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Sixty-three years ago, American and Japanese diplomats created the Japan-America Society of Washington DC. The first act of the new Society was to host Prime Minister Nobusuke Kishi in June of 1957. During his visit, Prime Minister Kishi perfectly captured the Society's doctrine when he said: You will agree with me that government-to-government relations are only one side of the picture. Equally, if not more important in tying our countries closely together, are the relations at private levels in the economic, cultural, and other fields.

Much has changed in the intervening years, but the underlying logic and urgency of JASWDC’s mission remains unchanged. Japanese culture, in all of its dynamism and diversity—from miso to manga; from Buddhism to Beyblades—continues to enrich our American lives. Moreover, the relationship between the United States and Japan remains vitally important to American national interests in commerce, security, and promotion of our global values. As we did 63 years ago, JASWDC is proud to contribute to the continuity of this critical relationship by serving as an anchor of U.S.-Japan civil society ties in the National Capital Region and beyond.

Our Fiscal 2020, a year that has posed such extreme hardship to our country and community, has likewise posed complex challenges for the Society. Our foremost challenge was the postponement of our beloved Sakura Matsuri-Japanese Street Festival on what would have been its 60th Anniversary.

Yet, as you will read in this report, this year was also positive for JASWDC in ways that will result in a stronger Society emerging from the pandemic experience. Though it now seems like an eternity ago, our fiscal year began in August with the Society moving into a new home and welcoming Ambassador James Zumwalt as our Board Chairman. Our Annual Dinner in November featured memorable appearances by Japan’s Minister of Defense Kono Taro and JASWDC Honorary Chairman, Secretary Norman Mineta, as well as the inauguration of the John and Hiroko Malott Leadership Award. With the onset of the pandemic, JASWDC created successful virtual platforms for cultural classes, seminars, and networking events. Through the tireless work of our community and volunteers, our Society produced a “Digital Japan Bowl”, sustaining one of the Japanese pillars of D.C.’s world-famous National Cherry Blossom Festival, even in the face of the pandemic. Through the deft action of our language school staff, JASWDC shifted our Japanese Language School to a virtual platform in time to save the full spring semester—enrollment is now as high as any point in recent history.

In this difficult year, JASWDC has much to be grateful for. In particular, I would like to stress our appreciation and admiration for our community for its continued enthusiasm, engagement, volunteer support, and financial resources. It is thanks to you that, 63 years since Prime Minister Kishi’s visit, and in the face of the past year’s unique challenges, the Society continues to play its important role enriching U.S.-Japan civil society ties in the Nation’s Capital Region.

Ryan Shaffer
JASWDC President
ABOUT JASWDC

OUR VISION

To be widely recognized as the National Capital area’s most dynamic, trusted, and accessible promoter of understanding between Americans and Japanese of every generation.

OUR MISSION

Drawing on the unique resources of Washington, D.C., the nation’s capital, JASWDC promotes friendship and understanding between Americans and Japanese through dynamic and innovative cultural, educational, public policy, and business programming, including programs of national significance.

OUR VALUES

- We are trusted stewards of the U.S.-Japan relationship, committed to mutual understanding and service to our community

- We are friendly and welcoming to all who seek to advance their understanding of Japan and contribute to U.S.-Japan ties

- We are reliable and trusted partners to other institutions

- We operate with honesty, integrity, transparency, and the highest ethical standards
Honorary Patron
His Excellency Shinsuke J. Sugiyama, Japanese Ambassador to the US

Honorary Chairman
The Honorable Norman Y. Mineta, Mineta & Associates, LLC
The Honorable John V. Roos, Geodesic Capital

Chairman Emeritus
William T. Breer
Ambassador Rust M. Deming, Johns Hopkins University, SAIS
Matthew P. Goodman, CSIS

Officers
Ambassador James P. Zumwalt, Chairman
Go Eguchi, Mitsubishi Corporation (Americas), Vice Chair
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Legal Advisor
David Levine, Groom Law Group

Accountant
Jo-Anne Williams-Barnes, JFWA Accounting Services
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- Lt. Gen. Wallace Gregson, Avascent Global Advisors
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- Keiko Honda, SIPA
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- Eileen Pennington, The Asia Foundation
- Louisa Rubinfien, University of Maryland
- Ryan Shaffer, JASWDC President (Ex Officio)
- Sufumi So, Hong Kong University
- Mireya Solis, Brookings Institution
- Hiroyuki Takai, European Energy Exchange
- Ambassador Kurt Tong, The Asia Group
- Rick Weir, Northrup Grumman Corporation
- Ryota Yoshimura, Sumitomo Corporation of Americas

