

# SAKURA

WINTER 2023/2024



**AARON MURAKI**

## PRESIDENT'S MESSAGE

*Shinnen akemashite omedetō gozaimasu!*

I would like to wish you all a very Happy New Year! Can you believe more than half of the 2023-2024 fiscal year has already passed? Time flies when you're having fun!

Since our Fall Issue of the Sakura Newsletter, we've had a lot of great events. Some of the events included our first-ever New Member Pau Hana, karaoke, our annual Toys for Tots Hawaii event at BeerLab where we collected more than two full boxes of toys to donate, our quarterly golf outing, learning how to build a personal brand on social media, and our many community service events that included volunteering at Daijingu Temple and the Japanese Cultural Center of Hawaii's New Year's Ohana Festival.

This year marked the first time we could return to Japan on a full Goodwill Tour since Covid travel restrictions were lifted. Our group was very excited to return to Japan and visit our Sister Cities! Our itinerary was packed with many exciting activities as we tried to make up for lost time. We look forward to hosting our Sister Cities in the coming months and hope you will join us in welcoming them to Hawaii!

The 72nd Cherry Blossom Festival is in full swing, and you can meet the 72nd CBF Contestants at one of their public appearances or show your support by purchasing a t-shirt and/or souvenir book. Our eight Queen Contestants have been very busy with cultural classes and public appearances, while the 71st Court has been cheering them on and will pass their crowns at Festival Ball in March.

We hope you can join us at a future event to network with fellow members, give back to our community, or just to have fun! We have a lot of exciting events coming up, so be on the lookout for our emails. Thank you for being a member and supporting our organization!

Mahalo!  
Aaron Muraki  
74th HJJCC President



**Honolulu Japanese Junior Chamber of Commerce**

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## COMMUNITY DEVELOPMENT

BY DAVID TORIGOE, VP OF COMMUNITY DEVELOPMENT

Our Community Development committee continues to create many opportunities for members to give back to the community with fun and fulfilling events this past winter and here is a recap.

In the month of October, we helped with two events. The first event at the beginning of the month was the 2023 Making Strides Against Breast Cancer Walk. We helped clean up the race after the event. The next event at the end of the month was the Humane Society Petwalk. We helped to refill the bowls full of water on a very hot and sunny day to keep the pets hydrated throughout the day.

We also had a very busy month of December. In our first event, we served food at the Family Programs Hawaii holiday party. The next event in December, we helped one of our sponsors Japan Airlines (JAL) at the 51st Honolulu Marathon, where we had the opportunity to hand out medals, snacks, and drinks to the finishers. We even had the opportunity to help at the medical tent. In the middle of December, we had our annual Toys for Tots toy drive. It was a very fun night, and we were able to donate two full boxes of unwrapped presents to Toys for Tots.

We started the year off strong by helping Reverend Okada and Daijingu Temple of Hawaii with their annual omamori distribution. We filled online orders and helped with their day of merchandise stand. Later in the month, we had the opportunity to run the KC Waffle Dog Stand at the JCCH New Year's Ohana Festival. We cooked, packaged, and cashiered the stand and the money we made will help to support some of our chamber activities. Also at the Ohana Festival, we had the opportunity to help Reverend Okada move and assemble the shrine for the blessing at the Opening Ceremonies of the 72nd Cherry Blossom Festival.

On behalf of our Community Development Committee, thank you for volunteering. We will continue to plan more fun and fulfilling community service events this coming Spring. Hope to see you all there!

If you are interested in joining the Community Development Committee where you can help plan Community Service events, or if you have an event that needs volunteers in the future, please reach out to [community.service@hjjcc.com](mailto:community.service@hjjcc.com).





