



## President's Message

Aloha HJJCC Members,

I hope you all had a safe and wonderful Thanksgiving! As we near the holidays, we are continuously reminded that we have so much to be grateful for and truly learned that this is not the year to get everything we want, but rather, to appreciate everything we have.

Since our Summer newsletter, the HJJCC has seen a whirlwind of activities from all of our committees, including in-person community service projects like Adopt-a-School Day and Senior Food Box Packing for the Hawaii Foodbank, to virtual projects and events including Vino and Vinyasa, Game Night, Paint Party, Kuakini Care Cards, Dog Toy Making and Pet Supply Drive for the Hawaiian Humane Society, Speed Networking Mixer with the Honolulu Japanese Chamber of Commerce, Sneaking Backstage Escape Room, Young Business Roundtable Navigating through Change with Jeff Berlin, and not one, but two exclusive shopping opportunities for members at Iolani and A-Line! On top of that, we also hosted an Instagram contest, #NijikaiNoms to support our local Nijikai restaurants.

With the current travel orders in place, we were sadly faced with unprecedented changes for our International Relations Committee, including the cancellation of our annual hosting for our sister Jaycee chapters from Kobe, Odawara, Kurashiki, Kojima and Tamashima in Hawaii, along with our Goodwill Tour visit to Japan. Fortunately, our relationship with our sister city chapters are so strong that we continue to stay connected with new friendship exchanges and virtual meetings.

Our 69th Cherry Blossom Festival is also underway, with 11 Queen Contestants heavily immersed in their cultural, personal and professional development classes, while the 68th Cherry Blossom Festival Court continues to stay heavily involved in the community.

I am incredibly grateful to our Board of Directors and their committees for their flexibility, creativity and positivity in making adjustments to our existing events, continuing to find new ways to keep us connected as members, and also helping to give back to our community.

My goals continue to be to engage and provide value for members, build and create leadership opportunities, and support the community. We are looking forward to providing many more member activities and opportunities throughout the year.

Thank you for being a member of the Honolulu Japanese Junior Chamber of Commerce and for your continued involvement with our organization. I wish you and your loved ones the best of health and a happy holiday season!

With gratitude,  
**Crystine Ito, 71st HJJCC President**

If you have any questions, ideas, or are interested in joining any of our committees, please contact me at [president@hjjcc.com](mailto:president@hjjcc.com).

## Community Development

By Ross Kohara – VP of Community Development

These last few months have shown our members' flexibility and willingness to give back to the community in many different and non-traditional ways.

