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# JAS CONNECTIONS

Inaugural Issue: Summer 2011

News and Information for Members and Friends  
of the Japan America Society of Southern California



## THE PRESIDENT'S CORNER

Welcome! On behalf of the Japan America Society of Southern California and our new Communications Committee, I am pleased to announce the Society's new e-newsletter!

The purpose of our e-newsletter is to enhance the Society's sharing of information to our membership through a quick, easy-to-read and visually appealing format, which will be distributed by email three times per year. The e-newsletter will highlight recent and future society events, interesting cultural, economic and trade facts, as well

as showcase our members through the Membership Spotlight and New Members sections.

Special thanks are extended to Judy Johnson, a member of the Society's board and chair of the Society's first communications committee. Judy is the regional managing director of GolinHarris, one of the world's leading communications firms. For the past three years, GolinHarris has generously provided pro-bono communication services to the Society, including the support that makes the e-newsletter possible.

Appreciation also is extended to Joel Littleford, a partner at Deloitte Tax. Joel is a member of the Society's board and of the communications committee, and he is serving as editor of this inaugural e-newsletter.

I hope you will enjoy our e-newsletter and we welcome your comments and suggestions. ■

Best regards,

A handwritten signature in cursive script that reads "Doug Erber".

Douglas G. Erber  
President



# 2011 JAPAN RELIEF FUND UPDATES

## FIRST-OF-ITS-KIND E-BOOK DISASTER RELIEF FUNDRAISER

In a first-ever disaster relief fundraising effort, more than 20 prominent, international authors have joined together to create a collection of Japan-themed short stories, SHAKEN: STORIES FOR JAPAN, with 100 percent of the royalties going directly to the Japan America Society of Southern California's 2011 Japan Relief Fund.

SHAKEN: STORIES FOR JAPAN has been published as an e-book and is available for purchase for \$3.99 on Amazon.com's Kindle Store at <http://www.amazon.com/dp/B00556WX9A>. Kindle makes it possible for all author royalties to be deposited directly into the dedicated relief and recovery bank account of the 2011 Japan Relief Fund.

SHAKEN: STORIES FOR JAPAN provides an unparalleled opportunity to raise donations for those affected by the triple disasters in Japan," says Douglas Erber, president of the Japan America Society of Southern California. "I sincerely thank the international collection of authors who generously donated their work to make it possible."

Two of the authors represented in the volume are Japanese Americans: Edgar Award winner Naomi Hirahara; and Anthony and Macavity winner Dale Furutani. The remaining writers are Brett Battles, Cara Black, Robert Gregory Brown, Meredith Cole, Vicki Doudera, Dianne Emley, Timothy Hallinan, Stefan Hammond, Rosemary Harris, Gar Anthony Haywood, Wendy Hornsby, Ken Kuhlken, Debbi Mack, Adrian McKinty, I.J. Parker, Gary Phillips, Hank Phillippi Ryan, Jeffrey Siger, Kelli Stanley, C.J. West and Jeri Westerson. Among them,

these writers have sold hundreds of thousands of books and have won and or have been nominated for prestigious literary awards including the Edgar, the Anthony and Macavity, the Shamus, and others.

Linking the short stories are haiku poems by the 17<sup>th</sup>-century master Basho, translated by Jane Reichhold, and by Issa, translated by David Lanoue. Both translators donated their work, as did the e-book cover designer, writer Gar Anthony Haywood, and the e-book producer, Kimberly Hitchens.