## INTERNATIONAL RELATIONS

BY KIRSTIE MAESHIRO-TAKIGUCHI, VP OF INTERNATIONAL RELATIONS

### GOODWILL TOUR 2023

Last November, 19 HJJCC members and the 71st Cherry Blossom Festival Court set off on the first full Goodwill Tour to Japan since 2019. Bright and early on departure day, representatives from Cherry Blossom Festival Diamond Sponsor, Japan Airlines, and Silver Sponsor, JTB Hawaii, greeted our group at the airport and made sure our check-in process went smoothly. Because of Japan Airlines' generosity, we were able to relax in the fabulous Sakura Lounge before our long flight to Kansai Airport.

#### Kobe

Right when we arrived, we were warmly greeted by members of our sister chapter Kobe JC. We kicked off our first night in Japan with a GWT group dinner at an izakaya restaurant in Kobe City and indulged in delicious seafood. We hit the ground running on our first full day in Kobe. Our Official Party accompanied Kobe JC President, Daisuke Miyazaki, and a few of his board members to meet with the Vice Mayor of Kobe City, Masao Imanishi. The rest of the GWT group went on a city walk and stopped at a Kobe JC member's family's senbei ("rice cracker") shop that has been around for 150 years. The full group reunited at lunch, then went to do some shopping at Aeon Mall Kobe Kita and Kobe Sanda Premium Outlet. Later in the evening, we attended a welcome dinner and had a blast playing icebreaker games with the Kobe members.

The next day we visited Yorakuji Temple, run by Kobe JC past president, Kenjo Kai. Kenjo shared with the group about the history of the temple and the importance of Buddhism to Japanese people. We also participated in a shodo ("calligraphy") activity and learned how to write 'Hawaii' and 'Kobe' in Japanese. After lunch, we were able to pound and make mochi with Kobe members. It was a perfect post-lunch activity and dessert! At the farewell dinner, we continued making new friendships and memories with the Kobe JC members. The banquet room was filled with uncontrollable laughter as we played a tournament of charades. From the moment we landed in Japan, until we departed Shin-Kobe station, the Kobe JC members made sure our time with them was nothing short of amazing. Thank you to President Miyazaki and the Kobe JC members for being outstanding hosts!





## INTERNATIONAL RELATIONS (CONT'D)

### Kyoto

After Kobe, the Official Party spent time in historic Kyoto to thank longtime CBF sponsor, Watabe Wedding. The Official Party group, along with Watabe Wedding President and CEO Masayuki Miyase and other Watabe Wedding executives, met with Kyoto Governor Takatoshi Nishiwaki and received a tour of the former main building of the Kyoto Prefectural Office. Later that night, a kaiseki ( “traditional Japanese multi-course”) dinner was hosted at Watabe Wedding’s famous wedding venue, Okakuen. The Official Party was able to spend quality time getting to know President Miyase and his executives. The Court was able to be dressed in beautiful wedding furisode kimono! What a memorable experience!

The next day was time for sightseeing! The Official Party visited famous sites such as Fushimi Inari Taisha, Kinkaku-ji, and Kiyomizu-dera, and shopped around the Ninen-zaka and Sannen-zaka streets. Lunch was a quick stop at Nigiri Chojiro! Our MK driver/guide was incredible for braving the weather with us and made sure we had an enjoyable time!

### Kurashiki

Our next destination was Okayama prefecture to see our San JC sister chapters of Kurashiki, Kojima, and Tamashima! Right when we arrived at Shin-Kurashiki station, the San JC members were waiting for us on the platform and arranged a welcome concert by a saxophone quartet of very talented college students. After lunch, we had fun making customized tatami mat squares with colorful tatami-beri borders that were provided respectively by Kurashiki JC President Kana Tokura and a Kojima JC member. After the activity, we had a tour of a graduated San JC member’s family distillery, Kikuchi Sake Distillery, and was able to taste four of their popular sake with food pairings. Later that night, as the rest of the GWT attended a welcome dinner in Tamashima, the 71st CBF Court had a unique opportunity to be hosted by two members' families! They were able to stay with their host families, play games, and share stories. It was one of the best experiences during the trip!





