This past year, the US-Japan community lost one of our leaders, Walter Mondale. Ambassador Mondale was a great friend and supporter of JASWDC and of our peer Societies around the country. He shared with us a mission to sustain the US-Japan relationship by nurturing the people-to-people ties that lie at its core. He exhibited the humility, kindness, and dignity that serve as our organization’s guiding virtues.

When I met Ambassador Mondale in 2011, I introduced myself and revealed, somewhat hesitantly, that the former publisher of the Minneapolis Star and Tribune Company, and one of Ambassador Mondale’s most pugilistic hometown political rivals, was my Great Uncle Otto. Uncle Otto had passed away twelve years earlier in 1999, widowing my Great Aunt Helen. I might have expected a good-natured jab at Uncle Otto, or the polite deflection of somebody who didn’t remember who I was talking about. But instead, Ambassador Mondale responded with three words that managed to perfectly encapsulate the man that he was: “How is Helen?”

Despite the challenges the year brought us, we gathered our community for Japanese language study in our virtual classrooms. Our Japanese cooking classes convened friends and families from across the country and globe to cook and break bread (or, more appropriately, rice) together in their own kitchens. Our US-Japan Capital Gala joined Yuriko Koike, Caroline Kennedy, Muriel Bowser, and Bill Hagerty together with friends and colleagues in celebration of the US-Japan relationship. The digital version of our National Japan Bowl showcased America’s top high school-level students of Japanese while rewarding their teachers’ and schools’ commitment to Japanese language education. Our virtual Sakura Matsuri provided space for the many hundreds of Sakura Matsuri community volunteers to reunite and celebrate this year’s spectacular springtime.

These are events—inclusive and non-partisan by nature—that connect our community in a year that seemed determined to keep us apart. We could not have done any of this without you, your contribution of time and resources, your warm comradery, and, at times, your patience and understanding. Thank you.

In the year ahead, The Japan-America Society of Washington DC will celebrate the 60th Anniversary of the Sakura Matsuri-Japanese Street Festival and the 30th anniversary of the National Japan Bowl, in addition to hundreds of other classes and events, to which we look forward to welcoming you, both in person, and at times virtually. As we approach these milestones, we are fortunate to have benefited from the friendship, as well as the guidance of Ambassador Walter Mondale. May his example continue to guide JASWDC for many years to come.

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 US-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 Koji Tomita, Japanese Ambassador to the United States

Honorary Chair
The Honorable Bill Hagerty, United States Senate
The Honorable Norman Y. Mineta, Mineta & Associates, LLC
The Honorable John V. Roos, Geodesic Capital

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

Officers
Ambassador James P. Zumwalt (Chairman)
Kenichiro Mizoguchi, Hitachi, Ltd. (Vice Chair)
Emma Chanlett-Avery, Congressional Research Service (Vice Chair)
Shinsuke Takahashi, NEC Corporation of America (Secretary)
Yoichi Mineo, Marubeni America Corporation (At Large)
Peter Bass, Quberu, Inc. (Treasurer)
Ryan Shaffer, JASWDC (Ex Officio)

Advisors
Masashi Mizobuchi, Embassy of Japan
Katherine E. Monahan, United States Department of State

Legal Advisor
David Levine, Groom Law Group

Bookkeeper
Jo-Anne Williams-Barnes, JFWA Accounting Services
**Trustees**
Robin Berrington, Department of State (ret)
Wendy Cutler, Asia Society Policy Institute
Lt. Gen. Wallace Gregson, Avascent Global Advisors
Keiko Honda, SIPA
Christopher Johnstone, United States National Security Council
Takaaki Kakudoh, Mitsui & Co. (U.S.A)
Marie Kissel, Abbott Labs
Ambassador Mark Lippert, YouTube
Akihiko Nakazono, ITOCHU
Eileen Pennington, The Asia Foundation
Louisa Rubinfien, University of Maryland
Sufumi So, Hong Kong University
Mireya Solis, Brookings Institution
Hiroyuki “Bob” Takai, European Energy Exchange
Saburou Takeuchi, Mitsubishi Corporation (Americas)
Ambassador Kurt Tong, The Asia Group
Saori Tsuchiya, Toyota Motor North America
Rick Weir, Northrup Grumman Corporation
Randy Yoshimura, Sumitomo Corporation of Americas

