



Official Newsletter of the Honolulu
Japanese Junior Chamber of Commerce

SAKURA

FALL 2022

President's Message



Aloha HJJCC Members,

I am honored to be serving as the 73rd President of the Honolulu Japanese Junior Chamber of Commerce. Through my years as a HJJCC member, I have participated in events to give back to the community, learned valuable lessons from experienced professionals from various industries, chaired and co-chaired different committees within the Cherry Blossom Festival, and made so many new friends along the way. As President, I want to give back to our members and provide the same opportunities to network and grow both personally and professionally.

At the start of this fiscal year, our Board of Directors jumped right in and started planning their events. We've already held membership mixers, got active at the Sports Committees' events, participated in community service projects, and had our first quarter Young Business Roundtable of the fiscal year. In addition to events like these, we still have more to look forward to like activities with our Japan sister cities, events and appearances from the 71st Cherry Blossom Festival Queen Contestants, and our annual Nijikai!

I am so grateful to the Board of Directors and their committee members who volunteer their time to plan all of these events and efforts. It is because of their hard work, dedication, and enthusiasm that we are able to provide these amazing opportunities and continue to engage and grow our membership.

Thank you so much for being a HJJCC member and supporting our organization. I am so excited for this year and hope to see all of you at our upcoming events! If you have any questions, please feel free to contact me at president@hjjcc.com.

Sincerely,
Sheri Morishige
73rd HJJCC President

Community Development

By Garrett Lau - VP of Community Development

Community development strives to make our community better by volunteering at local events that improves the community lifestyle and environment, which gives opportunities to our members to volunteer for these events. It helps our members in building a bond with other volunteers and gives a sense of accomplishment in helping the local organization.

In these past months, we participated in the Dragon Boat Festival with the Honolulu Chinese Jaycees in festivities, the Korean Festival with JCI Hawaii in the keiki's gaming tent, the Okinawan Festival with Shinka Hawaii in the yakisoba booth, and the Making Strides Against Breast Cancer event. Our goal for community development is to have at least one volunteering event each month so it gives our members the opportunity to help out and participate. These community events would include previous events we already organized in the past in order to strengthen our bond with other organizations and hopefully, new events as we continue to build bonds with more organizations to build a better community.

Please look out for upcoming events such as our Toys for Tots drive and assisting with New Year omamori sales!

For suggestions or to join the community development committee, please e-mail Garrett at community.service@hjcc.com!



Membership Development

By Hailey Takayesu - VP of Membership Development

To kick off the fiscal year, the HJJCC Board of Directors were invited to a Makizushi Workshop hosted by the Consulate General of Japan. At the workshop, HJJCC Board of Directors learned how to make a beautiful and delicious plumeria makizushi from Resident Chef, Chef Yuta Makino. Attendees also got to try 3 different types of Japanese green tea from Fukuoka's Yame Tea and a Junmai Ginjo Sake from Islander Sake.



Later in the month, HJJCC members got a chance to shop at always a.line's new store at South Shore Market. Always a.line, a Cherry Blossom Festival donor offered our members and their guests 20% off their entire purchase, and had Momo Terrascapes offering 10% off their anthurium kokedama arrangements. Members who spent over \$200 also got a free signature tote to take all their goodies home! After the shopping event, members got together for a pau hana at The Social Honolulu. We shared tasty pupus, great drinks and got a chance to catch up with each other.



In October, HJJCC members were treated to a special Kō Hana Hawaiian Agricole Rum Tour and Tasting led by co-founder, Jason Brand. We learned about how Kō Hana takes heirloom sugarcane grown on the island to create their unique boutique rum, about their business, and how they work to be as sustainable as possible to give back to the local community and environment. We finished off our tour in the tasting room to compare 4 rum varieties and their honey. After the tour and tasting, we spent time catching up with fellow members while trying Kō Hana's brand new daiquiris, before they even hit the market!