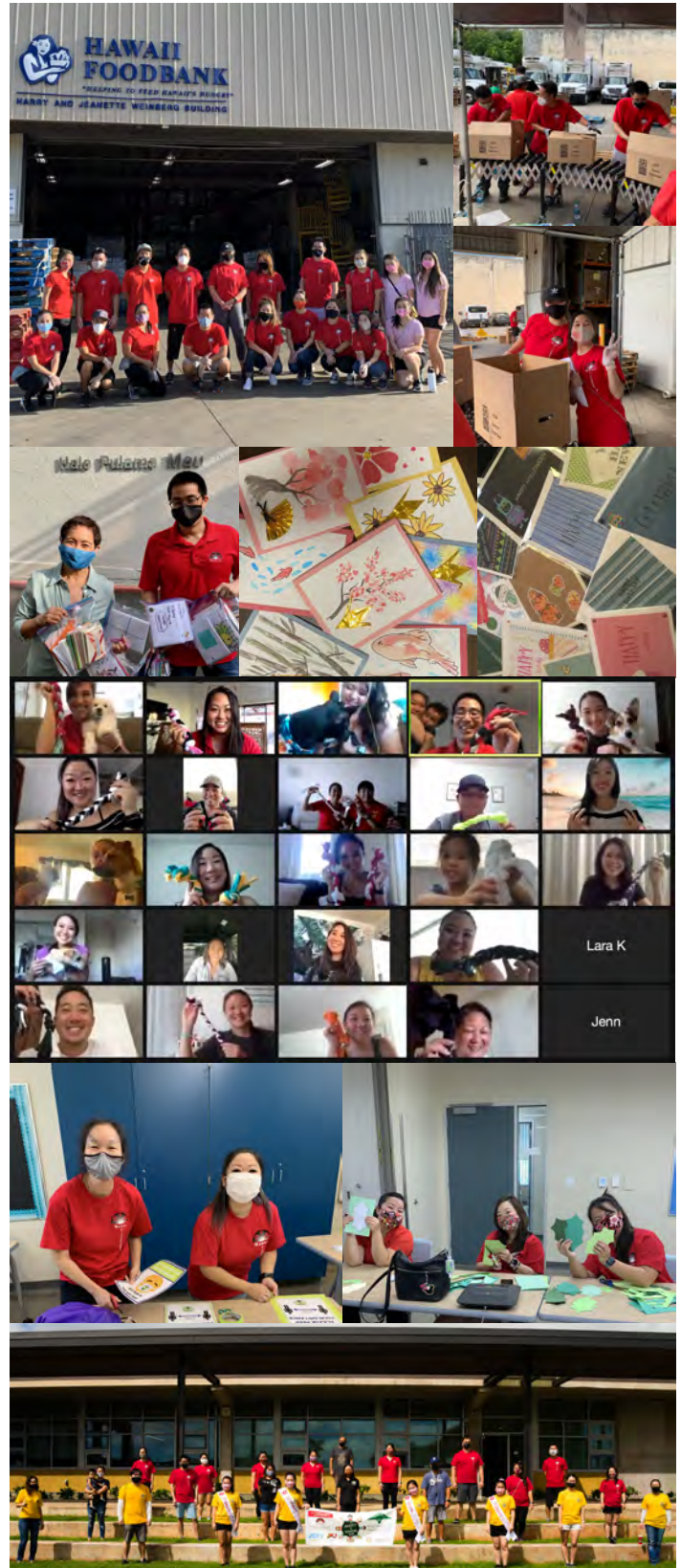
The start of August brought with it a forced postponement or cancellation of several Clean School Happy School events that were in the works due to the rise of COVID-19 cases around the island. As the virus impacted our state, the need to support those who faced food instability was greater than ever and our members recognized this. The Hawaii Foodbank was grateful for our strong turnout of 21 members, including our 68th Cherry Blossom Festival Court, for their August Senior Food Box Packing event.

September and October brought with it our first remote and virtual community service events! In September, our members helped to spread some "Aloha" with the residents of Kuakini Home. Our members created 200+ hand-written birthday, holiday and thoughtful greeting cards to help lift the spirits of those who are not able to see their loved ones in person.

In October, we held our first virtual community service event over Zoom! The HJCC partnered with the Hawaiian Humane Society to hold a Pet Supply Drive, which included a Virtual Braided T-Shirt Dog Toy Making kick-off event. The event was "hosted" by two wonderful new members, Haylie Pedersen and Saydie Arakaki and included a special guest from the Hawaiian Humane Society, Christina Morisato, who shared a lot of useful information and tips about ways to support and adopt animals from the Humane Society during these unique times.

We kicked off November with our return to in-person volunteer events by holding our Adopt-A-School project at the brand-new Honouliuli Middle School. Here, we helped prepare the campus to welcome its first class of 6th graders by making mask-wearing and social distancing signs and placing those with social distancing markers and directional arrows throughout the campus. In addition, we assisted staff with power washing, festively decorated bulletin boards, and prepared 32 "survival kits" for the teachers and staff.

Keep an eye out for upcoming projects this year! In December, we will be partnering with Toys for Tots and our Membership team to host Bowling for Tots, and we will be volunteering again with the Hawaii Foodbank. We are also continuing to look for organizations or businesses to whom we could lend a hand - if you have any recommendations or would like to join our committee, please contact us at [community.service@hjcc.com](mailto:community.service@hjcc.com).