## INTERNATIONAL RELATIONS (CONT'D)

### Kurashiki (Continued)

We spent the next day in Kojima. We walked around the annual Senn-sai Textile Festival and ate yummy street food from the yatai stalls. After the festival, we stopped at the famous Kojima Jean Street and enjoyed some shopping time. Our tour in Kojima ended at Matsui Orimono, a local tatami-beri border company run by a Kojima JC member and his family. We were amazed how the machines manufacture the beautiful tatami-beri designs, and even more impressed to hear most of the machines are more than 50 years old! At the end of the demonstration, we decorated a Christmas tree with various tatami-beri. The tree was shared in an article in the local newspaper during the holidays. At the farewell dinner in Kurashiki, we had a fabulous time reflecting on the past couple of days of activities and made the most out of our last night together. We were very happy to see Mr. Yoshimura and Mr. Akiyama, former San JC members who had a hand in starting our sister chapter relationship 39 years ago. During the dinner program, the San JC presidents presented a donation to aid Maui's recovery from the wildfires. We are grateful for our sister chapter's heartfelt care and generosity to our local community during such a devastating time.

Before jumping on the shinkansen to Hiroshima, the Official Party had the opportunity to meet Kurashiki Deputy Mayor Hara Takashi and learned about the incredible history of Kurashiki. We had a little time after lunch to walk around Kurashiki's famous Bikan Chiku Historical Quarter and took in the quintessential scenery of the canal and stone roof tile buildings. Thank you to Kurashiki JC President Tokura, Kojima JC President Tsubomoto, and Tamashima JC President Nishi, and the San JC members for showing us the rich culture and history of your cities. We had a spectacular time!

### Hiroshima

The next stop on the Goodwill Tour was Hiroshima. The 71st CBF Court presented 1,000 origami cranes - folded by the 71st CBF semifinalists - at the Children's Peace Monument, then spent time walking through the Peace Memorial Museum. It was a somber experience, but an important time to reflect and remember a tragic part of history. After going through the museum, we had time to explore Hiroshima and have some okonomiyaki! It was a brief, yet memorable trip to this famous city!



HJJCC 来会  
ホノルル日系人青年商工会議所 倉敷・児島・玉島青年会議所  
**HJJCC AND KURASHIKI 3JC  
FAREWELL PARTY**





## INTERNATIONAL RELATIONS (CONT'D)

### Odawara

Next, we headed to Kanagawa prefecture to see our last, but certainly not least, sister chapter, the Odawara JC. We spent the day touring the neighboring town of Yugawara. At lunch, we were welcomed by Yugawara Town Deputy Mayor Tadashi Takahashi, and he shared with our group what makes Yugawara special. To end our Yugawara tour, we went mikan picking at a local farm that overlooked Sagami Bay. That night, we had a delicious yakiniku course dinner at the welcome party and enjoyed meeting more of the Odawara JC members.

On our second day, we went on a guided tour of Okubo Jinja, a Shinto shrine, and Odawara Castle. Coincidentally, we were at the castle grounds during a kiku (“chrysanthemum”) festival and got to see astounding flowers of various colors. The tour built up our appetites, and we were lucky to indulge in the freshest seafood dishes at an Odawara JC member’s restaurant. After lunch, we took a scenic train ride to Hakone and went on a koyo (“autumn leaves”) walk at Hakone Gora Park. That night, we kicked off the evening’s festivities with a friendly bowling competition at Korona Cat Bowl. It was so much fun being teamed up with Odawara members and seeing everyone’s different techniques of throwing the bowling ball down the alley. At the farewell party, an Odawara halau performed dazzling hula numbers, and we had our traditional panty hose tug-o-war competition. The next morning before we had to leave for Tokyo, we visited the Suzuhiro Kamaboko Museum and learned how to make our own kamaboko in various shapes. Thank you to President Tanaka and the Odawara JC members for making our time together so memorable!