Don't miss out on our next membership event: Taiko Workshop with Dragon Beat Hawaii. Be sure to check your email for details!



If you're interested in getting involved and helping to plan future Membership events, email membership@hjjcc.com to join the HJJCC Membership Committee!

Management Development

By Claire Fukuoka - VP of Management Development

After two years of intimate Installation Banquets, the incoming HJJCC Board led by incoming President, Sheri Morishige, was happy to invite VIP guests and friends of member organizations to our annual Installation Banquet on July 23 at the Japanese Cultural Center of Hawaii (JCCH) Ballroom.

Master of Ceremony, Anderson Nguyen, kicked off the program by welcoming all guests and introducing our distinguished guests, representatives from – the Honolulu Japanese Chamber of Commerce, Japanese Cultural Center of Hawaii, Hawaii United Okinawa Association, Japanese Women’s Society Foundation, United Japanese Society of Hawaii, Sakura Hawaii Alumnae, JCI Hawaii, longtime supporter of the HJJCC and CBF organizations, Mrs. Lillian Yajima, and the 70th CBF Court. We were also very privileged to have 12 Past-HJJCC Presidents in attendance. Thank you all for taking time out of your weekend to join us on this special night!

After the official Kanpai to guests by Ross Kohara and Kanpai to HJJCC by George Takase, both accompanied with reflective and lively words of appreciation, the program proceeded with the installation of officers and President. JCI Hawaii President and fellow HJJCC member, Gina Maeda, had the honor and responsibility of installing the 2022-2023 HJJCC Board of Directors before the gavel was officially passed from now- Chair of the Board, Kari Kiyota, to the 73rd HJJCC President, Sheri Morishige.



Management Development Cont.

Tobie Egami gave the invocation and all attendees enjoyed a delicious buffet dinner by in-house Bamboo Catering. After dinner, Kari Kiyota gave her outgoing 72nd HJJCC President's Message before awarding the Co-Director of the Year Awards to Kirstie Maeshiro-Takiguchi and Ruth Taketa and Member of the Year Award to Eric Imada. Kirstie and Ruth then awarded the 70th CBF Steering Committee Members of the Year to Jonathan Taketa and Sydette Higuchi. Congratulations to all the award winners and thank you for your outstanding work with the HJJCC and CBF!

Next, our graduating members were recognized – Sydette Higuchi, Ross Kohara, Neil Kuioka, Laron Miyashiro, and George Takase. Our graduating members celebrated or will celebrate a significant birthday this year and thus will be graduating from the HJJCC organization. Thank you to all our graduating members for all your contributions to the HJJCC over the years!

Finally, Sheri Morishige took the podium to deliver her 73rd HJJCC President Message, eloquently discussing her goals and reminding us of all the joys that HJJCC membership affords us. On that note, Neil Kuioka, for the last time as an HJJCC member, guided us through the ceremonial teji me to close the night.

Congratulations to Sheri and the 2022-2023 HJJCC Board of Directors!
Thank you to all our distinguished guests, members, and friends who joined us in celebration for this wonderful evening!



International Relations



By Lori Higashi - VP of International Relations

Our organization is honored to have five sister chapter relationships in Japan: The Kobe Junior Chamber (JC), Odawara JC, and lastly the Kurashiki JC, Kojima JC, and Tamashima JC, collectively known as the San JC. Even though we were unable to connect in person during the last 3 years of the pandemic, we are grateful that technology provided the opportunity for virtual events to allow us to continue to foster our sister relationships. Save the date for our upcoming virtual rice ball making event with sister city San JCs on 11/19, Saturday, 2pm to 4pm. We are looking for Japanese speaking members who would like to help with translating during the event.