"We believe this is the first time an e-book has been created to raise funds for charitable use," says Timothy Hallinan, project editor of the volume. "This was a labor of love for the authors, all of whom offered to contribute a story and worked to write something special." ■



## AMERICA'S LARGEST SUPPLIER OF FRESH SUSHI DONATES \$200,000

Advanced Fresh Concepts Corporation (AFC), its employees and participating franchises donated \$200,000 to the 2011 Japan Relief Fund to support the humanitarian aid to those affected by the disasters in



Japan. With more than 20 years of sushi bar experience, AFC is the largest supplier of high-quality sushi to supermarkets in North America. Its diverse variety of sushi is prepared fresh daily with the finest ingredients and is conveniently packaged for customers on a tight schedule. ■

## THE COFFEE BEAN & TEA LEAF TO DONATE TO 2011 JAPAN RELIEF FUND

From now until the end of 2011, The Coffee Bean & Tea Leaf® will donate a portion of proceeds from the sale of all retail Genmaicha Green tea tins to the 2011 Japan Relief Fund. The Genmaicha Green tea tins are available online at <http://www.coffeebean.com/Tempting-Teas-C39.aspx?Page=1>, and are sold at The

Coffee Bean & Tea Leaf® stores in Ala., Ariz., Calif., Fla., Hawaii, Mich., Nev. and Texas, as well as online.

The Coffee Bean & Tea Leaf® was founded in 1963 in Calif., with a commitment to finding and serving the best coffee and tea in the world. Today, it has grown into one of the largest privately

## TOTAL FUNDS RAISED BY JAPAN AMERICA SOCIETIES EXCEEDS \$20 MILLION

Member societies of the National Association of Japan America Societies (NAJAS) have raised more than \$20,000,000 to help with relief and recovery efforts after the Great East Japan Earthquake.

The Japan America Society of Southern California's (JASSC) 2011 Japan Relief Fund has surpassed

\$1,300,000, the second highest amount raised among NAJAS member societies. The relief fund of the New York based Japan Society has raised an astounding \$9 million.

"The fund-raising efforts from the Japan America societies were immediate and very successful," says Peter Kelley, president of NAJAS, which provides programs, services, and information to and facilitating cooperation among its member societies throughout North

A portion of proceeds from the 2011 sales of all retail Genmaicha Green tea tins will be donated to the Japan America Society's 2011 Japan Relief Fund.

\$10.20 20 whole leaf tea bags  
or 5 oz. loose leaf tea



owned, family-run coffee and tea companies in the world. Along the way, The Bean, as it is affectionately known, has become the model for a successful coffee and tea company. ■

## 2011 JAPAN RELIEF FUND CHARTER DONOR SUNKIST GROWERS DELIVERS \$200,000 CHECK

On June 1st 2011, Sunkist Growers delivered its check for \$200,000 to aid the Japanese people ravaged by the tragic March 11 earthquake and tsunami disaster. This donation was made as a pledge just one week after the earthquake as a "matching" donation for all donations made by Sunkist Growers'

worldwide network. In a cover letter, Russell L. Hanlin, Sunkist's president and CEO, wrote, "While our commitment was to match total donations up to \$200,000, we feel that providing the full amount at this time will better meet the needs of the people in their recovery."

Sunkist is a leading international citrus supplier of fresh fruit. Headquartered in Sherman Oaks, the company is the oldest and largest

America. "These donations are a wonderful complement to the U.S. government's relief efforts, demonstrating the depth of the grass-roots relationship and the friendship between Americans and Japanese. They have been noticed and deeply appreciated in Japan," adds Kelley.

Expressions of this appreciation from Japanese and American leaders can be read in letters posted on both the JASSC and NAJAS websites. ■

citrus marketing cooperative in the world. Sunkist is also a long-time supporter of the Japan America Society of Southern California.