Counselors
- Lyle Blanchard, Greenstein DeLorme & Luchs, P.C.
- Dr. Kent E. Calder, Johns Hopkins University, SAIS
- Glen Fukushima, Center for American Progress
- Ambassador Thomas C. Hubbard, McLarty Associates
- Katsuhiko Ichikawa, Central Japan Railway Company
- Ambassador John R. Malott
- Yoshie Ogawa
- Pamela Passman, CSIS
- Andrew M. Saidel, Dynamic Strategies Asia LLC
- Dr. Sheila A. Smith, Council on Foreign Relations
CONTRACTORS & VOLUNTEERS

Sakura Matsuri - Japanese Street Festival
Colette Fozard, Festival Operations Manager
Yuko Chiba, Festival Production Manager

Japanese Language School Teachers
Junji Akashi
Sachiko Beeman
Kumiko Chikata
Yuko Floyd
Kayoko Graf
Izumi Howe
Kaori Hunter
Kaori Iwai
Chisato Kinoshita
Yuko Koga
Ema Masse
Yoko Nagasaka
Kimiyo Watanabe
Yumiko Yoshida

Volunteers
As a grassroots organization, The Japan-America Society of Washington DC relies on the generous support of over 700 volunteers to run its programs and events each year. The Sakura Matsuri mobilizes our National Capital Region Community for massive volunteer support. Matsuri volunteers, including 75 volunteer chairs of 15 Sakura Matsuri Committees, preside over different aspects of festival management. These various aspects of the Festival are, in turn, staffed by over 600 day-of volunteers.
Sakura Matsuri is the largest one-day celebration of Japanese culture in the United States and is proud to serve as the grand finale of Washington, D.C.’s National Cherry Blossom Festival. As JASWDC’s longest standing program, Sakura Matsuri began as a small “friends and family” bazaar and now regularly attracts over 30,000 people each year to Pennsylvania Ave. Sakura Matsuri is held each year between 3rd and 7th St, NW, right in front of the Capitol Building on Pennsylvania Ave.

PERSONNEL

Yuko Smith, Festival Director
Yuko Chiba, Festival Production Manager (Contractor)
Colette Fozard, Festival Operations Manager (Contractor)

Sakura Matsuri management also includes 75 volunteer chairs of 15 Sakura Matsuri Committees, which preside over different aspects of festival management including Logistics, Information, Entrances, Chairman’s Hospitality Reception, the four different Areas of the festival: Performing Arts, Arts & Culture, Ginza Marketplace and Japan Now alongside Sake Tasting, and Beer Stations. These various aspects of the Festival are, in turn, staffed by over 600 day-of volunteers.

FY20 REPORT

The 2020 Sakura Matsuri would have been the Festival’s 60th Anniversary. To the great sadness of the Society, our volunteers, and the tens of thousands of attendees who regularly participate in the Sakura Matsuri, JASWDC postponed the festival until further notice, in compliance with orders from the District of Columbia affecting large public gatherings during the Coronavirus outbreak. JASWDC looks forward to welcoming our community back to the Sakura Matsuri at the earliest prudent date. Planning for the Festival’s 60th anniversary has already begun.
The National Japan Bowl is the largest high school Japanese language competition in the United States. Created by the Japan-America Society of Washington DC in 1992, the National Japan Bowl tests high school students on their understanding of Japanese language, culture, history, literature, and other related topics. The competition serves as an invaluable tool for motivating the study of Japanese language in American high schools.

Held each spring as a participating event of the National Cherry Blossom Festival, the National Japan Bowl attracts roughly 200 high school students from across the country. Over the two-day competition, teams compete across three levels in a series of preliminary, conversation, and championship rounds. The winning team from the National Japan Bowl's top level is awarded a trip to Japan, where team members are received by dignitaries such as the United States ambassador to Japan, Japan's First Lady, and Princess Takamado, the competition's honorary patron.