**Counselors**
Lyle Blanchard, Greenstein DeLorme & Luchs, P.C.
Dr. Kent E. Calder, Johns Hopkins University, SAIS
Abigail Friedman, The Asia Foundation
Glen S. Fukushima, Center for American Progress
Maki Hishikawa, Aflac
Ambassador Thomas C. Hubbard, McLarty Associates
Tetsuo Iguchi, Toshiba America, Inc.
Ambassador John R. Malott
Yoshie Ogawa
Pamela Passman, Center for Responsible Enterprise and Trade
Andrew M. Saidel, Dynamic Strategies Asia LLC
Dr. Sheila A. Smith, Council on Foreign Relations
Staff
Ryan Shaffer, President
Yuko Smith, Director of Programs & Language School
Nancy Marsden, Director of Japan Bowl & Scholarships
Olivia Kent, Communications Director
Mari Fromel, Administrative & Program Assistant
Colette Fozard, Sakura Matsuri Festival Operations Manager
Shaylah Hutchins, Program Assistant

Japanese Language School Teachers
Manami Awazu
Sachiko Beeman
Kayoko Graf
Kaori Hunter
Kaori Iwai
Kazuko S Kelleher
Chisato Kinoshita
Suzuko Knapper
Yuko Koga
Ema Masse
Yoko Nagasaka Myers
Shuko Tamao
Kiyomi 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 13 Sakura Matsuri Committees, preside over different aspects of festival management. These various aspects of the Festival are, in turn, staffed by over 600 volunteers.
SAKURA MATSURI - JAPANESE STREET FESTIVAL

Sakura Matsuri is the largest celebration of Japanese culture in the National Capital Region and is proud to serve as the grand finale of The National Cherry Blossom Festival. As JASWDC’s longest standing program, Sakura Matsuri began as a small “friends and family” bazaar and now regularly attracts as many as 40,000 people each year to Pennsylvania Ave. Sakura Matsuri is held each year between 3rd and 7th St, NW, near the Capitol Building on Pennsylvania Ave and will return as a two-day festival in 2022 after a two-year postponement due to the COVID-19 pandemic.

PERSONNEL

Yuko Smith, Festival Director
Colette Fozard, Festival Manager (contractor)
Program Coordinator (contractor, TBD)

Sakura Matsuri management also includes 75 volunteer chairs of 13 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 volunteers.

FY21 REPORT

After postponing the festival in 2020, the 2021 Sakura Matsuri would have been the Festival’s 60th Anniversary. Although we could not hold the Sakura Matsuri - Japanese Street Festival this year, the Society launched Sakura Matsuri 2021 - Year in Bloom to celebrate the festival year-round. The Society produced three programs under the Sakura Matsuri 2021 banner: Sakura Matsuri - Virtual Community Gathering, Beyond Tokyo: Explore Regional Japan, and Sakura Samurai - Summer Movie Series.

On July 12, the Society presented its two-day Sakura Matsuri proposal to the DC Mayor’s Special Events Task Group and received formal approval to celebrate the 60th anniversary of the Sakura Matsuri on Saturday, April 9 and Sunday, 10, 2022 on Pennsylvania avenue.

At the next Sakura Matsuri, the Society will inaugurate two new feature exhibits: Beyond Tokyo: Regions of Japan, and the Japan Smart Infrastructure Pavilion, and will reintroduce the Culinary Arts Stage.
SAKURA MATSURI - VIRTUAL COMMUNITY GATHERING

The Sakura Matsuri - Virtual Community Gathering was held virtually on Saturday, April 3, 2021.

