



JASH Newsflash

A Summary of Recent Events of the Japan-America Society of Hawaii

Fall 2022

32nd Annual JASH Friendship Golf Classic

Presented by



PACIFIC GUARDIAN LIFE



On July 18, 2022, the Japan-America Society of Hawaii (JASH) held its 32nd Annual Friendship Golf Classic at the Mid-Pacific Country Club. This year's Classic was again presented by **Pacific Guardian Life**, a longtime supporter of JASH.

This year, we were excited to welcome 50 Three-Player Teams! Our players enjoyed a day filled with many on-course games like this year's special "Beat the Pro" featuring local PGA Pro Corey Kozuma. Our JASH NexGen members were also on the course serving up refreshing drinks and tasty treats at one of MANY food and beverage stations.

The Pacific Buddhist Academy

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The Pacific Guardian Life teams.



President's Message

RECONNECT is the theme of this newsletter—in this issue, you will experience the comeback of the LIVE EVENT in full force!!

Our JASH members enjoyed many in-person activities beginning with our annual Golf Tournament held at the beautiful Mid-Pacific Country Club to a JASH 5:01 and the successful JASH Natsumaturi. It's been great to be able to see each other and gain some sense of normalcy once again.

Japan has reopened its doors for travel, so we are busy working on planning trips for our students who have had to postpone their travels to Japan. All of our educational programs are going live in 2023, so if you have middle or high school aged students interested in Japan, please check out all the exciting things we have to offer on our JASH website! Visit jashawaii.org/education for more information.

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2022 APCC Virtual Summer Camp



JAs at our final in-person workshop before the Bridge Virtual Summer Camp.

JASH's Asian-Pacific Children's Convention (APCC) program for 2022 came to a close at the end of August.

Over the summer, following their adventures at Chosen-Ji and the 'Akahiao Nature Institute, our four Junior Ambassadors (JAs) had two final JASH-led workshops on June 25 and July 9 to prepare them for

sharing local culture with other youth leaders from around Asia and the Pacific virtually.

They brainstormed a list of keywords related to food, locations, daily life, and local and Hawaiian culture that they thought would be interesting for others to learn about. They also created a list of descriptors for Japanese culture that they learned through our workshops, at school, or from their own experiences. With both lists in hand, they identified similarities and differences between life in Hawaii versus Japan.

The APCC's official Bridge Virtual Summer Camp (BVSC) took place over three Zoom meetings on July 23, August 6, and August 20. On those weekends, JAs around the world attended three-hour Zoom programs

led by the APCC's head office in Fukuoka.

Due to time zone differences, the participating countries were split into a Saturday Group and a Sunday Group. The Sunday Group included our Hawaii delegation, as well as JAs from Japan, Korea, Hong Kong, Taiwan, Philippines, Malaysia, Indonesia, Vietnam, Australia, Kiribati, Ipoh, Oakland, Atlanta, Dalian, and Peru.

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The Asian-Pacific Children's Convention in FUKUOKA

JASH Friendship Golf Classic

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Taiko Group gave an exhilarating performance to open the tournament and send the players off to a roaring start.



Both players and volunteers enjoyed our tradition of serving yakisoba prepared by volunteer Atsushi Takebayashi. Over 30 volunteers led by long-time JASH member, Arlene Shimokawa helped to make this another fun and successful tournament!



Players ended the day with a take-home bento and door prize. They were also able to enjoy a kanpai toast with their teammates before leaving. Awards were announced at our virtual Pau Hana Awards Ceremony a few days later on July 21, 2022.

MAHALO NUI LOA to our fantastic volunteers, prize donors, food and beverage donors and tournament team sponsors for your generous support!

Wrapping up the 2022 APCC Program



JAs, Bridge Club Hawaii Members, and siblings enjoy kendama games at the picnic

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Our JAs celebrated the completion of the 2022 program on August 27 during a potluck picnic at Kapiolani Park with members of Bridge Club Hawaii and chaperones from our Kona overnight camp. In addition to enjoying all the delicious food everyone generously shared, they competed for small prizes and bragging rights in kendama games led by Lynn Lethin, Japanese teacher at Niu Valley Middle School and

JASH member, and JASH APCC Program Specialist Christianne Ono.

If you know an aspiring young leader born between August 1, 2011 and July 31, 2012, they could be in our next group of Junior Ambassadors!

Join our APCC listserv to be the first to know about future programs. For more information, contact Christianne at cono@jashawaii.org.

President's Message

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JASH remains committed to serving our mission of building bridges of friendship and understanding between the people of Japan and Hawaii, and supporting the U.S.-Japan relationship through people-to-people connections.

We look forward to CONNECTING with you!

With Aloha,
Reyna

2023 APCC Applications

Now Being Accepted!

We are now seeking applicants for the 35th Asian-Pacific Children's Convention (APCC)!

JASH's APCC Program combines in-person weekend preparatory workshops and local field trips that culminate in a summer international youth camp and homestay trip to Fukuoka, Japan where they will represent Hawaii as **JUNIOR AMBASSADORS**.

To be eligible for the 2023 program, keiki must be born between August 1, 2011 and July 31, 2012 (10-11 years old). This is the first time the APCC is convening in Fukuoka since the pandemic.

Applications are due (or postmarked) to JASH by 4:30PM on **Monday, February 6, 2023**. Applications may be mailed; faxed; or submitted online. For more information and to download this year's application, please visit jashawaii.org/apcc. If you have questions about the program, contact Christianne Ono, JASH Program specialist at cono@jashawaii.org or 808-524-4450.