Sunkist Growers joins Bank of the West, Kennedy Wilson, Quinstar Technology, Inc. and Rafu Shimpo as one of five Charter Donors for the 2011 Japan Relief Fund. For more information about Sunkist Growers' support of the 2011 Japan Relief Fund, please visit: <http://www.sunkist.com/2011-japan-relief-fund.aspx>. ■



# NEW CORPORATE MEMBER SPOTLIGHT

## VALLEY VIEW CASINO & HOTEL

### SOUTHERN CALIFORNIA'S MOST EXCITING GAMING DESTINATION

Valley View Casino & Hotel is the ultimate gaming getaway! The recent winner of 28 awards in *Casino Players* "Best of Gaming" poll, Valley View Casino & Hotel combines the best in casino action with beautifully appointed hotel luxury suites and deluxe rooms with breathtaking views. An adults-only playground, Valley View's 21-years-and-older policy means guests can truly relax and get away from it all. And with San Diego's only Certified Loose slots, exciting table games, seven delicious restaurants, three bars and lounges, free live entertainment nightly and first-class guest service, Valley View Casino & Hotel is the ideal place to play and stay in Southern California.



**Luxury Boutique Hotel** – Guests staying at the new boutique hotel enjoy outstanding views from every room, complimentary poolside breakfast, complimentary overnight valet or self parking, no taxes or resort fees and a free lobster buffet after joining Valley View Casino's Players Club. And joining the Players Club is free, too!



**Gaming** – Whether you enjoy video poker, keno, penny, nickel or higher denomination slots, Valley View Casino is home to 2,000 of the newest and most exciting slots with Southern California's most innovative slot floor, as well as a 30,000-square-foot luxurious non-smoking casino in addition to the main casino. Guests also can use their Players Club cards on Valley View Casino's slots to be eligible to win the Colossal Coin jackpot, an exciting bonus jackpot that starts at \$10,000 and is guaranteed to hit before \$1,000,000.

**Dining** – Valley View Casino & Hotel has many dining options that feature delicious cuisine prepared fresh by some of the top culinary talents in the country, headed up by Vice President of Food & Beverage Howard Silver and Executive Chef Ashley Archer.



**The Buffet** is a dining experience like nowhere else. Recently named "Best Buffet" by local and national publications, The Buffet features more than 200 delicious menu items including carved New York strip, Mexican, Asian and Italian cuisine and endless desserts. The dinner buffet offers fresh seafood including all-you-can-eat steamed Maine lobster, Alaskan King crab legs, jumbo shrimp, fresh rolled sushi, prime rib, oysters on the half shell, bananas foster, chocolate lava cakes hot out of the oven and so much more. Join the Players Club at Valley View Casino & Hotel, and your first, all-you-can-eat buffet is free!

For more information and reservations at the Valley View Casino & Hotel, please visit [www.ValleyViewCasino.com](http://www.ValleyViewCasino.com) or call 760-291-5500. ■

# SAVE THESE DATES!

**SEPTEMBER 12, 2011**

## 43<sup>RD</sup> ANNUAL JAPAN AMERICA GOLF CLASSIC & TENNIS OPEN

The 43rd Annual Golf Classic & Tennis Open will be held at La Canada Flintridge Country Club, 5500 Godbey Drive, La Cañada Flintridge, CA 91011.

Since 1968, the Golf Classic has been a sold-out event, drawing a full tournament of Japanese and American business people. The Tennis Open, held concurrently with the Golf Classic, is an event with the goal of having fun and players of all levels are invited to join. Both golfers and



tennis players will enjoy a joint awards dinner with trophies and \$25,000 worth of additional prizes! For more information, please contact Kay Amano at 213-627-6217, ext. 207, or [amanon@jas-socal.org](mailto:amanon@jas-socal.org). ■



**OCTOBER 9, 2011**

## 15TH ANNUAL JAPAN AMERICA KITE FESTIVAL®

The 15th Annual Japan America Kite Festival® will be held on the entire beach at the Seal Beach Municipal Pier, City of Seal Beach, Calif. on Sunday, Oct. 9, 2011.

The festival attracts more than 12,000 people and features a dazzling display of 1,000 kites of all colors and sizes, ranging from 10 inches to 100 yards long. Three large kite flying fields include a

demonstration field with team precision sport kites choreographed to music, kite ballet, kids kite "candy-drops" and Japanese kite demonstrations. A second field is reserved for families to fly their kites, including the kites every child builds in a free sode ("kimono" shaped) kite workshop. The third field is reserved for the popular, giant "show kites" shaped like animals and cartoon characters.