In this virtual event, Japan-America Society of Washington DC brought the energy and excitement of our annual street festival to living rooms across the country and around the world with live and pre-recorded cultural performances, a vendor expo hall, and appearances by special guests such as Ambassador Koji Tomita and Acting Assistant Secretary of State Sung Kim. A total of 353 people attended the event and the archived footage on YouTube has received 242 views.

BEYOND TOKYO: EXPLORE REGIONAL JAPAN

The Beyond Tokyo Series was developed to highlight different regions of Japan over the span of a year. Each month, JASWDC introduced a new region of Japan through cooking classes, language and culture programming, social media posts, sake tastings, and seminars.

Tohoku region (March – May), Kyushu region (June – mid-July), Chubu region (mid-July – August), Kansai region (September – mid-October), Chugoku region (mid-October – November), Shikoku region (December – mid-January)

SAKURA SAMURAI - SUMMER MOVIE SERIES

A series of outdoor movie screenings featuring Japanese samurai films. Sakura Samurai was produced in collaboration with The Japan-America Society of Washington DC and The Japan Foundation NY.

• 武士の献立 (A Tale of Samurai Cooking – A True Love Story, 2013) held at the National Arboretum on Thursday, July 22 (Number of attendees: 106 out of 128 registrants)
• 切腹 (Harakiri, 1962) held at the Wharf DC on Friday, August 13 (Number of attendees: 58 out of 68 registrants).
THE NATIONAL JAPAN BOWL

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
Ben Bizot, Japan Bowl Assistant (contractor)

JAPAN BOWL COUNCIL

Margaret Breer
Bill Brooks
Kirsten Jensen
Yoko Lawless
Sang-mi McHale
Yoshiko Mori
Noriko Otsuka
Louisa Rubinfien
Sufumi So
Takae Tsujioka

PRINCESS TAKAMADO & AMBASSADOR TOMITA KOJI WELCOME STUDENTS TO THE 2021 DIGITAL JAPAN BOWL
In 2021, due to continued concerns regarding COVID-19, JASWDC hosted the National Japan Bowl online for the second time. Building on the success of the 2020 Digital Japan Bowl, the Society made the decision to hold a two-day competition, which was hosted on Hopin.

In total, 202 students participated, comprising 70 teams from 36 schools in fourteen different states and territories. The championship rounds were livestreamed on YouTube to an audience of approximately 2,500 viewers on the day of the competition. When not competing, students participated in a variety of online workshops, including Japanese puzzles with Nikoli Puzzle Co., tea ceremony, calligraphy, soran bushi, and onigiri-making.

JASWDC plans to return to an in-person competition to celebrate the program’s 30th anniversary in 2022.

2021 FINALISTS

Level 4
1st Thomas Jefferson High School for Science and Technology (VA)
2nd Cupertino High School (CA)
3rd St. John’s School (GU)
4th Lynbrook High School (CA)
5th Townsend Harris High School (NY)

Level 3
1st Townsend Harris High School (NY)
2nd Lynbrook High School (CA)
3rd Langley High School (VA)
4th Westview High School (OR)
5th Charles Wright Academy (WA)

Level 2
1st Stevenson School (CA)
2nd Townsend Harris High School (NY)
3rd New Trier Township High School (IL)
4th Notre Dame High School (CA)
5th Lynbrook High School (CA)
JAPANESE LANGUAGE SCHOOL

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 terms per year and classes meet once a week for 1.5 hours.

PERSONNEL

Yuko Smith, Director
Mari Fromel, Program Assistant

FY21 REPORT

JLS is nearing the end of its 2021 summer term, which lasts from July 5 to September 9 (10 weeks).