While we close 2022 with virtual events, we are excited that travel restrictions have lifted & our sister cities will be visiting Hawaii in the spring of 2023! The International Relations committee will be diligently planning an aloha filled itinerary to show the sister chapters our local hospitality! These exchanges are valuable experiences for all of our sister city and HJJCC members. Even though there may be a language barrier, it does not stop us from having fun and making long lasting memories. After three long years, we are excited to welcome back our sister cities this coming spring!

If you are interested in joining the International Relations committee to help plan and participate in the sister city hosting, please email Lori at international.relations@hjjcc.com.

Japanese Culture: Momiji-gari (紅葉狩り)

By Kirstie Maeshiro-Takiguchi - Historian

The full reopening of travel to Japan is just in time for one of Japan's most beautiful seasons, autumn or *aki*. Like *hanami*, cherry blossom viewing, in the spring, Japanese have a custom of traveling to hills, valleys, and parks for autumn leaves viewing or *momiji-gari*, which translates to "red leaves hunting," as the leaves change color from October to November. Entire mountains are blanketed with breathtaking red, orange, and gold colors. The news also tracks and reports the progression of the autumn colors, *koyo zensen*, across Japan starting from Hokkaido and down to Kyushu and Okinawa. In comparison to *sakura zensen*, *koyo zensen* lasts a lot longer, about 50 days or so. If you're traveling to Japan in the next few weeks, be sure to make a stop at a park or garden and enjoy the autumn colors!



Young Business Roundtable

By Kacie Hirotsu - Young Business Roundtable Chair

The Young Business Roundtable (YBR) was created to form a strong interactive and influential community among young professionals in Honolulu, and to assist members in excelling in their respective professions and careers. The YBR aims to provide and share opportunities for young professionals to network, to participate in and affect business-related issues, and to gain professional development experiences.

On September 23rd, we kicked off the fiscal year with our first Young Business Roundtable (YBR) event with an in-person presentation “Investing: Tips for Better Investment Outcomes”, with Gordon Nihei. Gordon co-founded Humble Capital Management, LLC. which is the Managing General Partner of Humble Capital Fund I, LP a private investment partnership based in Hawaii in 2009. His involvement and focus is with the capital allocation decisions of the fund that has a value based philosophy that is influenced by the teachings of Warren Buffett, Charlie Munger and Phil Fisher. Gordon shared the difference between price and value, how to determine the value of a stock, why it is important to understand the business before buying, and tips so we “don’t do stupid things”. Members got the opportunity to ask a lot of questions and have one-on-one conversations with Gordon during our networking hour.

Our YBR focus this year is to have one in-person event every quarter and equip the young professionals with skills and tools they can use in their professional career or personal lives. Our next event is geared toward members that may not own their own business but want to grow professionally and advance into higher titles.

Thank you to everyone that attended our first event and please stay tuned for our next YBR coming soon!



70th Cherry Blossom Festival Queen & Court

By Ashley Higa - 70th Cherry Blossom Festival Queen & Court Advisor

After their coronation, the 70th Cherry Blossom Festival Court were presented honorary certificates and recognized in the Honolulu City Council's Council Meeting for their personal accomplishments and their year of service to the community as ambassadors of the Japanese-American community of Hawaii. 70th Cherry Blossom Festival Queen, Shari Nishijima, also received a congratulatory certificate from Representative Greggor Ilagan, Senator Chris Lee, and the Hawai'i State Legislature.



The 70th Court enjoyed a fun-filled summer! In July, they kicked off Obon season at the Mōiilili Summer Fest. Throughout the evening, they offered coloring and origami making for keiki and promoted the 71st Cherry Blossom Festival Contestant Search. Other Obon festival events the Court attended and volunteered at include the Waipahu Soto Mission and Mililani Hongwanji Bon Dance. They also volunteered at the Haleiwa Jodo Mission's Lantern Floating Ceremony, where they assembled floating lanterns prior to the event and then helped with the beautiful ceremony the following weekend.