JASWDC also supports Regional and Global Japan Bowls that have been created by 6 different organizations across the country and in 11 countries around the world. All of these competitions are connected to JASWDC by our Japan Bowl Council, which annually creates the intellectual content upon which Regional and Global Japan Bowl competitions are based. JASWDC's Japan Bowl program truly has global impact, incentivizing the study of Japanese language across the world. JASWDC owns the rights to the Japan Bowl name and logo.

PERSONNEL

Nancy Marsden, Director
Margaret Geanacopoulos, Japan Bowl Assistant

JAPAN BOWL COUNCIL

Aoi Takai
Margaret Breer
Jessica Kling
Yoko Lawless
Sang-mi McHale
Yoshiko Mori
Noriko Otsuka
Louisa Rubinfien
Sufumi So
Takae Tsujioka

PRINCESS TAKAMADO WELCOMES STUDENTS TO THE DIGITAL JAPAN BOWL
FY20 REPORT

In 2020, JASWDC chose not to convene an in-person National Japan Bowl out of concern for the health and safety of our students amidst the Coronavirus pandemic. In its place, JASWDC held a Digital Japan Bowl, which condensed the competition into a single-day event. This year’s circumstances were disappointing to the students, many for whom the competition is a precious opportunity to visit the Nation's Capital and meet with other students who share their passion for Japan. However, the creation of the digital competition also created new opportunities, including enabling participation from students for whom the cost and transportation might otherwise have proven prohibitive.

In total, 170 students participated, comprising 53 teams from 29 schools in fourteen different states and territories. The championship rounds were livestreamed through YouTube to an audience of approximately 5,000 viewers on the day of the competition. The archived content has earned over 2,400 views through the end of FY20 in July.

JASWDC plans for a second Digital Japan Bowl in 2021 before returning to an in-person format to celebrate the program’s 30th anniversary in 2022.

2020 FINALISTS

Level 4
1st Thomas Jefferson High School for Science and Technology (VA)
2nd Cupertino High School (CA)
3rd Stuyvesant High School (NY)
4th Lynbrook High School (CA)
5th Montgomery Blair High School (MD)

Level 3
1st Stuyvesant High School (NY)
2nd Cupertino High School (CA)
3rd Thomas Jefferson High School for Science and Technology (VA)
4th Townsend Harris High School (NY)
5th Lynbrook High School (CA)

Level 2
1st Townsend Harris High School (NY)
2nd Cupertino High School (CA)
3rd Stuyvesant High School (NY)
4th Thomas Jefferson High School for Science and Technology (VA)
5th Lake Braddock High School (VA)
The Japan-America Society of Washington DC operates the largest and longest-standing Japanese Language School for adults in the Washington DC area. Many of our students say that it is also the best. The school's core offering is 20-25 different Japanese classes at four levels, from beginner to advanced. There are four semesters per year and classes meet once a week for 1.5 hours.

The language school also holds preparatory classes in the Summer and Fall for the Japanese Language Proficiency Test (JLPT) N1 level, and an English language class for native Japanese speakers. In the spring semester of 2020, JASWDC began offering English classes for children.

**PERSONNEL**

Yuko Smith, Director  
13 Contractual Language Teachers

**FY20 REPORT**

JLS is now at the end of its 2020 Summer Semester, which lasted from July 6 to September 13 (10 weeks).

**SUMMER 2019**

- Number of Students: 167 (7.5/class avg.)  
- Number of Classes: 22

**SUMMER 2020**

- Number of Students: 233 (8/class avg.)  
- Number of Classes: 29  
  (4 classes offered on weekends)

The Coronavirus pandemic came to the Capital Region just as our Winter semester was closing. In order to commence our spring semester on schedule, JASWDC language school staff swiftly created a virtual platform for our language classes, moving the entire school to Zoom Meetings within the two-week recess between semesters. Although JASWDC reduced maximum class sizes as teaching staff became acquainted with the new platform, enrollment remained relatively steady during the spring semester. By the summer semester, JASWDC found that enrollment had increased by nearly 30% from the previous year due to the convenience that the platform offers to students.

We plan to reopen our physical school as soon as possible. However, we will integrate online courses into a new range of in-person & virtual offerings, enabling our school to continue growing as it expands its reach to areas outside the National Capital region.
US-JAPAN CAPITAL GALA

The Society’s US-Japan Capital Gala and Silent Auction, held in Washington D.C. each fall, serves as the preeminent annual celebration of the U.S.-Japan friendship in the Nation's Capital. The event has been referred to as “Washington's U.S.-Japan prom.” Over the years, the Gala has welcomed and honored some of America and Japan's most distinguished leaders. The Gala and Silent Auction are a primary source of support for the Japan-America Society's many educational and cultural activities, which introduce Japan and Japanese culture to residents of the Nation's Capital Region.

