



# SAKURA



THE OFFICAL NEWSLETTER OF THE HONOLULU JAPANESE JUNIOR CHAMBER OF COMMERCE

Spring 2011

Issue 1

## Vice-President's Message



Dear members,

Shinnen akemashite omedetou! Happy New Year! We are only two and a half months into the New Year and our calendar is already packed with many exciting events. January got kicked off to a great start with the Honolulu Japanese Chamber of Commerce's annual Shinnen Enkai, New Year's banquet, which featured 7 cast members members, including our very own President, Darren Ota, in the infamous Kabuki play "Gonin Otoko" from the movie Shiranami Gonin Otoko: tenka no o-dorobo, where 5 thieves tell their life story before being captured by police. The HJJCC also made its very first appearance as a food booth vendor at the Japanese Cultural Center's Ohana Day Festival on January 9th, selling Kaua'i's famous Flying Saucers – a spin off the old-fashioned Sloppy Joe.

To learn more about upcoming events and how you can take advantage of member benefits, become a fan of the HJJCC on facebook, check us out on twitter or visit our website at [www.hjjcc.com](http://www.hjjcc.com).

Wishing you a prosperous new year,  
Staci Yoshihara  
Executive Vice President

## CBF General Chair Message



Dear members and friends,

Time definitely flies when you are having fun! We will be about 2 months into our 59th Cherry Blossom Festival by the time that you receive this edition of our Sakura and I would like to take this time to thank all of you for your support and being a part of this amazing journey. The Cherry Blossom Festival is not only the largest project that we have, but it is also the most visible and presents many members the opportunity to become involved in the community and to hone their project management skills.

Our theme for the 59th Cherry Blossom Festival is Okage Sama De and I would like to take this time to tell all of our sponsors thank you.....we are where we are today because of you! We have been truly blessed by all of the support from our many sponsors that have remained dedicated to us despite all of the various economic cycles over the years. Two of which that have been with us for over 50 years – Japan Airlines and Shiseido Cosmetics America as well as our first Title Sponsor – Bank of Hawaii. Please see our website [cbfhawaii.com](http://cbfhawaii.com) and [Hjjcc.com](http://Hjjcc.com) for a complete list of all of our sponsors.

Lastly we have many other opportunities for community service, networking and meeting our Sister Chapter members from Japan so as Staci mentions, please stay tuned for some great upcoming events and I look forward to seeing you all there!

# HJJCC CBF Goodwill Tour 2010

by Vice-President of International Relations Brenda Nomura

Have you ever been to Japan? Even if you have, if you haven't been on the Goodwill Tour, it is definitely something you should experience as a HJJCC member. Although I personally have been to Japan numerous times (more than 20 times to date), I can honestly say that the experiences I have had on the Goodwill Tour were the most memorable and the most rewarding. Our sister chapters in Odawara, Kurashiki and Kobe go out of their way to host us and plan various activities for us during our stay in their cities.

The 2010 Goodwill Tour took place October 2nd through the 17th with 18 participants including HJJCC members, the 58th Queen and Court, and court members' parents. The 15 day tour included visits to Tokyo, Odawara, Hiroshima, Kurashiki, Kyoto, Kobe and Osaka. Visits to Odawara, Kurashiki and Kobe were entirely hosted by HJJCC sister chapters.

The main purpose of the Goodwill Tour is to thank Cherry Blossom Festival sponsors and to strengthen relationships with the Japan Cherry Blossom Association and HJJCC sister

chapters. Words cannot describe the generosity and warm hospitality that is received during our visits. Meetings with executives, government officials, Her Imperial Highness Princess Kiko; parties and activities with sister chapter members; all in addition to enjoying the beauty and culture of Japan ...it was definitely an experience of a lifetime.

In our sister chapter cities, some of our experiences included making our own kamaboko, riding world record breaking roller coasters, visiting the Danjiri Festival, touring the Mitsubishi Motors Corporation, enjoying an elaborate lunch at a historical Sake factory, and soaking our tired feet in hot springs. Did I forget to mention all of the parties? And the "after parties"?