<table>
<thead>
<tr>
<th>SUMMER 2019</th>
<th>SUMMER 2020</th>
<th>SUMMER 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Students: 167</td>
<td>Number of Students: 233</td>
<td>Number of Students: 187</td>
</tr>
<tr>
<td>(8/class avg.)</td>
<td>(8/class avg.)</td>
<td>(8/class avg.)</td>
</tr>
<tr>
<td>Number of Classes: 22</td>
<td>Number of Classes: 29</td>
<td>Number of Classes: 24</td>
</tr>
</tbody>
</table>

During FY21, the Society offered all Japanese Language School courses online through Zoom. Due to the popularity of online classes, we plan to continue offering online options even after in-person classes resume.

Before the 2020 fall term, the Society updated the look of the language school class catalog to make it easier for students to navigate and find relevant course information. The Society also migrated the class registration platform to consolidate internal systems and reduce administrative tasks.

The Society formed the Japanese Language School Committee to advance the JLS program, and the committee met for the first time on August 18. Since then, the Society has received a $5,000 annual donation from an anonymous donor to support Japanese language education for the next five years. The Society will use the money for professional teacher development and the establishment of a needs-based tuition scholarship for 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 outside the National Capital region.
US-JAPAN CAPITAL GALA

The Society’s US-Japan Capital Gala and Silent Auction, held in Washington DC each fall, serves as the preeminent annual celebration of the US-Japan friendship in the Nation’s Capital. The event has been referred to as “Washington’s US-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 financial 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

FY21 REPORT
On Tuesday, November 17, the Japan-America Society of Washington DC held its 34th annual US-Japan Capital Gala virtually on Hopin.

Attended by over 250 members of the US-Japan community from across the National Capital region, Japan, and even further abroad, the Gala’s featured guests included Washington DC Mayor Muriel Bowser, Tokyo Governor Yuriko Koike, Ambassador Caroline Kennedy, Ambassador Shinsuke J. Sugiyama, and Senator-Elect William F. Hagerty.

The Society was proud to present the Marshall Green Award to international sake expert John Gauntner for his tireless work promoting Japanese sake culture around the world. Sally Schwartz of Globalize DC, and Dr. Sherry Martin of the US Department of State received the 2020 John & Hiroko Malott Leadership awards for their significant contribution to the future of the US-Japan relationship.

During the Gala, event sponsors and partners were also featured in the virtual expo booth area, where guests could speak with representatives and watch live presentations and demonstrations.
2020 SPONSORS

Tsubaki
Aflac
Astellas US LLC
Mitsubishi Corporation (Americas)
S&R Foundation
Mitsubishi Heavy Industries America, Inc.

Akizakura
Daikin Industries, Ltd.
The Maureen & Mike Mansfield Foundation
McLarty Associates
Mitsui & Co. (U.S.A.), Inc.
MUFG Bank, Ltd.
Sumitomo Corporation of Americas
Toyota Motor North America, Inc.

Momiji
The Asia Group, LLC
Hitachi, Ltd.
Marubeni America Corporation
NEC Corporation of America
Toshiba America, Inc.
In 2014 JASWDC established the Tanaka and Green Academic Scholarships program 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
Scholarships Committee

2020-2021 RECIPIENTS

COVID-19 travel restrictions prohibited students from studying abroad in Japan for the duration of the 2020-2021 academic year. Therefore, no scholarships were awarded in FY21.

2029-2020 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
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, DC 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 US 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**

Mari Fromel  
JiS Interns and Volunteers

**FY21 REPORT**

The fall and winter seasons started strong with over 16 scheduled virtual visits. However, the number of JiS visit requests decreased over spring and summer due in part to the fact that schools are closed, making it difficult to contact teachers.

In an effort to continue providing Japanese cultural content aimed at students, the Society has continued to produce JiS-branded videos on Facebook and Instagram, which feature lessons about Japanese culture and tutorials on various Japanese crafts for children.

**PROGRAM PLANS**

We are monitoring the COVID-19 situation in the DMV area and hope to resume in-person school visits by the beginning of 2022. JASWDC staff are working on a strategy to increase outreach to new schools in the DMV area, while maintaining the online school visit program and production of JiS videos.