PERSONNEL

Olivia Kent, Gala Director
Yuko Smith, Silent Auction Director

FY20 REPORT

The 2019 Annual Dinner and Silent Auction, held on Wednesday, November 20 at the Fairmont Washington, D.C., welcomed a total of 210 guests, including many top U.S.-Japan thinkers, business leaders, policymakers, and alliance managers. The event was highlighted by an appearance from Japan's Minister of Defense Kono Taro, who received the Society's Marshall Green Award.

Japanese Ambassador to the United States H.E. Shinsuke J. Sugiyama opened the event with a toast, featuring a local American Sake Brewery, North American Sake. Board of Trustees Vice Chair Emma Chanlett-Avery (Specialist in Asian Affairs, Congressional Research Service) presided over a panel discussion on "Japan-US Relations: Views of Washington's Top Experts" that featured Richard Fontaine (President, CNAS), Sheila Smith (Senior Fellow for Japan Studies, CFR), and Michael Green (Senior Vice-President for Asia and Japan Chair, CSIS). JASWDC was delighted to present the inaugural John & Hiroko Malott Leadership Award to Kizuna Across Cultures and Joshua Beatty.

JASWDC was honored to welcome back our Honorary Chairman, Secretary Norman Mineta, who gave a powerful and memorable closing toast.
2020 SPONSORS

Kiku
Mitsubishi Corporation (Americas)
S&R Foundation

Tsubaki
Astellas US LLC
Sasakawa Peace Foundation USA

Akizakura
Aflac
Hitachi, Ltd.
ITOCHU International Inc.
Marubeni America Corporation
McLarty Associates
Mitsubishi Heavy Industries America, Inc.
Mitsui & Co. (U.S.A.), Inc.
MUFG Bank, Ltd.
Sumitomo Corporation of Americas
Toshiba America, Inc.
Toyota Motor North America, Inc.

Momiji
NEC Corporation of America
Japan Automobile Manufacturers Association, Inc.
In 2014 JASWDC established the Tanaka and Green Academic Scholarships to support short-term academic study (one semester or one academic year) at colleges and universities in Japan. The scholarships are made possible thanks to the Society's H. William and Lily Tanaka Scholarship Endowment and the Marshall and Lispenard Green Educational Endowment. Since its inception, the Tanaka & Green Scholarship has been awarded to 30 students for exchange programs in Japan.

The Society will give up to $5,000 for one academic year and up to $4,000 for one academic semester for the 2020-2021 academic year. The scholarship may be used for any combination of tuition and other academic fees, room and board, travel and transportation (including travel within Japan), and other approved expenses.

**PERSONNEL**

Nancy Marsden, Scholarships Coordinator

**2019-2020 RECIPIENTS**

David Austin Aguilar – University of Texas-Austin
Kyoto University

Rachel Flatt – Middlebury College
International Christian University

Peri Johnson – University of Maryland, Baltimore County
Nanzan University

De-Jia Long-Hillie – University of Maryland, Baltimore County
Nanzan University

Jacqueline Marquis – George Mason University
Aoyama Gakuin

Alice Perrine – University of Virginia
Waseda University

Kelly Shea – The College of William & Mary
Keio University

2018 Scholarship Recipient
Hayley Snowden

H. William Tanaka (left) and
Ambassador Marshall Green (right), both past presidents of the Japan-America Society of Washington DC.
Japan-in-a-Suitcase (JiS) is a free program which packs a little bit of Japan into a suitcase and brings it to children at schools, libraries, camps, and festivals in the Greater Washington, D.C. area. The goal of the program is to promote understanding of Japanese culture to school children from kindergarten and up through presentations, hands-on activities, games, and demonstrations.

In the past, JiS has also visited the Japanese Ambassador’s residence, the U.S. Department of State, and the Library of Congress for Japanese culture-related educational programs. In a typical year, we visit over 40 schools, libraries, and organizations, and reach out to over 2000 children in elementary and middle schools.

