



JAPAN-AMERICA SOCIETY OF WASHINGTON DC

2021

2022



ANNUAL

REPORT

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A MESSAGE FROM JASWDC PRESIDENT RYAN SHAFFER

What an absolute joy it has been to watch our community reemerging this past year. Since Japan-America Society of Washington DC was established in 1957, nurturing the people-to-people bonds that lie at the heart of the United States' special relationship with Japan has been our core mission. So the ability to reestablish true people-to-people bonds—bonds that are not dependent upon a digital intermediary—has made for a very special year for the Society.

In October of 2021, Japan-America Society of Washington DC hosted our 35th US-Japan Capital Gala, the first major in-person event for many members of our community since the onset of the pandemic. The Society held the event as an open-air Gala, under a clear sky and full moon at the spectacular Hillwood Estate. More than thirty partners in our local Japan cultural community joined us to provide Japanese food and drink. Democratic and Republican leaders united on the Gala stage, along with senior officials from past and current presidential administrations. Japanese expatriate colleagues who spent the majority of their Washington, DC residency in isolation enjoyed an opportunity to reconnect and bid farewell, and more recent arrivals had the opportunity to escape isolation and begin to form bonds.

This past April, our community came together again in spectacular fashion to convene our 60th Sakura Matsuri-Japanese Street Festival, which is not only the primary Japanese event of the National Cherry Blossom Festival, but also the nation's largest Japanese cultural event. The Festival brought 44,000 Americans (including over 500 volunteers) to the heart of the Nation's Capital over two days to celebrate

Japan and its culture. This marked not only the Festival's first return after two years, but also the largest attendance ever at Sakura Matsuri. Thousands of Americans watching Ambassador Tomita signal the opening of the next era by smashing open a sake barrel was a sight to behold and a welcome reassurance of the bright days that lie ahead for US-Japan relations in the Nation's Capital.

As you will read in the report that follows, through events such as these, as well as many other classes, seminars, networking events, academic scholarships, etc., the Society continues to work passionately to connect our community—from Capitol Hill to our local schools—to Japan and its culture. We are also pleased to report on our rapidly expanding communications resources, through which we aim to promote and amplify the Japanese cultural activity that is increasingly taking place in our region, through the work of amazing partners such as Otakon, Globalize DC, Sake Brewers Association of North America, Ikejime Federation, Sushi Taro and Izakaya Seki—the list goes on and on.

As always, we are humbled by the generosity and enthusiasm of our individual and corporate members, and we are deeply grateful to our incredible partners in the National Capital Region's Japan cultural community. This year of reemergence has been deeply rewarding, おかげさまで, and it makes us excited for what lies ahead.

Ryan Shaffer
President, JASWDC

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*



THE JAPAN-AMERICA SOCIETY OF WASHINGTON DC

Honorary Patron

H.E. Koji Tomita, Ambassador
Extraordinary and Plenipotentiary of Japan to the United States of America

Honorary Chairs

The Honorable Bill Hagerty, US Senate
The Honorable John V. Roos, Geodesic Capital

Chair Emeriti

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 President (Ex Officio)

Trustees

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Wendy Cutler, Asia Society Policy Institute
Shihoko Goto, Wilson Center
Lt. Gen. Wallace Gregson, Sasakawa Peace Foundation USA
Christopher Johnstone, CSIS
Takaaki Kakudoh, Mitsui & Co. (U.S.A)
Marie Kissel, Abbott Labs
Ambassador Mark Lippert, Samsung
Dr. Sherry Martin, Department of State
Tatsuo Okazaki, Toyota Motor North America
Tami Overby, Asia Pathfinders LLC



THE JAPAN-AMERICA SOCIETY OF WASHINGTON DC

Trustees (continued)

Louisa Rubinfiem, University of Maryland
Sufumi So, Hong Kong University
Mireya Solis, Brookings Institution
Hiroyuki “Bob” Takai, European Energy Exchange
Saburo Takeuchi, Mitsubishi Corporation (Americas)
Ambassador Kurt Tong, The Asia Group
Rick Weir, Northrup Grumman Corporation
Randy Yoshimura, Sumitomo Corporation of Americas

Advisors

Minister Masashi Mizobuchi, Embassy of Japan
Joel Ehrendreich, U.S. Department of State

Legal Advisor

David Levine, Groom Law Group

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
Eileen Pennington, The Asia Foundation
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



THE JAPAN-AMERICA SOCIETY OF WASHINGTON DC

Staff

Ryan Shaffer, President
Saori Kobayashi, Director of Programs & Language School
Olivia Kent, Communications Director
Mari Fromel, Administrative & Program Manager
Elece Smith, Japan Bowl & Scholarships Director
Jessica Webster, Sakura Matsuri - Japanese Street Festival Director
Emily Johnson, Program Assistant
Colette H. Fozard, Sakura Matsuri Director
Madeline Trainor, Festival Assistant

Japanese Language School Teachers

Chisato Kinoshita
Yumiko Yoshida
Yuko Koga
Sachiko Beeman
Ema Masse
Kaori Iwai
Kumiko Chikata
Kayoko Graf
Kaori Hunter
Yoko Nagasaka Myers
Kimiyo Watanabe
Junji Akashi
Suzuko Knapper

Volunteers

The Japan-America Society of Washington DC relies on the generous support of over 700 volunteers to run its programs and events each year.