The festival is free and open to the public. According to members of the American Kitefliers Association, the world's largest organization of

kite enthusiasts, the Japan America Kite Festival® is recognized as the largest kiting event in Southern California and the most "family friendly" kite festival worldwide.



We thank **MATTEL, Inc.** for serving as the presenting sponsor of the Japan America Kite Festival, and **Delta Air Lines** for serving as the official airline of the festival! ■



# MEMBERSHIP COMMITTEE SETS NEW GOALS

On June 8, the newly reinvigorated membership committee met at the offices of Yamaha Corporation of America in Buena Park. The committee worked on a long-term strategic plan to assist the board of directors and board of governors with their efforts to secure new corporate members for Society.

"Membership is the lifeblood of the Japan America Society, and we look forward to both improving our services to our members as well as working to cultivate new members," says Nancy Woo Hiromoto, chairman of the Society. "I am so pleased that Michael Feyder and Perry Moreth have agreed to co-chair this important standing committee, and I am thankful for all those who have volunteered to serve on the committee."

Additional members on the membership committee, not shown in the photo to the right, are Joel Littleford, Toby Mallen, Kappei Morishita, Noriko Oakland, Brian Peck, Edward Perron and Michael Thompson. The committee meets approximately four times per year. If you are interested in serving on the membership committee, please contact Minami Furuya, membership coordinator, at furuya@jas-socal.org. ■



Back, from left: Co-Chairs, Michael Feyder and Perry Moreth, Brian Jemelian, Doug Erber, Doug Galanter, Kurt Miyamoto and Yumiko Tokiwa.  
Front, from left: Nancy Woo Hiromoto, Minami Furuya and Kay Amano.

## DID YOU KNOW...

Japan is the leading single source of Foreign Direct Investment in Los Angeles County, as measured by number of businesses, with 1,413 total establishments or 31.3% of total foreign-owned and -affiliated companies.

- *Growing Together – Japan and Los Angeles County, 2011*, Los Angeles Economic Development Corporation

90% of Japanese investment in southern California has created completely new operations and generated new employment, compared to other foreign investors who are often buy-out existing US companies.

- *Survey of Japanese-American Firms in Southern California*, Japan Business Association of Southern California

Japan is the #2 trading partner of the Los Angeles Customs District at \$48.3 Billion

- *U.S. Census Bureau, USA Trade Online (as of November 2010)*

## 2011 OFFICERS



### Chairman

Nancy Woo Hiromoto  
Vice President  
N. F. Stroth & Associates

### Counsel

Norman A. Futami  
Partner  
Paul, Hastings, Janofsky & Walker LLP

### Co-Vice Chair/Chairman Elect

Terry S. Hara

Deputy Chief, Personnel and Training Bureau

Los Angeles Police Department

### President

Douglas G. Erber  
President  
Japan America Society of Southern California

### Co-Vice Chairman

Kappei Morishita  
General Manager, Blu-ray Standard Group,  
Panasonic Hollywood Laboratory  
Panasonic R&D Corporation of America

### Treasurer

Glen I. Hamakawa  
Partner  
Ernst & Young LLP

### Corporate Secretary

Joseph C. Portillo  
Managing Director & Treasurer  
Fiduciary Trust Company International

## JAPAN AMERICA SOCIETY COMMUNICATIONS COMMITTEE

Judy Johnson, GolinHarris -- Chair  
Randy Higa, Kirin Brewery of America LLC  
Sabrina Higdon, AEG Global Partnerships  
Joel Littleford, Deloitte Tax LLP  
Emile Mack, Los Angeles Fire Department  
Lauren Weidelman, Yakult U.S.A., Inc.  
Designer – Wendy Schoggins, GolinHarris (pro bono)