PERSONNEL
Margaret Geanacopoulos
JiS Interns and Volunteers

FY20 REPORT
The spring season began with a strong start, with a total of 6 visits in the first three months of the year. However, the program was suspended in March once the threat of the Coronavirus had become clear. Since then, in an effort to continue providing Japan cultural content aimed at school children, the Society has released weekly JiS-branded videos on Facebook and Instagram, which feature tutorials on various Japanese crafts for children.

PROGRAM PLANS
Staff is working to create a full-curriculum for online JiS visits, where staff and volunteers join virtual classrooms around the DMV to give presentations and facilitate activities centered on Japanese culture.

The long-term goal for the program remains expanding its reach into underprivileged communities throughout the Washington, D.C. area; providing equal opportunity for children to learn about and develop interest in Japanese culture.
MEMBERSHIP & COMMUNITY PROGRAMS

In addition to the Society’s core programs (Sakura Matsuri, Japan Bowl, US-Japan Capital Gala, and our Japanese Language School), the Society hosts many programs that occur on a regular or semi-regular basis. In contrast to our core events, which hold nationwide and sometimes global significance, the Society’s ongoing programs fulfill our core mission as one of the nation’s Japan America Societies, providing access to Japanese cultural and topical events for our local community.

PERSONNEL

Nancy Marsden (Ongoing Member Programs)
Yuko Smith (Ongoing Member Programs)
Olivia Kent (Ongoing Member Programs)
Margaret Geanacopoulos (Seasonal Programs)
Society Volunteers and Interns

FY20 REPORT

FY20 began with a full complement of recurring cultural classes and networking events. In response to the Coronavirus, some of these events have been indefinitely postponed, while JASWDC has succeeded in shifting many of these programs online. Building on the successful conversion of our Japanese Language School, we are now also holding Japanese Cooking Classes, Networking Lunch in Japanese sessions, Ohanashikai, and J-Book Club — all online. In general, converting to online programming has resulted in growth and regional diversification of participants, and has likely helped boost membership as well as newsletter and social media readership. The below table reflects ongoing program activity by the fiscal year close:

<table>
<thead>
<tr>
<th>Programs</th>
<th>Frequency</th>
<th>Attendees (avg.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lunchtime Yoga in Japanese</td>
<td>Suspended</td>
<td>8</td>
</tr>
<tr>
<td>Ohanashikai (Japanese Story Time)</td>
<td>Twice monthly (online)</td>
<td>15</td>
</tr>
<tr>
<td>Calligraphy Class</td>
<td>Monthly (online)</td>
<td>4</td>
</tr>
<tr>
<td>Networking Lunch in Japanese</td>
<td>1st &amp; 3rd Friday (online)</td>
<td>2</td>
</tr>
<tr>
<td>Ikebana Class</td>
<td>Suspended</td>
<td>10</td>
</tr>
<tr>
<td>J-Book Club</td>
<td>Monthly (online)</td>
<td>15</td>
</tr>
<tr>
<td>JETtoastmasters</td>
<td>Suspended</td>
<td>4</td>
</tr>
<tr>
<td>JASWDC Cooking Class</td>
<td>Every three weeks (online)</td>
<td>17</td>
</tr>
<tr>
<td>Kimono/Yukata Class</td>
<td>Suspended</td>
<td>2</td>
</tr>
<tr>
<td>Lecture Series and Annual &amp; Special Events</td>
<td>Throughout the year</td>
<td>20</td>
</tr>
</tbody>
</table>
On October 30, 2019, JASWDC continued its collaboration with the National Association of Japan-America Societies, National War College, National War College Alumni Association, and Sasakawa USA to host the Japan-U.S. Military Program (JUMP) event at historic Roosevelt Hall before an audience of 165 guests. The evening featured remarks from Japan’s Defense Attache, Lt. Col Yoshiki Adachi, followed by a panel discussion on the U.S.-Japan alliance and security in the Indo-Pacific region, with Emma Chanlett-Avery (Congressional Research Service), Chris Johnstone (US Department of Defence), Ambassador Mark Lippert (Boeing International) and Bonnie Glaser (CSIS).

JUMP EVENT

In FY19 JASWDC hosted five annually recurring or one-time events.

Three such events were made possible by generous grants from the National Association of Japan-America Societies: our annual Japan in the Year event, the Japan-US Military Program event, and a one-off seminar entitled US Oil & Gas Market - COVID-19 X Factor. A further two were our annual Otsukimi and Shinnenkai (New Years) celebrations.