The long-term goal for the program remains expanding its reach into underprivileged communities throughout the Washington, DC area; improving opportunities 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)
Mari Fromel (Seasonal Programs)
Society Volunteers and Interns

FY21 REPORT

Due to the ongoing COVID-19 situation, the Society did not hold any in-person member events or culture classes. In FY21 JASWDC has succeeded in shifting many of these programs online. Building on the successful conversion of our Japanese Language School, we hold Japanese Cooking Classes, Networking Lunch in Japanese sessions, Ohanashikai, and J-Book Club — all online. In general, converting to online programming resulted in growth and regional diversification of participants, and 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>Monthly (online)</td>
<td>15</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>29</td>
</tr>
</tbody>
</table>
In FY21 JASWDC hosted four 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 Made in Fukushima: The Woodblock Prints of Kiyoshi Saito. JASWDC also hosted a virtual Tohoku Tour and Meeting with 3-11 Survivors in partnership with NTT East as part of the National Japan Bowl.

JUMP EVENT
On October 15, 2020, 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 a Japan-US Military Program (JUMP) event at Historic Roosevelt Hall in Fort McNair before an audience of 55 in-person guests and 121 virtual attendees. The evening featured remarks from Japan’s Defense Attaché, Maj. Gen. Hiroyuki Sugai followed by a panel discussion on the The Role of Economic Architecture in East Asian Regional Security, with Dr. Cynthia Watson (National War College), Ambassador Kurt Tong (The Asia Group), Dr. Mireya Solis (Brookings Institution), and Minister Shinichi Saida (Embassy of Japan).

JAPAN IN 2021
Consistent with our long-standing practice, JASWDC partnered with Jim Schoff and the Carnegie Endowment for International Peace to hold our 9th annual Japan in the Year (Japan Currents) program on the evening of January 13th and morning of January 14th 2021. For the first time in its history the event was held virtually on Hopin and simulcast to YouTube.

The program featured two panels. The first addressed Japan’s Domestic Political and Economic Prospects in 2021 and featured, Jon Shalowitz (Silicon Valley Japan Platform), Marie Anchordoguy (Jackson School of International Studies), and Keiko Iizuka (Yomiuri Shimbun). Jim Schoff moderated the discussion. The second panel, which was moderated by JASWDC co-chair Emma Chanlett-Avery (Congressional Research Service), featured Glen S. Fukushima (Center for American Progress), Yuka Koshino (International Institute for Strategic Studies), and Gordon Flake (US Asia Centre, Perth). The panel, which addressed Japan’s Foreign Policy, Asia, and the US-Japan Relationship in 2021, followed keynote remarks by DCM Tamaki Tsukada (Embassy of Japan).

JASWDC is grateful to NAJAS and the Embassy of Japan’s generous event support.
MADE IN FUKUSHIMA: THE WOODBLOCK PRINTS OF SAITO KIYOSHI

On April 29, 2021, as part of the Sakura Matsuri 2021 - Year in Bloom Beyond Tokyo series, JASWDC presented Made in Fukushima: The Woodblock Prints of Saito Kiyoshi. This event was presented in collaboration with The John & Mable Ringling Museum of Art and the National Association of Japan-America Societies as part of the Richard J Wood Art Curator Series.

The event featured a discussion with Rhiannon Paget (The John & Mable Ringling Museum of Art) moderated by Frank Feltens (National Museum of Asian Art) and explored Saito’s skillful negotiation of his medium, his shifting approach to design, and his sense of place and identity.

TOHOKU TOUR AND MEETING WITH 3-11 SURVIVORS (JAPAN BOWL)

On April 20, 2021, JASWDC partnered with NTT East to give Japan Bowl students a unique opportunity to meet virtually with survivors from Ishinomaki, one of the areas hardest hit by the Great East Japan Earthquake.