SAKURA MATSURI JAPANESE STREET FESTIVAL

Sakura Matsuri is the largest celebration of Japanese culture in the National Capital Region. It is proud to participate in the National Cherry Blossom Festival as a premier event and its primary Japanese event. As JASWDC's longest standing program, Sakura Matsuri began as a small "friends and family" bazaar and now regularly attracts over 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 is proud to return in April 2023 for its second year as a two-day festival.

PERSONNEL

Colette H. Fozard, Sakura Matsuri Director
Madeline Trainor, Festival Assistant

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.



FY22 REPORT

Sakura Matsuri - Japanese Street Festival celebrated its 60th Anniversary on April 9-10 2022. The event, located in the heart of Washington, DC, attracted 44,000 attendees across two days and highlighted Japanese culture with performances, language competitions, technology, cocktail and cooking demonstrations, sake tasting, shopping, and more. The 2022 Matsuri also introduced two feature pavilions: *Beyond Tokyo* - *Regions of Japan* and *Japan Smart Infrastructure*.

APRIL 44,000 2 DAYS
9-10, 2022 ATTENDEES **40+ PERFORMANCES**
80+ VENDORS & EXHIBITORS



100K+
impressions

from social media posts and advertising
campaigns across two months

143% INCREASE IN ADVANCED TICKET SALES FROM 2019 TO 2022

**SINGLE-SEND
EMAIL CAMPAIGNS**

64% Open Rate
34% Click Rate
Mailing list: 21,791
Est. ROI: 2,245%

**GEOFENCING
CAMPAIGNS**

Avg. Reach: 14,254
Avg. Views: 14,226
Avg. Clicks: 90

**WEBSITE
RETARGETING**

Reach: 2,015
Views: 8,021
Est. ROI: 1,173%

**FACEBOOK
ADVERTISING**

Reach: 46,217
Engagement: 657
Link Clicks: 3,056

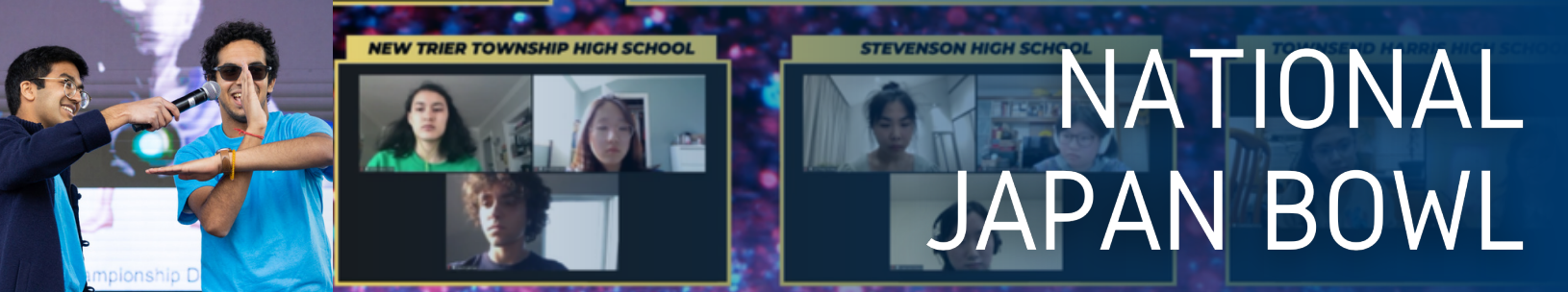


**OVERWHELMING
POSITIVE
FEEDBACK FROM
8 OUT OF 10 ATTENDEES***

*BASED ON A SURVEY OF 1,500 ACTIVE RESPONDENTS

**SAVE THE DATE FOR THE
NEXT SAKURA MATSURI**

**APRIL
15-16, 2023**



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 6 Regional Japan Bowls through the United States and 11 Global Japan Bowls that have been developed by JASWDC partner organizations.

JAPAN BOWL COUNCIL

Robin Berrington
Margaret Breer
William Brooks
Kirsten Jensen
Yoko Lawless
Sang-mi McHale
Yoshiko Mori
Louisa Rubinien
Akane Shirata
Sufumi So
Takae Tsujioka
Juliane Doscher (Guest)
Melissa Tolentino (Guest)

PERSONNEL

Nancy Marsden/Elece Smith, Director
Elece Smith, Japan Bowl Assistant



PRINCESS TAKAMADO & AMBASSADOR
RAHM EMANUEL WELCOME STUDENTS TO
THE 2022 DIGITAL JAPAN BOWL

FY22 REPORT

On April 21-22, 2022, the Japan-America Society of Washington DC held the 30th National Japan Bowl®. Following the success of the past two years' Digital Japan Bowls, JASWDC held the competition online, welcoming 168 students from 56 teams and 15 states and territories. The students participated in two days of competition that culminated in a championship round, where the top three teams from each level put their Japanese skills to the test to claim the title of National Japan Bowl Champions. 782 people tuned in live to watch the championship rounds, which were livestreamed on JASWDC's YouTube channel. The livestream recording has since received over 1.7K views.