協日 JAPAN-AMERICA SOCIETY OF HAWAII NEXGEN
Natsumatsuri
 - SUMMER FESTIVAL -
 AUGUST 17 AT 5:30PM - BSIDE LOUNGE AND VENUE
 銀座 GINZA

On August 17, 2022, JASH hosted our **Third-Annual Natsumatsuri Summer Festival** planned and produced by the JASH NexGen Advisory Committee. This year, the *Ginza*-themed festival was held in-person at the BSIDE lounge + venue at Ward Centre. Almost 200 guests enjoyed reconnecting with each other.

The Natsumatsuri Summer Festival is a project that brings together JASH's next generation of leaders. This year, there were over 50 volunteers to help make the event a success. Special thanks to event co-chairs Jenna Nakagawa, Toby Tamaye and Delle Tanioka for leading the team.

Title Sponsor



ISLAND INSURANCE COMPANIES

Over 23 prizes were given away with 60,000 HawaiianMiles being the Grand Prize. We are grateful to all of our prize donors who helped make the Lucky Draw exciting. Our final performance was the thunderous drum beat by Ryugen Taiko who performed two songs.



The program included entertainer Daz Toguchi who performed two wonderful Japanese dances, followed by Anju Madoka from Madoka no Kai who engaged the audience to dance while she played the shamisen.



Guests enjoyed delicious festive dishes prepared by Ward-area restaurants including Ginza Sushi, Piggy Smalls, Fat Cheeks, Maile Thai and Kamitoku Ramen. In addition, NexGen Committee members created signature cocktails especially for the event: *Sunset Aviators*, which was a cocktail with Cassis Orange, and *The Bar Captain*, which was a highball with lemon.



In between performances, our charismatic emcees Gina Maeda and Chris Anjo pulled names for the Lucky Draw Prize Drawing.



Hiroshima Peace Scholarship for Oahu High School Juniors

JASH announces the relaunching of its Hiroshima Peace Scholarship (HPS) for 2023. This program is open to Oahu high school students who are passionate about growing as Peacebuilders and fostering relationships bridging communities in Hiroshima, Japan and Hawaii.

Two high school juniors, one attending a private school and one attending a public school on Oahu, will be selected to receive the Hiroshima Peace Scholarship.

Applications may be submitted online or by mail; applications must

be received by the JASH Office by **January 6, 2023.**

Visit jashawaii.org/hps for more information and to download the application.



(L-R): Mr. Tomohiro Ito, Mr. Eric Takahata, Mr. Tetsuya Kubo, and Ms. Janice Yasunaga .

On July 25, 2022 JASH partnered with the Chamber of Commerce Hawaii to present a SOLD OUT panel discussion sponsored by Hawaiian Airlines. Held at the Halekulani Hotel, the topic of this breakfast program centered around the return of Japanese travelers to Hawaii.

Tourism and business leaders participated in two panel discussions on the return of Hawaii's largest international visitor market, Japan. Panelists discussed how airlines, tour companies, hotels and local businesses are preparing for the return of Japanese travelers to Hawaii, strategies to increase their spending in the islands, shopping and marketing trends and more.

Panel #1 titled *Update on Return of Japanese Visitors* featured leaders from the airlines, travel and tourism industries: Tomohiro Ito, Director of Sales - Japan, Hawaiian Airlines; Tetsuya "Ted" Kubo, President & CEO, JTB Hawaii; Eric Takahata, Managing Director, Hawaii Tourism Japan; and Janice Yasunaga, Director of Sales, Japan Airlines Hawaii Region

Panel #2 titled *Japanese Travelers Buying Trends* featured leaders from the hotel, retail and restaurant industries: Chi Hoon Bang, Director of Sales & Marketing, Halepuna Waikiki by Halekulani; Meli James, Co-Founder, Mana Up, and President, Hawaii Venture Capital Association; Julie Plant, Vice President of Retail, Honolulu Cookie Company; and Ryan Tanaka, Chair of Hawaii Restaurant Association and Chief Financial Officer, KAI Hawaii.

The program was moderated by Dave Erdman, Founder, President and CEO of PacRim Marketing Group, Inc., PRTech, and PacRim Marketing Tokyo.

Aloha Beer—JASH 5:01

On September 21, 2022, JASH members were able to reconnect with old and new friends at the Aloha Beer Company.



(L-R): Mr. Mac Narahara, Mr. Steve Sombrero, and Mr. Atsushi Takebayashi.

Mr. Steve Sombrero, owner of Aloha Beer Company and JASH Board

Director, opened the HI BRAU Room at Aloha Beer to over 20 guests who enjoyed delicious pupu and drinks. At the end of the evening, guests were pleasantly surprised to take home and sample the newly canned version of Aloha Beer which is now available at select stores.

JASH 5:01 events are held exclusively for Corporate Members, Lifetime Members, and JASH Board Directors.

Ms. Reyna Kaneko, JASH President and Mr. Alex Jampel, Board Chair shared announcements of exciting things coming up for the remainder of 2022 and for 2023. MAHALO to Mr. Sombrero for helping JASH make this event possible!

Visitor Industry Charity Walk



On Saturday, August 20, four members of our JASH staff reported to Magic Island at the wee hour of 5:30am to volunteer for the 2022 Visitor Industry Charity Walk. Reyna was away on a business trip and Christianne was running an APCC virtual workshop that morning so they were unable to join us.

We were assigned to serve as "human-arrows" on Lewers Street in Waikiki as we cheered the thousands of walkers who passed us by. This is the first time in two years that the Visitor Industry Charity Walk was held in-person due to the pandemic.

JASH Newsflash

The JASH Newsflash newsletter is published quarterly. Visit our website at www.jashawaii.org for more information.



(L-R): Mr. Go Kobayashi, Mr. Sal Miwa, and Mr. Hikaru Utsugi.