Talk to anyone who has been on the Goodwill Tour and I'm sure they will highly recommend it. Experience Japan as you never have before and build relationships with your fellow HJJCC members and sister chapter members. It is an opportunity that you should take advantage of and a chance to make connections in Japan that will last for a lifetime.



# Community Service

by Vice-President of Community Development Stacey Fukuda

On January 9th, the HJJCC participated in its first Ohana Festival at the Japanese Cultural Center of Hawaii. HJJCC members, the 58th Cherry Blossom Festival court and students from Leilehua High School and UH Manoa came out in full force to work our 'flying saucer' food booth. The de-

mand was high but thanks to the hard work of all of our volunteers we were able to sell over 600 of these hot-pocket-like sloppy joes. This Kauai favorite even earned a spot on KITV's morning news. With the success of this event we plan to do more fundraising like this in the future. Stay tuned...



# Young Business Roundtable

by Young Business Roundtable Chair Nathan Gyotoku

The Young Business Roundtable serves as a way for our membership to further their professional development by attending quarterly seminars and meeting influential community leaders.

On September 29, 2010, the YBR presented "Managing a 100-Year-Old Company" with keynote speaker Glenn Hashimoto, EVP and GM of Suisan Company Limited in Hilo. Glenn gave a passionate and informative presentation on how he manages a multi-million dollar food distribution company, and how he approaches the multi-generational workforce that makes up his employee base. Glenn's pragmatic approach and Hilo-based

attitude provides the attendees a viable blueprint for success for when they find themselves in situations dealing with coworkers and employees of different generations.

On December 2, 2010, the YBR presented "Meet Lieutenant Governor Brian Schatz". Newly elected Lt. Governor Brian Schatz joined the YBR to discuss the Abercrombie Administration's plan for Hawaii, as well as share some of his own personal leadership experiences. Being close in age to many of the HJJCC members, L.G. Schatz was able to share some experiences and thoughts on leadership and success.



# United States - Japan Council

by HJJCC Member Kent Mori Walther

At the end of September 2010, the U.S.-Japan Council held its Inaugural Annual Conference in Washington, DC. Through the USJC-ITO EN Leadership Development Program, eight young Japanese American professionals from around the United States – including John Toru Rankin and myself from Honolulu – were granted the unforgettable opportunity to learn about topics of special relevance to U.S.-Japan relations by interacting with an array of distinguished Japanese and American experts from government, business, education, and the media. We were also treated to speeches by surprise visitors Vice President Joe Biden and Speaker of the House Nancy Pelosi.

Finally, I am grateful to ITO EN (North America) Inc. and to the U.S.-Japan Council for the amazing opportunity they provided me and my fellow scholarship recipients to participate in the conference, and I enthusiastically recommend that other young Japanese Americans from Hawaii become involved with the Council and attend the organization's conferences in the future.

One of the greatest highlights of the Conference for me was the chance that we young delegates had to meet infor-

mally with Senator Inouye and speak with him at length. Senator Inouye is one of my personal heroes for all that he has sacrificed and done for the nation and especially on behalf of those who are underrepresented and powerless, and getting to hear his thoughts and advice on a wide range of topics was a special thrill and inspiration that I will always remember.



# 58th Cherry Blossom Festival Court Update

## Spring 2010

by the 58th Cherry Blossom Festival Court

As we rejoice in the new year, we, the 58th Cherry Blossom Festival Queen and Court, are happy to report that our schedules prevail with full bookings, our hearts continue to grow with passion in servicing the community, and our spirits remain high, honored to represent Hawaii's Japanese-American community, the HJJCC and Cherry Blossom Festival. With appreciation for this year-long opportunity, we look back at the Best of 2010: 1 outer-island trip to a sister jaycee, 3 US mainland visits to sister courts, 5 Japan-based meetings with sister jaycees, and 7 Japan cities...countless Japanese cultural events and volunteerism with several nonprofits! Although our calendars look like "black-out" bingo cards, more than the quantity, it is the quality exchange we've shared with real people that have made such a profound impact. Here are a few recent highlights that had a cherished impact on us all.