## International Relations

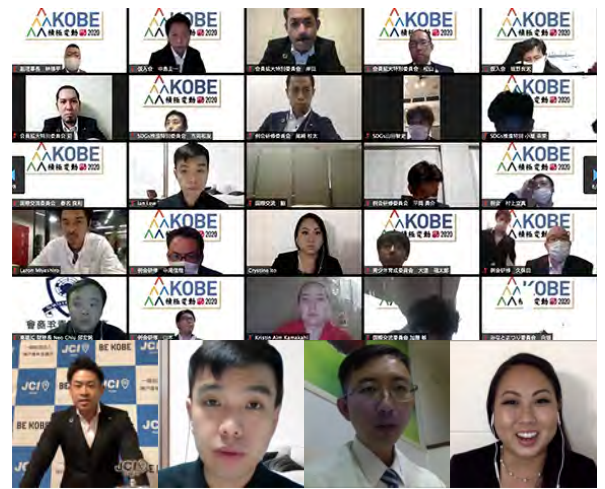
By Garrett Lau – VP of International Relations

As most of you know, we were unable to host our Japan sister cities here in Hawaii and are also unable to visit them in Japan this year. As we continue to plan for the remainder of 2020, our International Relations Committee continues to find new ways to interact, build and maintain our relationship with our sister city chapters.

We wanted to send some aloha to our sister chapters and created short video messages with greetings from our HJCC President, members of the IR Committee, our 68th Cherry Blossom Festival Court and a picture slideshow sharing some of our favorite memories! If you haven't seen them yet, click the links below or check them out on our Facebook and Instagram pages! A huge mahalo to all the members to who helped make these special videos possible!



In August, the Kobe JCs invited us to participate in a virtual discussion regarding the impacts of COVID-19 and its current effects on our chapters. Kobe JC President Tomohiro Kawatani, Singapore JC President Ian Lew, Taiwan Kaohsiung JC President Anson Huang and our HJCC President Crystine Ito shared their thoughts with 200 participants on this global issue, including how each chapter is adapting to this constant change and how they are overcoming challenges. After the panel discussion, we were lucky to have the opportunity to split up virtually into small breakout rooms to have further discussion on COVID-19 impacts with the other participating members.



Last month, we participated in the Kojima JCI Junior High School Drawing Exchange. Family and friends of our HJCC members volunteered to help with this activity and recruited four Hawaii Junior High School students to participate in the exchange. The theme of the artwork was "Beat COVID-19" and we received drawings depicting that theme in hand drawn color and digital arts. All of the students did a spectacular job conveying their message in an artistic way. We hope that this exchange conveys messages of hope and we look forward to receiving the artwork and messages from the Kojima Junior High students.

We are currently preparing a Secret Santa Gift Exchange event with the Kobe JCs. We gathered information from each participant including their hobbies, favorite colors, and listed what we enjoy about Hawaii/Japan. Each of our 42 HJCC participants has been paired with a Kobe JC Secret Santa! We plan to exchange gifts by mail and celebrate virtually together in December. We hope that this fun activity will bring a little joy to our members this holiday season!

## Membership Development

By Sheri Morishige – VP of Membership Development

With classrooms, work meetings, and social gatherings all going virtual in the past couple of months, the HJJCC has followed trend and gone virtual, too. We kicked off the first of our Membership events in mid-August with a Virtual Game Night. 19 participants played a True-or-False trivia game, Scattergories, and a Scavenger Hunt that sent everyone running around their homes or offices to locate items and bring them back to their laptops before time was called. We ended the night with a spinning wheel to choose the lucky winner of a \$25 Rokaru Shabu Shabu gift card. Congratulations to Mari Fujimoto who was the winner of our grand prize!



Game Night

Our September event had members unlocking their inner creativity by joining our first-ever Virtual Paint Party. We had the great fortune of being taught by Create A Canvas owner, Andrea James, who showed us how to paint a serene image of a waterfall behind a forest of bamboo. During the class, there were moments where we had to let the paint dry, and Andrea put on a second hat as a game host and played a trivia game with our 25 attendees. Congratulations to Mika Morigawara and Hailey Pedersen, who were the big winners of special access to Create A Canvas online instruction!