Of course, it isn't summertime without a golf tournament! At the Japan-America Society of Hawaii's 32nd Annual Friendship Golf Tournament, the Court welcomed back golfers returning from their fun round of golf and handed out door prizes. Before the start of the new school year, the Court participated in a beautification project for Hookele Elementary School. The school staff and students were extremely thankful to come back to a sparkly clean campus.



At the end of July, the Court enjoyed an exciting makizushi workshop sponsored by the Consulate-General of Japan and the Fukuoka Prefecture with members of the HJJCC's Board of Directors. They were able to try different types of tea, learn how to make a deco sushi in the shape of a beautiful flower, and eat their creation after!



70th Cherry Blossom Festival Queen & Court Cont.



In August, the Court flew to Los Angeles to experience the 80th Nisei Week Festival! The Court enjoyed watching the coronation of the 2022 Nisei Week Festival Court, participating in the Nisei Week Festival Parade, and spending the day at Disneyland!!! But the best part of the trip was being able to spend every moment with their sister Courts from Los Angeles and Northern California.



Back home in Hawaii, the Court volunteered at the 40th Annual Okinawan Festival. Shari and Maile co-emceed the program at the main stage with members from the Hawaii United Okinawa Association while the rest of the Court presented leis to the sensei of the performing groups. It was great to see everyone back at the Okinawan Festival after three long years!



Throughout the year, each Court member organizes a community service project to help a cause or organization they are passionate about. For one of their first projects, the Court volunteered with the Hui O Koolaupoko and the Kawainui Wetland Restoration to help clear invasive plants that threaten the natural habitat of the Kawainui Marsh, Hawaii's largest wetland. At the end of September, the Court also organized a Feminine Hygiene Product Drive to collect donations for the Hawaii Home Project, a Homeless Outreach and Medical Education program.



In the first half of October, the Court helped the YWCA prepare for their Dress for Success Benefit Drive which helps empower women to reach their full potential. They also taught senior residents at Arcadia Retirement Residences how to fold origami and read to keiki at the Ali'iolani Family Reading Night.



As the 71st Cherry Blossom Festival begins, the Court is excited to meet and make meaningful connections with the new Queen Contestants! Congratulations and wishing all the best to the fifteen Queen Contestants as they begin their journey!

71st Cherry Blossom Festival

By Heather Furutani - 71st Cherry Blossom Festival General Chair

The Cherry Blossom Festival is a project of the Honolulu Japanese Junior Chamber of Commerce and holds the honor of being the longest, continually running ethnic festivals in Hawaii. For the past 71 years the Festival has enriched the lives of many young women of Japanese ancestry. The Queen Contestants are given the opportunity to connect with their Japanese heritage, develop personally and professionally by improving their leadership and public speaking, and making lifelong friendships as well as memories that will last a lifetime.

This year's theme is, 繋ぐ "Tsunagu," which translates to connect in a meaningful and purposeful way. *Tsunagu* inspires us to deepen our connections with the festival, our culture, and the community. The Festival could not be possible without the support and generosity of our sponsors, donors, steering committee, volunteers, and supporters who are dedicated to continue the mission of the festival and the perpetuation of Japanese culture. The journey of our Queen Contestants started about one month ago. They've been attending a variety of cultural classes including Japanese American History, Ikebana, and Kendo. I am excited for the many cultural and self-development opportunities they will have together throughout the next six months.



If you're interested in learning more about the Cherry Blossom Festival or want to support the 71st year, visit our website www.cbhawaii.com for event details and be sure to follow us on Instagram and Facebook @cherryblossomfestivalhawaii. 71st Festival shirts and annual Souvenir Book are now available to purchase on our website.

SAVE THE DATE!