### "Rosie the Riveters of Royalty"

While the crown and sash, infamous red suits, nylons, and fake hair pieces, are now worn with pride and camaraderie, we're always on the lookout for ways to get rough 'n tough, offering our hands in real labor. Hoping to devote some much needed TLC to our environment, we teamed up with Malama Maunaloa in their efforts to eradicate invasive algae species along the shoreline of Kalaniana'ole Highway. Tabis, gloves, and adventurous attitudes in tow, we hit the ocean, hand picking truckloads of harmful seaweed from the reef. While we agree that tiara sparkles have a magical way with people, we also couldn't resist making use of 6 able bodies - a free

of charge, enthusiastic group of ladies offering support and smiles wherever volunteers are needed most!

### "Traveling Fountain of Youth"

Bridging generations, from young to old, was established early on as a common interest binding all Court members. Working with HUGS during their annual Thanksgiving Appreciation Dinner and respite night, we fastened our party hats and rocketed back to our own youth, serving up laughter and worry-free play time to children and their parents experiencing medical hardships. Interlocking hands in prayer, wide eyes and cheers for our delicious dinner, and strong-willed, cheery kids just wanting to have fun...these are all precious moments that we hope positively impacted each of their lives as much as it did ours. From energetic youngsters to kind elders, we have also been happy to bring merriment to those in their golden years. Our work with the 442 Sons & Daughters to decorate their club house Christmas tree proved to be both meaningful and fun. Also during the holidays, we added carols, a Rudolph impersonator, and hula to the pidgin version of The 12 Days of Christmas to our bag of tricks! Like a band on tour, we were excited to take our performance on the road, visiting both Maunaloa Nursing Home and One Kalakaua Center.

### "Stand Up Soapbox Moments"

Much of what we are passionate about is increasing awareness surrounding the Cherry Blossom Festival. Marissa was a featured panelist at the Haleiwa Shin-gon Mission's 15th Annual Thanksgiv-



ing and Gratitude Seminar. Her portion of the program, "The Blessing of the Crown" was an excellent platform to share her contestant and court experiences and the many blessings that have resulted. Additionally, the entire Court was privileged to attend the 2010 Hilo County Fair, working directly with Hilo Jaycees to not only strengthen inter-chapter relations, but to promote the Festival to our outer island neighbors. We are completely delighted by all that has led us to this point and look forward to all that is still to come! It is with fiery motivation that we continue to seek valuable opportunities. With Festival Ball right around the corner, our excitement for the new contestants builds, and we are reminded that our time as the 58th Cherry Blossom Festi-

val Court is but a segment in our experience! As Contestants we were educated on Japanese traditions and arts, and thanks to the tireless devotion of our instructors, we are now each equipped with the knowledge and passion to be cultural ambassadors wherever life may take us in the future. As a Court, we hope that we've made you proud, representing the Japanese-American community with the Aloha spirit of the Islands. To all that have made this opportunity possible, to all that we have worked with, and to all that have witnessed our growth as a Court - we extend our heartfelt gratitude and hope that we have in some way or another touched your lives as much as you have transformed ours.



The 59th Cherry Blossom contestants at the Opening Ceremony, held at the Hyatt Regency.



The contestants made their final public appearance at Ala Moana center stage.

