arukikata.com, the largest commercial website about Hawaii in Japanese, the Korean website www.myhawaii.kr, and the Chinese website www.myhawaii.cn. PacRim owns and publishes the travel guide, My Hawaii Pacific Journey in Japanese, Korean, and Chinese, and participates in other media ventures reaching the Asian International Traveler market.

PRTech, develops custom multilingual software and websites using the latest technologies, including responsive web design. PRTech also provides online Asian SEO (Search Engine Optimization) and SEM (Search Engine Marketing). PRTech’s flagship product, MyRez, is a multilingual, online reservations booking system utilized by hotels in Hawaii and North America. In 2013, PacRim Marketing Group became a founding member

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President and Chief Executive Officer Dave Erdman.

(continued from page 9) of CONSUL, an international travel marketing alliance consisting of advertising, PR, media and marketing firms spread across five different continents - all specializing in travel.

Celebrating its 25th anniversary in 2015, PacRim Marketing Group has been listed as the top PR firm by Pacific Business News for the past three years in their “Book of Lists” and PacRim Marketing Group and PRTech were named a 2014 BBB (Better Business Bureau) “Torch Award” finalist. Dave Erdman, president and chief executive officer, was named 2014 SBA Small Business Person of the Year for the State of Hawaii, and PacRim’s Director of Integrated Marketing, Kim Fujinaka, was one of the 2014 “Forty Under 40” honorees, recognized for her business excellence. 

JASH 24th Annual Friendship Golf Classic

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JASH 24th Annual Friendship Golf Classic

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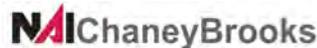


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Calendar of Events

SEPTEMBER

- 5-7 International Symposium in Sapporo, Japan
16 Fall Japan Day at Hawaii Tokai International College
22-23 NAJAS Annual Meeting in San Diego, CA
25 JASH Annual Dinner, Hilton Hawaiian Village

OCTOBER

- 9-11 US-Japan Council Annual Conference in HNL

DECEMBER

- 2-9 Nagaoka Delegation Visit
3 Holiday Gala hosted by Halekulani

Membership Updates

April 2014 - June 2014

New Corporate Members

Construction R Us	Regular
PacRim Marketing Group	Regular

Corporate Upgrades

Honolulu Star-Advertiser	Benefactor
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New General Members

Mr. James Horton	Individual
Ms. Corina Jacobson	Individual
Ms. Frances Mossman	Individual
Ms. Kathryn Murata	Individual
Mr. Yosuke Suzuki	Student

General Member Upgrade

Mrs. Keiko Akamine	Family
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