Attended by 37 students, the virtual event featured a live lecture by 3.11 Future Support Association Director, Chihiro Fujima, followed by a Q&A session and discussion aimed at teaching students about earthquake and disaster prevention in the future.
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 US and Japan at the people-to-people level in all facets, from cultural to political.

FY21 was marked by strong growth in online followers, increased engagement, and the development of several cornerstone social media series including Japan in DC, Intern Spotlight, and Japan Memory Monday. In developing this content and continuing to find new ways to connect with the community, the Society continues to strengthen its position as an approachable and relatable ambassador of the US-Japan grassroots relationship.

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

1/ FOLLOWER GROWTH
+ 855 for a total of 7,445

2/ VOLUME OF POSTS
5-6 times/week

3/ AVERAGE REACH RATE
23,025

4/ AUDIENCE GROWTH
12.97%

ONLINE SERIES

HIGHLIGHTS
- Launched Japan in DC online series highlighting Japanese connections in the DMV area
- Surpassed 1000 followers on Twitter
- Over 2,500 viewers for Digital Japan Bowl II

SHORT-TERM GOAL
Expand the Society’s online presence through grassroots community engagement while continuing to grow participation in language and culture programs.

LONG-TERM GOAL
Our goal over the next two years is to reposition the Society in order to strengthen name and brand recognition locally, nationally, and internationally. This will be achieved in part through marketing efforts surrounding major programs such as the Sakura Matsuri - Japanese Street Festival and the National Japan Bowl, and year-round classes and events.
WEBSITE

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 US-Japan relations visit the site to learn more about our mission, our activities, and our upcoming programs and events. The Society uses Google Analytics 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 popular page of the site.

FY21 WEBSITE IMPROVEMENTS

- All three websites were migrated to a new server
- Complete update of Sakura Matsuri and National Japan Bowl website design
- Added Newsletter Archive page to main website
- Consolidated main menu for ease of navigation

AUGUST 20-AUGUST 21 SNAPSHOT

<table>
<thead>
<tr>
<th>Users</th>
<th>New Users</th>
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<th>Sessions</th>
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<tbody>
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<td>42,982</td>
<td>1.44</td>
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</table>

<table>
<thead>
<tr>
<th>Pageviews</th>
<th>Pages / Session</th>
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</thead>
<tbody>
<tr>
<td>81,004</td>
<td>1.88</td>
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</table>

<table>
<thead>
<tr>
<th>Avg. Session Duration</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>00:01:41</td>
<td>66.21%</td>
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NEWSLETTER

The Society sends out a bi-weekly newsletter that covers upcoming programs, events, and classes, as well as programs hosted by other US-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 to our entire mailing list, which includes both members and non-members.

6,344

TOTAL CONTACTS

30% increase since FY20

1,498

NEW CONTACTS

30% increase since FY20

11%

CLICK RATE

9% higher than industry average
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

In addition to other benefits, 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.

FY21 SPEAKERS

- Marc Knapper (Deputy Assistant Secretary of State), October 21, 2020
- Dr. Paul Linehan (Global Security Affairs), December 9, 2020
- Ross Matzkin-Bridger (Department of Energy), May 6, 2021
- Congressman Mark Takano, June 17, 2021
- Michael Beeman (Assistant US Trade Representative) July 15, 2021

INDIVIDUAL MEMBERSHIP

Current individual membership is 17% higher than the previous year with a total of 668 members.

Tsutsuji memberships are approximately 100% higher than in FY20, and the transition to a new membership management system has improved member retention across all four levels.

The Society launched the Japan Bowl Alumni initiative at the beginning of 2021. The program invites former Japan Bowl participants to join the Society as free Ume-level members and participate in networking and career-focused events. Since its inception, the Society has recorded 300 Japan Bowl Alumni registrations and plans to grow the program in preparation for the 30th Anniversary of the National Japan Bowl.
Despite the challenges presented by COVID-19, the Society was quick to adapt to online programs and events and has had an innovative and successful year as a result. Read recognition of the Japan-America Society of Washington DC in the press from the past year via the QR codes below.