Opening Ceremonies at JCCH Ohana Festival - January 15, 2023

Contestant Public Appearances:

Pearlridge Center - January 28, 2023

Windward Mall - February 4, 2023

Kahala Mall - February 18, 2023

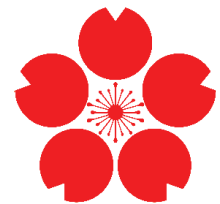
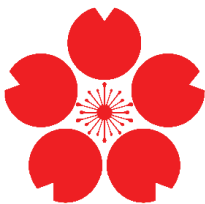
Royal Hawaiian Center - February 25, 2023

Ala Moana Center - March 5, 2023

Contestant Reception at The District - February 11, 2023

Golf Tournament at Pearl Country Club - February 24, 2023

Festival Ball at Sheraton Waikiki - March 31, 2023



71st Cherry Blossom Festival Cont.



Created by the 71st Cherry Blossom Festival T-Shirt Chair and HJJCC Director, Tobie Egami, the inspiration for the t-shirt design was pulled from a mizuki knot tying. Inspired by this year's theme and it's meaning of "lasting connections", we wanted the design to reflect on the connections we make through the festival and how each of our lives are interwoven with one another from the moment we meet.

The knot displayed is an "ume-musubi" knot, "ume" or "plum" flowers are often celebrated as a protective charm against evil, the trees are very resilient, thriving in all climates, from inner city parks to remote frosty mountain tops. A wonderful reminder that happiness and compassion can thrive and bloom in even the harshest conditions. The three cords used in the knot symbolize the past, present and future, allowing us to look back on the relationships and connections that are at the foundation of this long lasting tradition. The relationships that the Queen Contestants are building through this festival today as they go through this journey with one another, and the connections that will be made as this legacy continues on.

The Japanese characters on the back translates to "let us walk hand in hand", may we continue to walk together through each of our journeys through life.

Available for purchase at www.cbhawaii.com/buy in sizes S-2XL.

Sports Committee

By Curt Ueda - Sports Director

Our Sports Committee sought out to create opportunities for members to meet and socialize in a sports related setting. This past quarter we held two events, Golf at the Sports Box and our HJJCC Member Golf Outing. Our first event was Golf at the Sports Box on August 5th. Members and guests enjoyed hitting balls using the three golf simulators that also allowed for other games to be played such as baseball, soccer, bowling, and dodgeball. We were also lucky to have knowledgeable golf lessons from our newest HJJCC member, Jayrald Rabago. Our second event was our HJJCC Member Golf Outing that was held on September 29. Our members socialized and had fun playing 18 holes at Mililani Golf Club. To add a little competition we had prizes for the closest to the pin on all par 3's and also for the four low net scores with handicaps. Keep an eye out for what we have planned next!

If anyone is interested in being a part of our Sports Committee, please email Curt at directors@hjjcc.com. We work together to plan future sports related events.



Happy Birthday!

JULY

Annika Nozaki
Casey Miyashiro
Heather Furutani
Jadyne Yomono
Jonathan Taketa
Kaelyn Okuhata
Kristin Alm Kamakahi
Kurt Nagamine
Marissa Kunsch
Mathew Shibata
Natalie Millon
Reeann Minatoya
Tori Miyagi

AUGUST

Aaron Muraki
Bryant Murakami
David Ota
Jacquelyn Chew
Kelli-Ann Wong
Kirstie Maeshiro-Takiguchi
Larsen Ibara
Lauren Horikoshi
Lori Kim
Masato Ito
Nicole Murashige
Paige Norris
Robert Zane
Ross Uehara-Tilton
Taylor Pagaragan

SEPTEMBER

Crystine Ito
David Torigoe
Devan Kwee
Everett Arakawa
Jennifer Ezaki
John-David Nako
Kacie Hirotsu
Kana Ribultan
Lauren Holt
Lauren Sugai
Michelle Ota
Michelle Tsuda
Tobie Egami
Tyler Navarro

OCTOBER

Chantel Ikehara
Colin Lee
Erin Shiroma
Evan Tom
Jennifer Higa
Joshua Matsuda
Kenneth Kim
Kimberly Takata Endo
Shane Ihara
Victor Chu