### Tokyo

Our last stop of the Goodwill Tour was Tokyo! On our first full day, the Official Party had the honor of meeting with Her Imperial Highness Crown Princess Akishino at the Imperial Palace. It was truly a very special experience to converse with Kiko-sama and share with her some of the highlights of our trip.





## INTERNATIONAL RELATIONS (CONT'D)

### Tokyo (Continued)

In the afternoon, the Official Party attended important meetings to thank two generous and longtime Festival sponsors, Japan Airlines and JTB. At the Japan Airlines Headquarters, we had the opportunity to meet with Executive Officer & Deputy Senior Vice President of Sales and Marketing, Hoshiko Nakano, and other executives. Since 2024 marks Japan Airlines' 70th anniversary servicing Hawaii, Ms. Nakano showed promotional videos that they have been working on to celebrate this company milestone, and shared her hopes that this will encourage more Japanese people to travel to Hawaii this year.

Next, we stopped at JTB Headquarters and met with Executive Officer, President of Global Business Unit at JTB Corporation, Goro Kido. Our group bonded over our love for each other's home countries and cultures, as well as our shared hope for continued growth of tourism for both Hawaii and Japan. The Japan Sakura Foundation hosted a wonderful and welcoming luncheon for the Official Party, and we met with Japan Sakura Foundation Chairman, Fukushiro Nukaga, the Japan Sakura Queens and Princesses, and other JSF members. The program was filled with delightful entertainment, and the JSF members also presented a donation for Maui's wildfire recovery. We were blown away by their generosity and hope that our community can recover quickly.

In between the Official Party's formal meetings and events, we were able to have time to explore the city, including a trip to the teamLab Planets exhibit, Tokyo Disneyland and DisneySea, and stop by some Hawaii-owned and run businesses. A very big thank you to Keitaro Fujii, dear friend of the HJJCC and Kurashiki JC past president, for graciously hosting a dinner cruise while we were in Tokyo!

This trip was everything we thought it would be and more. Our group was grateful to be able to share these unforgettable memories with each other while making new and/or strengthening friendships with our sister chapter members.

The Goodwill Tour is a unique way to experience Japan and see the cultural nuances of different cities. Planning for the 2024 Goodwill Tour has already begun! If you're interested in participating in this fall's Goodwill Tour, please email [evp@hjjcc.com](mailto:evp@hjjcc.com).





## INTERNATIONAL RELATIONS (CONT'D)

### SISTER CHAPTER HOSTINGS

It is our turn to host our sister chapters and showcase our local culture and hospitality! The sister chapter members are very excited to spend time with us. We will be having our first IR committee kick-off meeting to start planning hosting events and activities on Wednesday, January 31st at 6:00 PM via Zoom. If you are interested in joining the International Relations Committee and available to attend the kick-off meeting, please email [international.relations@hjjcc.com](mailto:international.relations@hjjcc.com).

HJJCC members are encouraged to join the hosting events and meet with the sister chapter members. Stay tuned for upcoming emails for more information about hosting events and RSVP dates!

### MEMBERSHIP DEVELOPMENT

BY KACIE HIROTSU, VP OF MEMBERSHIP DEVELOPMENT

One of our focuses this year is membership engagement and the last three events we had did just that. In October, we hosted a New Member Pau Hana at Po'ai by Pono Potions. The purpose of this event was to invite new members that joined within the last fiscal year to network with other new members, get the opportunity to meet the Board of Directors, and get a better idea of what each board member's role and responsibilities include. During this event, we played a couple of games that got the members to interact and learn about each other.

In November, we hosted a karaoke night where members could let loose and let their hidden talents shine. We asked the members to bring their favorite party pupu, so we had a variety of snacks. This was a great opportunity to get to know other members in a more casual setting and create closer bonds.