JAPAN IN 2020

JASWDC hosted Japan in 2020: A Look at the Year Ahead in partnership with the Carnegie Endowment for International Peace on January 24, 2020. The Society’s 2020 edition of its annual event centered on two panels featuring David R. Stillwell, Assistant Secretary of the Bureau of East Asian and Pacific Affairs at the U.S. Department of State, and Hiroyuki Akita, Editorial Commentator at Nikkei. Discussions focused on issues and events pertinent to Japan in the upcoming year, such as the Tokyo 2020 Olympic and Paralympic Games and expected state visit by Chinese President Xi Jinping. Needless to say, this year’s predictions for the year ahead failed to account for the Coronavirus. The event was funded by a generous grant from National Association of Japan-America Societies.
**COVID-19 X FACTOR WEBINAR**

On June 9th, 2020, as part of the National Association of Japan-America Societies & Keizai Koho Center Business Speaker Series, The Japan-America Society of Washington DC held “The US Oil and Gas Market Challenge facing Japanese Business: COVID-19 X Factor” webinar. The event brought together experts to present insights into how the spread of the COVID-19 virus will affect the growth of the Japanese Oil and Natural Gas industry. JASWDC President Ryan Shaffer moderated a discussion between experts Hiroyuki Takai (Sumitomo Corporation of America), Nobuo Tanaka (Sasakawa Peace Foundation), and Samantha Gross (Brookings Institution).

**OTSUKIMI**

JASWDC hosted its annual Otsukimi festival on October 26, 2019, welcoming 153 attendees to an evening event at the National Arboretum. This year’s guests enjoyed sake tasting, mochi pounding, traditional tea ceremony demonstrations, music performed by the Toho Koto Society, and access to the National Arboretum’s world class bonsai exhibit, all under the light of the autumn moon.

**SHINNENKAI**

On January 24, 2020, JASWDC hosted the first-annual New Year’s Party/新年度会 at NEC’s Customer Experience Center in Rosslyn, Virginia in celebration of our staff, volunteers, and corporate supporters. The Society’s 130 guests enjoyed sake provided by North American Sake Brewery and made-to-order sushi by Chef Atsushi Kato.
Digital storytelling is the backbone of any social media strategy but is especially key when it comes to promoting the activities of small non-profit organizations such as the Society. In every post, comment, and photo, it is our aim to communicate the Society's role as a bridge between the U.S. and Japan at the people-to-people level in all facets, from cultural to political.

By engaging with larger platforms in our community (National Cherry Blossom Festival, Washington Wizards, Otakon, Embassy of Japan, and JICC) we have amplified our online presence and established the Society as a relevant and reliable source of content for old and new followers. As a result we have seen a steady increase in engagement across all of our accounts.

### SOCIAL MEDIA OVERVIEW

A snapshot of our overall reach across Instagram, Facebook, Twitter, and YouTube:

1. **FOLLOWER GROWTH**
   + 872 for a total of 6,590

2. **VOLUME OF POSTS**
   4-5 times/week

3. **AVERAGE REACH RATE**
   15,000

4. **AUDIENCE GROWTH**
   13.2%

### ONLINE SERIES

- **Japan in a Suitcase**
- **Weekly Nihongo**
- **Japan in 3**

### HIGHLIGHTS

- Surpassed 1,000 followers on Instagram
- Twitter followers increased from 250 in 2019 to 801 in 2020
- Online collaborations with NCBF & Washington Wizards
- Over 4,000 viewers for Digital Japan Bowl

### SHORT-TERM GOAL

Expand the Society's online presence through community engagement. Continue to grow participation in language and culture programs.

### LONG-TERM GOAL

Create and implement cohesive branding for JASWDC across all internal and external communication platforms. Centralize satellite program pages and websites under the Society's umbrella and reinforce our identity and image within the D.C. Capital Region as a bridge between the US and Japan.
The Society’s website, www.jaswdc.org, is its main hub of information. Prospective students of the language school, program attendees, and those interested in U.S.-Japan relations visit the site to learn more about our mission, what we do, and what our upcoming programs and events are. It is important we are able to track this activity, which is why the Society configured Google Analytics tracking on the main JASWDC website in April. We are now able to view and track user engagement and behavioral patterns, and session analytics on all pages across the website.