Paint Party

With personal and professional development being one of our main focuses for HJJCC members, October provided us an opportunity to network with other business professionals – members of the Honolulu Japanese Chamber of Commerce (HJCC). Participants were paired up and sent into breakout rooms for 10 minutes where they could discuss a topic/question provided or anything else of interest. Discussion subjects included the personal or professional effects of COVID-19, facing



HJJCC + HJCC Speed Networking

and overcoming business challenges, and different ways companies show their employees appreciation. Partners were encouraged to exchange contact information at the end of each session, which resulted in up to four new business connections. Our spinning wheel made another appearance and selected Kristine Wada, from HJJCC/HJCC, and Reid Higashi, from HJCC, as the winners of \$20 Rainbow Drive-In gift cards. Kara Iwasaki, from HJJCC, was selected as the winner of a HJCC 120th Anniversary polo shirt.

Continued on next page.

**Interested in helping to plan future Membership events? Email Sheri Morishige at [membership@hjjcc.com](mailto:membership@hjjcc.com) to join the HJJCC Membership Committee and get involved!**



## Membership Development (Continued)

By Sheri Morishige – VP of Membership Development

November presented our members with chances to start their holiday shopping early or treat themselves to something special. Iolani, a new Cherry Blossom Festival Award Donor, offered our members a 20% discount in-store and online to shop their line of island-inspired apparel. A second chance to shop was offered the following week from A-Line for 40% off their line of versatile wardrobe staples, perfect for any occasion from work days to weekends. There is still one more day to shop at A-Line, so book those appointments!

**Shop online at  
[alinehawaii.com](http://alinehawaii.com)**

**Book an appointment at  
[alinehawaii.youcanbook.me](http://alinehawaii.youcanbook.me)**



A-Line, our new Cherry Blossom Festival Award Donor, is offering a special discount exclusively for Honolulu Japanese Junior Chamber of Commerce Members!

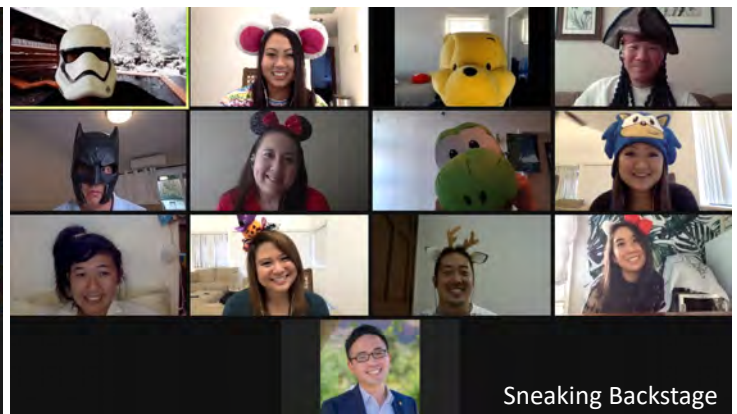
**40% OFF  
 YOUR PURCHASE**

*Offer is valid from November 22-28, 2020*



Discount is open to all HJJCC Members. Offer is from 10/22/20-11/28/20, 8:00pm HST. Discount does not apply to gift cards, bags and final sale. Discount cannot be combined with other offers. Please note when visiting the shop, visitors must book a visit. Limit (5) people maximum. Masks are required. Bring this flyer to the shop to receive your discount. Learn more at [alinehawaii.com](http://alinehawaii.com).  
 \*Entry is valid upon booking a date/time and your arrival to Pop-Up Shop or online purchase. No purchase necessary during your visit to the Pop-Up Shop.

In addition to these events, our new Sports Committee held their first events in August and October, starting with Virtual Vino and Vinyasa, a yoga class hosted by instructor Mindy Nguyen, and Sneaking Backstage – A Virtual Escape Room Experience with Paruzal Games. Our Membership and Sports Committees are working hard planning new, upcoming events and we hope to see you all there!