## MEMBERSHIP DEVELOPMENT (CONT'D)

Lastly in December, we paired up with Community Development and hosted our annual Toys for Tots fundraising event - Make it Rein(beer) at Beer Lab HI. We asked members to donate a new toy or make a monetary donation, and we ended up donating over 60 toys to Toys for Tots! Since it was a reindeer themed event, we asked members to dress up in reindeer apparel or wear reindeer antlers, and we even played reindeer games. Every year, our members look forward to this event!

Thank you to everyone that attended our last three events and look out for our upcoming events in the next few months!



## HAPPY BIRTHDAY!

### OCTOBER

Justin Aoyagi  
Emily Fukunaga  
Sydney Gonzales  
Jennifer Higa  
Shane Ihara  
Chantel Ikehara  
Rex Katahara  
Kenneth Kim  
Colin Lee  
Lauren Lee  
Jamie Lee  
Reid Morihara  
Aaron Murai  
Erin Shiroma  
Kimberly Takata Endo  
Evan Tom  
Daralyn Yee  
Jason Yuasa

### NOVEMBER

Ashley Gabriel  
Eric Imada  
Kei Iwasawa  
Kelli Kimura  
Traci-Ann Kobayashi  
Vincent Lee  
Mika Morigawara  
Justin Muraki  
Brandon Sakata  
Dane Sako  
Jason Sugibayashi  
Kaleen Terayama  
Marisa Terayama  
Kailey Wong  
Tracy Young

### DECEMBER

Justin Akai  
Kevin Ching  
Taylor Date  
Chantel Fonseca  
Aly Ishikuni  
Kelli Katsuda  
Ryan Ko  
Gina Maeda  
Scott Matsuda  
Matthew Minaai  
Marcie Moribe  
Chelsea Okamoto  
Leighton Ota  
Joseph Peters  
Sean Rodan  
Curt Ueda  
Jordyn Valdez

### JANUARY

Chris Anjo  
Shelly Imamura  
Allen Komori  
Sean Lee  
Marissa Matsuyama  
Scott Motobu  
Jaylin Petersen  
Jayrald Rabago  
Kristyn Sugibayashi  
Erin Todoki  
Korey Tsubota  
Matthew Yen



## 72ND CHERRY BLOSSOM FESTIVAL

BY KRISTIN ALM AND GARRETT MATSUMOTO, 72ND CHERRY BLOSSOM FESTIVAL CO-GENERAL CHAIRS

Happy New Year everyone! The 72nd Cherry Blossom Festival has officially begun! Opening Ceremonies was held on January 13th at the Japanese Cultural Center of Hawaii's New Year's Ohana Festival. We express our deepest appreciation to the Japanese Cultural Center of Hawaii for allowing us to continue hosting our Opening Ceremonies at their venue.

Opening Ceremonies began with a ceremonial blessing by Reverend Akira Okada. Thank you, Reverend Okada, for your support of the Cherry Blossom Festival and for bringing us luck for the upcoming Festival year. We were so happy that representatives from the Governor's Office, Mayor's Office, and Consul General of Japan, including Lieutenant Governor Sylvia Luke and Consul General Kodama, were able to attend and give short speeches. The 71st Cherry Blossom Festival Court also made an appearance and Queen Samantha Marumoto gave a short speech. Then we revealed and introduced our 72nd Cherry Blossom Festival Queen Contestants. Thank you to all the sponsors, donors, honorary advisors, instructors, and Festival supporters who joined us, and mahalo for your support.



## 72ND CHERRY BLOSSOM FESTIVAL QUEEN CONTESTANTS





## 72ND CHERRY BLOSSOM FESTIVAL (CONT'D)

With the conclusion of Opening Ceremonies, we're excited to share with you the remaining events that are part of Festival year! There are four public appearances scheduled: Royal Hawaiian Shopping Center, which happened on January 20th, Windward Mall which happened on January 27th, Pearlridge Center, and Ala Moana Center. These events are free to the public, and everyone can learn more about our Queen Contestants as they answer questions on a variety of topics. The appearances also showcase cultural demonstrations from various clubs and organizations, such as Eisa, Hanayagi, and Taiko.