The website has the most traffic during the registration periods of the Japanese Language School as well as during the springtime (February-April), as people visit our site to find out more information about the Sakura Matsuri and Japan Bowl. In general, the Upcoming Events page is the most or second-most popular page of the site.

**FY20 WEBSITE IMPROVEMENTS**
- Updated program pages and website theme
- Dynamic home page slider to highlight online programs and upcoming events
- Reorganized menu for user-friendly experience
- Removed outdated content and event pages

**NEWSLETTER**
The Society sends out a bi-weekly newsletter that covers upcoming programs, events, and classes, as well as programs hosted by other U.S.-Japan organizations and/or our members that are relevant to our audience. Depending on urgency, program-specific newsletters are sent as well. These newsletters are sent (unless otherwise specified) via Constant Contact to our entire mailing list, which includes both members and non-members.

**USER DATA**
- Sent to 4846 contacts
- 37% open-rate
- 9% click-rate (on-par with industry avg.)
- Over 200% growth in contact list from 2019 to 2020.
MEMBERSHIP REPORT

CORPORATE MEMBERSHIP

JASWDC offers Corporate Memberships at three levels: “Yokozuna,” “Ozeki,” and “Sekiwake.” The “Komusubi” level is also available to non-profits, academic institutions, or small businesses.

CORPORATE MEMBER BREAKFASTS

JASWDC hosts Corporate Member breakfasts throughout the year for members at the "Yokozuna" and "Ozeki" level. These breakfasts, whether held in-person or online, feature a moderated discussion with a notable guest speaker followed by a Q&A session with invited guests.

FY20 SPEAKERS

- Ambassador Kurt Tong (The Asia Group) October 23, 2019
- Kelly Rzendzian, (Department of Commerce) December 12, 2019
- Thomas Countryman (Arms Control Assc.) January 9, 2020
- Kurt Campbell (CNAS) April 16, 2020
- Michael Schiffer (Dept. of Defense) June 5, 2020

INDIVIDUAL MEMBERSHIP

Our current individual membership is 10% higher than previous years with a total of 568 members. There was an increase of 15% in June 2020 after a lapsed member drive to recover inactive, former members.

In June we consolidated individual membership transactions and records by moving from Acceptiva and FileMaker to Wild Apricot. Wild Apricot is a CRM platform that provides both an internal and external interface, allowing members to access their account, update contact and payment details, register for events, and renew their membership all in one place. The shift to Wild Apricot has dramatically improved membership management and ease of use both internally and externally.

YOKOZUNA ($5,000): 4
OZEKI ($3,500): 10
SEKIWAKE ($1,500): 26
KOMUSUBI ($500): 9
TOTAL: 49

+2 SINCE JAN 2020 (KEIDANREN, PANASONIC)

UME ($60): 285
STUDENT ($40): 38
TSUTSUJI ($250): 11
KIKU ($1500): 1
FREE: 79
JAPAN BOWL ALUMNI: 148
LIFETIME: 6
TOTAL: 568
DIGITAL JAPAN BOWL

New Challenge for Digital – 28th National Japan Bowl
America-Japan Society Tokyo

第28回ジャパンボウル大会レポート「オンライン初の試み・アメリカボウルとの比較」
America-Japan Society Tokyo

全米高校生 競うニッポン通
Asahi Newspaper 朝日新聞

日本の知識問う全米大会、オンライン開催に170人 「チャット欄に答え書かないので」
Mainichi Newspaper 毎日新聞

NHK WORLD JAPAN NEWS
SAKURA NEWSPAPER & MISC

日本兵遺品、持ち主だれ D C日米協会に手紙や写真

Kyodo News 共同通信社

New Years Greeting (top right) and Sakura Matsuri article (bottom right)