## Bowling for Tots - Friday, December 4, 2020 at 6pm

Want to get out of the house for some fun for a good cause? Join us for a night of bowling on Friday, December 4th at our Bowling for Tots event at Aiea Bowl! This HJJCC member-only event is being held to continue our annual support of Toys for Tots. A toy donation (valued at \$15 or more) or a \$20 monetary donation grants you two hours of bowling and shoe rental. Click here for more information.

**RSVP to [membership@hjjcc.com](mailto:membership@hjjcc.com) by Monday, November 30th!**

## Management Development

By Claire Fukuoka – VP of Management Development

As you all may be aware, our Annual Nijikai fundraising event unfortunately had to be cancelled this year due to the pandemic. As in years past, Nijikai 2020 was set to be a night full of entertainment, food and beverage samples, with proceeds from the event supporting our various HJCC programs throughout the year. In light of this cancellation, the HJCC hosted a social media campaign through the month of October to support our Nijikai 2020 restaurant partners. The campaign, called #NijikaiNoms, promoted ten local Nijikai restaurants through Instagram and encouraged membership and friends to support them by dining-in or taking-out and posting their experience on Instagram to enter in a month-end prize drawing. Although the contest was not limited to HJCC members, one of our own, Gina Maeda, was randomly drawn as the winner! Congratulations Gina, and thank you to all who participated in #NijikaiNoms!

We hope to be able to bring back Nijikai in 2021 pending local guidelines, so please be on the lookout for Nijikai updates!



## Young Business Roundtable

By Masato Itoh - YBR Chair

With many HJCC members still experiencing significant COVID-related impacts at home and in the workplace, YBR hosted a webinar titled “Navigating through Change” with guest speaker Dr. Jeff Berlin. HJCC members and their guests learned to distinguish “change” as something that happens, and “transition” is how we deal with those new circumstances. Dr. Berlin presented the academic framework of change management, then attendees broke out into group discussions to discuss individual circumstances and where they may be in their own transitions. Attendees learned to map out transition plans by defining a vision, then identifying needed skills, incentives, and resources to develop an action plan to achieve success.



Following the webinar, attendees and the guest speaker stayed for additional breakout rooms for a virtual pau hana before closing with future ideas for YBR.

Jeff Berlin, Ph.D. is owner and principal consultant at Jeff Berlin Consulting, an organizational development company dedicated to facilitating positive change with individuals, organizations, and communities. Learn more at [jeffberlinconsulting.com](http://jeffberlinconsulting.com).



Jeff Berlin, Ph.D.

Your YBR committee is hard at work planning our next event! Keep an eye out for the invitation email and announcement on HJCC’s Facebook and Instagram.

For more information on YBR, please contact Masa at [ybrhawaii@hjcc.com](mailto:ybrhawaii@hjcc.com).



## 68th Cherry Blossom Festival Queen & Court

By Kim Takata Endo – 68th Cherry Blossom Festival Queen & Court Advisor

Since the COVID-19 pandemic, many annual events, holiday celebrations and fundraisers have been conducted virtually or in alternative formats. The 68th Cherry Blossom Festival Court has been busy supporting numerous organizations as they find creative ways to continue to support and connect with the community.

In September, the Court partnered with the Blood Bank of Hawaii to be the champions for a blood drive at Waikale Center. They also supported the Hawaii Foodbank's virtual Food Drive fundraiser and volunteered with HJJCC members to pack boxes of food, which were distributed to Hawaii's kupuna through the Hawaii Foodbank. THANK YOU to all of the HJJCC members who donated to both our Blood Drive and Food Drive!

The Court also had the opportunity to be featured in the first-ever virtual Okinawan Festival with the Hawaii United Okinawa Association where talked about the cultural classes they took as Queen Contestants. In addition to this virtual event, the Court also wrote cards and created a video message for residents at Hale Kuike, a memory care facility for seniors, and were also invited to speak at a meet and greet hosted by the Japanese Women's Society Foundation.