In February, we host our annual CBF Golf Tournament and Contestant Reception. The tournament will be on Friday, February 9th, at Hawaii Prince Golf Club with an 11:30 AM shotgun start. Many supporters of the Festival spend a fun day on the links, playing various games that the Contestants oversee on the course. They also have chances to win team and lucky draw prizes at the banquet at the end of the day.

Contestant Reception is a fun-filled event that will be held at The District on February 17th, starting at 5:00 PM. At this event, the Contestants and other HJJCC members participate in various games and activities that the 71st Cherry Blossom Festival Court creates. We will also have an array of lucky draw prizes for our guests to win!

These events all lead up to the culminating event of the Cherry Blossom Festival: Festival Ball. All the effort that the Queen Contestants have exhibited since September, will be on display during that evening, including a Taiko number, Western phase, and Eastern phase. The 72nd Cherry Blossom Festival Queen and Court will also be selected during this event.

For more information on how to purchase a commemorative souvenir book or Festival t-shirt, please visit our website at [www.cbhawaii.com](http://www.cbhawaii.com). Thank you for your continued support and we look forward to seeing you all at the various events!

### Contestant Public Appearances

Pearlridge Center - February 3, 2024  
Ala Moana Center - February 25, 2024

### Upcoming Events

Golf Tournament - February 9, 2024  
Contestant Reception - February 17, 2024  
Festival Ball - March 16, 2024



The poster features a large white outline of a cherry blossom flower on a dark blue background. At the top, it says "72nd CHERRY BLOSSOM FESTIVAL" with a small red cherry blossom icon. The word "Contestant" is written in a white cursive font, and "RECEPTION" is in large, bold, white capital letters. Below that, it says "THE DISTRICT" and "FEBRUARY 17, 2024 5:00 PM TO 8:00PM". At the bottom, it says "For more information and tickets: www.cbhawaii.com/events".



## 71ST CHERRY BLOSSOM FESTIVAL

BY GINA MAEDA, 71ST CHERRY BLOSSOM FESTIVAL QUEEN'S ADVISOR

In October, the court continued their community service projects with Princess Amber Yonamine coordinating a service day with Kauluakalana, a community-based non-profit that helps to restore the Ulupō heiau, including the surrounding lo'i and fishponds. It was well attended by both past 71st CBF semifinalists and HJJCC members! It was a fun time in the sun getting hands on with the land!

Also in October, the 71st CBF Court volunteered at a Halloween-themed fundraiser for the Advantage Kokua Scholarship - a scholarship for at-risk students pursuing a college education. Queen Samantha Marumoto was an emcee, and the Court assisted with the check-in table and served food to guests. There were so many incredible Halloween costumes!

The Samurai Classic is an annual tradition for the Honolulu Japanese Chamber of Commerce, and the Court was invited once again this year to welcome guests at the clubhouse, sell lucky draw tickets, and pass out prizes. Congratulations to the HJCC on another successful tournament!

To round out October, the Court held a Halloween event at Rainbow Drive-In Kapahulu, complete with games, activities, and prizes! Kids of all ages and families were invited to participate. The Court had games such as witch hat ring toss and activities like temporary tattoos. And of course, there was candy to hand out!

In November, donor Anne Namba invited the Court to model in a special event about day-to-night looks, complete with wardrobe tips and a tutorial on skincare and makeup. It was educational and very helpful!

For two weeks in November, the 71st CBF Queen and Court visited Japan on the Goodwill Tour, thanking sponsors, and making memories with each other! There were so many once in a lifetime experiences that the Court is incredibly thankful for.





## 71ST CHERRY BLOSSOM FESTIVAL (CONT'D)

After some rest, the Court was back in the community, volunteering with the Hawaii United Okinawa Association's holiday craft fair over Thanksgiving weekend! Shortly after that, the Court was serving food with Family Programs Hawaii for their annual holiday party for foster families. After spreading much holiday aloha, the Court took a well-deserved break until January.