Sakura Newspaper 桜新聞
# FINANCES BY PROGRAM

## FY20 Year End

<table>
<thead>
<tr>
<th>Program</th>
<th>Revenue</th>
<th>(%total)</th>
<th>Expense</th>
<th>(%total)</th>
<th>Surplus/Deficit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japanese Language School</td>
<td>$213,862</td>
<td>32%</td>
<td>$123,196</td>
<td>14%</td>
<td>$90,666</td>
</tr>
<tr>
<td>Sakura Matsuri</td>
<td>$(3,780)</td>
<td>-1%</td>
<td>$118,045</td>
<td>13%</td>
<td>$(121,825)</td>
</tr>
<tr>
<td>Japan Bowl</td>
<td>$98,004</td>
<td>14%</td>
<td>$78,142</td>
<td>9%</td>
<td>$15,862</td>
</tr>
<tr>
<td>US Japan Capital Gala</td>
<td>$131,884</td>
<td>20%</td>
<td>$83,966</td>
<td>10%</td>
<td>$47,918</td>
</tr>
<tr>
<td>Educational &amp; Cultural Events</td>
<td>$39,223</td>
<td>6%</td>
<td>$126,659</td>
<td>14%</td>
<td>$(87,436)</td>
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<tr>
<td>Membership</td>
<td>$143,678</td>
<td>22%</td>
<td>$15,253</td>
<td>2%</td>
<td>$128,425</td>
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<tr>
<td>G&amp;A</td>
<td>$44,268</td>
<td>7%</td>
<td>$338,415</td>
<td>38%</td>
<td>$(294,147)</td>
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<tr>
<td><strong>Total</strong></td>
<td>$663,138</td>
<td></td>
<td>$883,675</td>
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<td>$(220,537)</td>
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## Budgeted

<table>
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<tr>
<th>Program</th>
<th>Revenue</th>
<th>(%total)</th>
<th>Expense</th>
<th>(%total)</th>
<th>Surplus/Deficit</th>
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</thead>
<tbody>
<tr>
<td>Japanese Language School</td>
<td>$232,048</td>
<td>18%</td>
<td>$103,355</td>
<td>8%</td>
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<td>Sakura Matsuri</td>
<td>$499,778</td>
<td>39%</td>
<td>$492,871</td>
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<td>Japan Bowl</td>
<td>$142,454</td>
<td>11%</td>
<td>$160,140</td>
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<td>US Japan Capital Gala</td>
<td>$140,036</td>
<td>11%</td>
<td>$90,756</td>
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<td>Educational &amp; Cultural Events</td>
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<td>$43,600</td>
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<td>G&amp;A</td>
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<td>$348,517</td>
<td>27%</td>
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<tr>
<td><strong>Total</strong></td>
<td>$1,265,280</td>
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<td>$1,357,950</td>
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<td>$(92,670)</td>
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### JASWDC FY20 Community Support -- Program Support and Memberships over $1000

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<tr>
<th>Organization</th>
<th>US-Japan Capital Gala</th>
<th>Japan Bowl/Sakura Matsuri</th>
<th>Membership</th>
<th>Other Programs</th>
<th>Total $</th>
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<tr>
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</tr>
</tbody>
</table>

Total: $147,034 | $81,800 | $102,071 | $50,375 | $381,280
CORPORATE MEMBERS

"YOKOZUNA-LEVEL" MEMBERS

ANA
Inspiration of JAPAN

astellas

MITSUBISHI
HEAVY INDUSTRIES

Panasonic

"OZEKI-LEVEL" MEMBERS

Edwards

IHI

Lilly

LIXIL

Marubeni

Mazda

Mitsubishi Corporation

NEC

TOSHIBA

ZIMMER BIOMET
Your progress. Our promise.
"SEKIWAKE-LEVEL" MEMBERS

Air Canada
BADANARA, LLC dba/MIKAKU Japanese Restaurant
Bourbon Foods USA Corporation
Bank of Japan
Central Japan Railway Company
Chubu Electric Power Co., Inc.
Councilor, Buchanan & Mitchell PC – CPAs and Business Advisors
DensoDLI North America Inc.
Eversheds Sutherland (US) LLP
Fujitsu Limited
Hitachi, Ltd.
Honda North America, Inc.
ITOCHU International, Inc.
Japan Automobile Manufacturers Association
Keidanren USA
Mitsubishi Electric US, Inc.
Mitsui & Co. (USA), Inc.
MUFG Bank, Ltd.
NIKKEI Washington Bureau
NITTSU Nippon Express USA, Inc.
North American Subaru, Inc.
SanEsu Denki Tsushin KK.
San-J International, Inc.
Sojitz Corporation of America
Sumitomo Corporation
Toshiba America, Inc.
Toyota Motor North America, Inc.

"KOMUSUBI-LEVEL" MEMBERS

Ashinaga Inc.
Daikaya Group
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English Now!
Fuji Television Network News
IACE Travel
Japan Electric Power Information Center, USA
Japan International Transport and Tourism Institute (JITTI)
NTT Corporation
Washington Japanese Language School