**HIGHLIGHT**

**Iwo Jima relic to be returned from US to Japanese soldier’s family**

WASHINGTON (Kyodo) -- A World War II relic [that was given to] a group promoting U.S.-Japan ties in Washington will be returned to the family of a Japanese soldier who died in the Battle of Iwo Jima in the Pacific more than 75 years ago.

An American man donated the postal savings book along with three postcards to the Japan-America Society of Washington DC some 10 years ago following the death of his father who had served in World War II, according to the group. But the item was only recently confirmed to have been owned by Chojiro Hibi, who lived in Yokohama, southwest of Tokyo. Hibi, in his early 20s, died on what is now called Iwoto Island, the site of one of the most grueling battles of World War II.

Read the full Mainichi article by scanning the JASWDC News the QR code above.
### FINANCES BY PROGRAM

#### FY21 Year End

<table>
<thead>
<tr>
<th>Program</th>
<th>Revenue</th>
<th>(%total)</th>
<th>Expense</th>
<th>(%total)</th>
<th>Surplus/Deficit</th>
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<tbody>
<tr>
<td>Japanese Language School</td>
<td>$183,292</td>
<td>24.40%</td>
<td>$113,610</td>
<td>14.60%</td>
<td>$69,681</td>
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<tr>
<td>Sakura Matsuri</td>
<td>$22,837</td>
<td>3.04%</td>
<td>$70,974</td>
<td>9.12%</td>
<td>($48,138)</td>
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<tr>
<td>Japan Bowl</td>
<td>$124,777</td>
<td>16.61%</td>
<td>$127,130</td>
<td>16.33%</td>
<td>($2,353)</td>
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<tr>
<td>US-Japan Capital Gala</td>
<td>$111,333</td>
<td>14.82%</td>
<td>$88,595</td>
<td>11.38%</td>
<td>$22,738</td>
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<td>Member Events/Membership</td>
<td>$187,853</td>
<td>25.00%</td>
<td>$63,107</td>
<td>8.11%</td>
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<tr>
<td>Education &amp; Outreach</td>
<td>$13,583</td>
<td>1.81%</td>
<td>$25,550</td>
<td>3.28%</td>
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<td>G&amp;A</td>
<td>$107,612</td>
<td>14.32%</td>
<td>$289,398</td>
<td>37.18%</td>
<td>($181,786)</td>
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<tr>
<td><strong>Total</strong></td>
<td>$751,287</td>
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<td>$778,364</td>
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<td>($27,078)</td>
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*The share of general & administrative costs is atypically high as a result of a decline in revenue due to the postponement of the Sakura Matsuri - Japanese Street Festival.*
## SPONSORS & CONTRIBUTORS

### JASWDC FY21 COMMUNITY SUPPORT - PROGRAM SUPPORT & MEMBERSHIPS OVER $2500

<table>
<thead>
<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>
<td>Individuals</td>
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CORPORATE MEMBERS

YOKOZUNA CORPORATE MEMBERS

Aflac
ANA Inspiration of JAPAN
astellas
MITSUBISHI HEAVY INDUSTRIES
Panasonic

OZEKI CORPORATE MEMBERS

Abbott
Edwards
HITACHI Inspire the Next
IHI
Marubeni
mazda
Mitsubishi Corporation
NEC
TOKIO MARINE NICHIDO
TOSHIBA
ZIMMER BIOMET
SEKIWAKE CORPORATE 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.
Denso
DLI North America Inc.
Eversheds Sutherland (US) LLP
Fujitsu Limited
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.
San-J International, Inc.
Sojitz Corporation of America
Sumitomo Corporation of Americas
Toshiba America, Inc.
Toyota Motor North America, Inc.

KOMUSUBI CORPORATE MEMBERS

Daikaya Group
Dynamic Strategies Asia, LLC
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