From New Year's Eve through the New Year, the 71st CBF Queen and Court, along with HJJCC members, volunteered at Daijingu Temple of Hawaii's omamori sales. What an immersive experience! Many families came to the temple for blessings and to get their omamori (good luck amulets) for 2024. Thank you, Reverend Okada, and Daijingu Temple for having us!

Later that week, 71st CBF Queen Samantha Marumoto attended the annual Honolulu Japanese Chamber of Commerce's Shinnen Enkai and was treated to a very entertaining kabuki play! The program was co-emceed by 70th CBF Queen Shari Nishijima and featured community leaders as stars in the play. HJJCC President Aaron Muraki portrayed the clever police officer, and Director Tobie Egami portrayed the beautiful thief!

The next day, Queen Samantha Marumoto was invited to attend the Narcissus Queen Pageant with HJJCC President Aaron Muraki at Hawaii Theatre. What a beautiful evening of culture and celebrations! Congratulations to the new 74th Narcissus Queen and Court!

The 71st CBF Court has had an incredible experience this far and is full of gratitude for all they have been able to accomplish. They are extremely excited for the 72nd CBF Contestants and can't wait to see them blossom through their own experiences!





## MANAGEMENT DEVELOPMENT

BY ERIC IMADA, VP OF MANAGEMENT DEVELOPMENT

Are you already wondering when Nijikai 2024 will be? Are you already missing those delicious food and beverage samples from our vendors? Or perhaps you're just looking for ways to catch up with old friends with a fun-filled night of entertainment!

I am happy to announce that Nijikai 2024 will be returning to the Japanese Cultural Center on June 28, 2024! Speak to an HJJCC board member and keep an eye on your email for information on when ticket sales go live.

We hope to see everyone there and mahalo for your support!

## PLEASE SAVE THE DATE FOR NIJIKAI 2024!



## YOUNG BUSINESS ROUNDTABLE

BY KRISTINE OKADA, YOUNG BUSINESS ROUNDTABLE CHAIR

On January 11th, we hosted the first Young Business Roundtable of 2024 - "Building a Personal Brand on Social Media", featuring guest speaker Brooke Clayton, founder and chief branding officer at Story Hi Social, a boutique social media agency.

Brooke walked the group through setting clear objectives for our social media platforms and planning content that will resonate with our audiences. We workshopped how to align "aesthetics with objectives" whether as a small business owner, aspiring influencer, or corporate employee. Brooke shared case studies from her local clients, including a hair salon and fashion brand.

The event was held at coworking space BoxJelly in Ward, and attendees enjoyed food from Side Street Inn.

Stay tuned for the next YBR! If you would like to get involved in planning a future event, please contact [ybrhawaii@hjjcc.com](mailto:ybrhawaii@hjjcc.com).





## SPORTS COMMITTEE

BY CURT UEDA, SPORTS DIRECTOR

The Sports Committee's goal is to create opportunities for members to meet and socialize in a sports-related setting. Since our last newsletter, we held two events: our first ever pickleball event and the quarterly Member Golf at Mililani Golf Club.

The pickleball event was held on October 25th. 24 members and guests were able to learn the basic rules from fellow HJJCC member Brandon Sakata, and we all enjoyed the friendly competition. Prizes were awarded, including two brand new pickleball sets, courtesy of our friends at On Point Sports Hawaii.

The Member Golf event was held at Mililani Golf Club on Sunday, December 3rd. 19 members were able to enjoy a day of competition and fun on the course.

Please be on the lookout for announcements of our upcoming events:

- March 6: HJCC x HJJCC Joint Mixer at UH Men's Basketball
- March 24: HJJCC Member Golf at Royal Kunia Country Club
- April 28: 2nd Annual HJJCC Dodgeball Tournament at Halawa District Park