In October, the Court volunteered at the Honolulu Zoo to facilitate social distancing between families at each of the exhibits. October was a busy month as the court also partnered with Sakura Hawaii Alumnae to clean the Ehime Maru memorial at Kakaako Waterfront Park, supported the virtual Pet Walk for the Hawaiian Humane Society, and celebrated Halloween by hosting a socially distant trick-or-treating event with Cherry Blossom Festival sponsor, Rainbow Drive-In. The Court had fun dressing up as fruits!

This month, they volunteered with the HJJCC's Adopt-a-School Day project to set up social distancing markers and signage at Honouliuli Middle School, helped Daijingu Temple prepare oharaisama to be mailed to over 2,500 families, and in preparation for Thanksgiving, they wrote and decorated hand-made cards for residents at Kuakini Home.

Almost halfway through their reign, the 68th Cherry Blossom Festival Court is looking forward to more community events and of course, the 69th Cherry Blossom Festival events next year!



## 69th Cherry Blossom Festival

By Lauren Dookchitra and Eryn Muraoka – 69th Cherry Blossom Festival Co-General Chairs

For 69 years, the Cherry Blossom Festival has offered Japanese American women a unique opportunity to learn more about themselves and their heritage. We are pleased to welcome the 11 Queen Contestants to our CBF and HJJCC ohana. Over the past few months, they have been virtually attending a variety of cultural and self-development classes, including manju making, ikebana, kendo, visual presentation, communication and much more.

We would like to acknowledge that the Cherry Blossom Festival would not be where it is today without the generosity of our sponsors, donors, and steering committee. Through their dedication and commitment to the Festival, it has been able to thrive, even during difficult times.

This year's theme is 希望 "Kibou," or Hope. Our hope, rooted in the enduring traditions and values of the Japanese culture in our community, is what sustains us through times of adversity. Together with us, we invite you to support this year's Cherry Blossom Festival to help us keep it vibrant and alive for many years to come.

SAVE THE DATE!

We welcome you to join us at a variety of Cherry Blossom Festival events in 2021. Please follow us on Instagram @cherryblossomfestivalhawaii or visit our website cbfhawaii.com for event details. Due to current social distancing restrictions, many of our events will look a little different next year. However, our Steering Committee is working hard to create a great experience for the Contestants and their supporters.

**Opening Ceremonies**  
**January 23, 2021**

**Public Appearances**  
 - **January 30, 2021**  
 - **February 6, 2021**  
 - **February 13, 2021**  
 - **February 20, 2021**

**Golf Tournament**  
**Pearl Country Club**  
**March 12, 2021**

**Festival Ball**  
**Sheraton Waikiki**  
**April 3, 2021**

## Happy Birthday!

### NOVEMBER

Eric Imada  
 James Odan  
 Justin Muraki  
 Karly Kanehiro  
 Mika Morigawara  
 Traci-Ann Kobayashi

### DECEMBER

Chelsea Okamoto  
 Christopher Nakamura  
 Curt Ueda  
 Darren Yoshioka  
 Eryn Kawamoto  
 Gina Maeda-Caluya  
 Johanna Leung  
 Jolyne Kurihara  
 Kara Iwasaki  
 Kevin Ching  
 Leighton Ota  
 Mark Saiki  
 Matthew Minaai  
 Melani Carrié  
 Saydielyn Arakaki  
 Travis Ito

### JANUARY

Allen Komori  
 Christopher Anjo  
 Hayato Honda  
 Jaylin Petersen  
 Korey Tsubota  
 Reed Kondo  
 Scott Motobu  
 Scott Wada

### FEBRUARY

Andrew Pang  
 Ariel Lee  
 Carly Ishihara  
 Christopher Bueno  
 Cindy Koge  
 Claire Fukuoka  
 Daisuke Kume  
 Garrett Lau  
 Hailey Pedersen  
 Jetson Yee  
 Leila Mitsunaga  
 Ross Kohara  
 Ryan Erik Lam  
 Terrence Kawano  
 Thomas Yamaoka