## 59th CHERRY BLOSSOM FESTIVAL

PRESENTED BY Bank of Hawaii バンク・オブ・ハワイ


### CALENDAR OF EVENTS

**JANUARY 22, 10:00 am**  
Opening Ceremony  
@ Pearl Regency World  
Resort and Spa

**JANUARY 29, 12:00 pm**  
Kalahele Mall  
Public Appearance

**FEBRUARY 12, 12:00 pm**  
Paeo Ridge Center  
Public Appearance

**FEBRUARY 19, 12:00 pm**  
Windward Mall  
Public Appearance

**MARCH 5, 12:00 pm**  
Ala Moana Center  
Public Appearance

**MARCH 13, 1:00 pm**  
Fashion Show  
@ Royal Hawaiian Hotel

**MARCH 13, 4:00 pm**  
Continental Reception  
@ Ko Restaurant and Lounge

**MARCH 18, 11:00 am**  
Golf Tournament  
@ Pearl Country Club

**MARCH 26, 2:00 pm**  
Festival Ball  
@ The Hawaii Theatre

### SPONSORS

**DIAMOND SPONSORS**  
Fujiyama Kinoko Company  
Japan Airlines  
Shoado Cosmetics  
Kyoya Company, LLC  
Obun Hawaii Group  
Pamela Futa Campbell  
Gyotaku Japanese Restaurant

**GOLD SPONSORS**  
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Tori Richard  
Marukai Wholesale Mart

**SILVER SPONSORS**  
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Gyotaku by Naoki  
Images by Steven  
Island Insurance  
JHM Productions  
Service Pacific, Inc.

*Rose Samaha De*

**59th CHERRY BLOSSOM FESTIVAL QUEEN & COURT**  
The 59th Cherry Blossom Festival Queen and Court are pleased to be an integral part of the festival. We are grateful for the support and love of our community and look forward to a successful and joyful festival.

# Save the Date

## Sister Chapter Hostings 2011

We highly encourage you to get involved and come out to meet members of our Japan sister chapters. Over the years, many of our members have made life-long friendships with sister chapter members. You don't speak Japanese? Don't worry. Language is not a barrier to friendship.

Upcoming hostings: March 24 – 27 Kobe JC  
April 22 - 26 San JCs: Kurashiki JC, Kojima JC,  
Tamashima JC  
June (dates TBA) Odawara JC

If you are interested in participating, please contact Brenda Nomura, International Relations VP at [brendanomura@hotmail.com](mailto:brendanomura@hotmail.com) We hope you'll be able to come out and join in the fun.

EXPERIENCE THE 6TH ANNUAL  
*Taste of Marukai!*  
Celebrate with Us  
Thursday, April 7, 2011 • 6 p.m. - 9 p.m.  
**Save the Date!**



Mark your calendar for the 6<sup>th</sup> Annual Taste of Marukai. Delight your taste buds with Alaskan Red King Crab, fresh-cut sashimi, a variety of sushi, and new exciting regional Japanese cuisine.

Experience the excitement of the "Kagami Biraki" ceremony presented by Otokoyama Brewery. It is a symbol of harmony and opening of good fortune. Don't miss the opportunity to partake in your share of good fortune and fun!



Visit us at [www.marukaihawaii.com](http://www.marukaihawaii.com) or call 845-5051 for more event information.  
Follow us on Twitter at [twitter.com/marukaihawaii](https://twitter.com/marukaihawaii)

## Happy Birthday

### January

Christopher Anjo  
Christopher Chang  
Leighton Hara  
Kathi Mayumi Nakayama  
Andrew Nishida  
Yosuke Tanio  
Hisae Uki

### February

Michelle Fujii  
Cory Mitsui  
Kristy Morinaka  
Trisha Morita  
Jonathan Noda  
Liane Oyama  
Rachel Sokugawa

### March

Bessie Fujioka  
Nani Hirosane  
Tanya Masunaga  
Duke Oishi  
Cheryl Sora  
Shawn Taniguchi  
Tomoko Washington

## The Jaycee Creed

We believe:

That faith in God gives meaning and purpose to human life;  
That the brotherhood of man  
transcends the sovereignty of nations;  
That economic justice can best be  
won by free men through free enterprise;  
That government should be of laws rather than of men;  
That earth's great treasure lies in human personality;  
And that service to humanity is the best work of life.