This year's participants were greeted with messages of support from JASWDC friends such as Princess Takamado (Honorary Patron of the Japan Bowl), Ambassador Rahm Emanuel, Representative Diana DeGette, Ambassador Koji Tomita, White House AAPI advisor Erika Moritsugu, the Honorable Kono Taro, MOFA Director-General Keiichi Ichikawa, Ambassador John Roos, JAXA (Japan Aerospace Exploration Agency) President Dr. Hiroshi Yamakawa, Keio University Professor Tomohiko Taniguchi, Ambassador Ichiro Fujisaki, and many more. These messages are publicly available on JASWDC's Japan Bowl website and YouTube channel.

2022 FINALISTS

LEVEL 4

- 1st Place: Lynbrook High School, CA
- 2nd Place: Townsend Harris High School, NY
- 3rd Place: Stuyvesant High School, NY
- 4th Place: Princeton High School, NJ
- 5th Place: Cupertino High School, CA

LEVEL 3

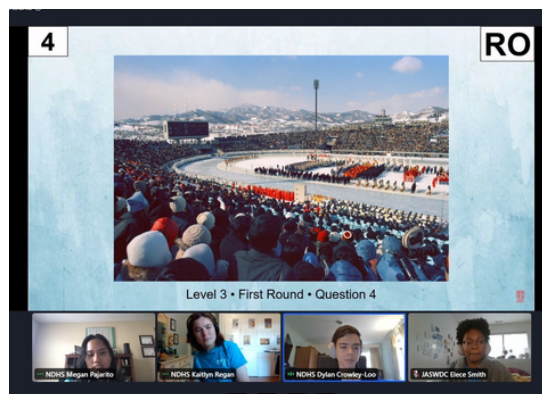
- 1st Place: The Stevenson School, CA
- 2nd Place: Gretchen Whitney High School, CA
- 3rd Place: Townsend Harris High School, NY
- 4th Place: Cupertino High School, CA
- 5th Place: Lynbrook High School, CA

LEVEL 2

- 1st Place: Lynbrook High School, CA
- 2nd Place: Townsend Harris High School, NY
- 3rd Place: Stuyvesant High School, NY
- 4th Place: Cupertino High School, CA
- 5th Place: Marysville High School, OH



NATIONAL JAPAN BOWL CHAMPIONSHIP
ROUNDS (TOP) AND LEVEL III
PRELIMINARY ROUND (BOTTOM)



JAPANESE LANGUAGE SCHOOL

The Japan-America Society of Washington DC operates the premier 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 20-30 Japanese classes at four levels, from beginner to advanced. There are three terms per year and classes meet once a week for 1.5 hours.

PERSONNEL

Yuko Smith/Saori Kobayashi, Program Director
Mari Fromel, Program Manager



FY22 REPORT

The Society formed the Japanese Language School (JLS) Committee to advance the JLS program in FY21, and which decided to transition to a three-term system (13 weeks/term) starting from the 2022 fall term.

JLS welcomed 8 instructors in May 2022 to offer a larger number of classes at each level. All JLS teachers are now members of the Mid-Atlantic Association of Teachers of Japanese (MAATJ).

Due to the transition from four to three terms, regular classes were not held in the summer of 2022, and JLS used this as an opportunity to conduct 5-week courses with different themes including children's classes and a "study Japanese through Anime" class. In September 2022, JLS will make future plans based on feedback from students who attended these summer classes.

During FY22, the Society offered all Japanese Language School courses online through Zoom. JLS plans to continue offering online options as it expands its reach outside the National Capital Region and will consider bringing back in-person options in FY23.

FALL 2021

Number of Students: 190
(7/class avg.)

Number of Classes: 25

WINTER 2022

Number of Students: 171
(8/class avg.)

Number of Classes: 21

SPRING 2022

Number of Students: 176
(8/class avg.)

Number of Classes: 21



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." 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

Elece Smith, Gala Assistant

Yuko Smith/Jessica Webster, Silent Auction Director

FY22 REPORT

On Wednesday, October 22, 2021, the Japan-America Society of Washington DC was proud to host our 35th annual US-Japan Capital Gala and Silent Auction at DC's spectacular Hillwood Estate. We held the event outdoors, under the full moon, in celebration of Otsukimi.

With over 250 friends and colleagues from across Washington DC government, academia, and the private sector in attendance, the Gala served as a celebration not only of the United States-Japan partnership and its leaders, young and old, but also of the important role that the bilateral relationship plays in our two countries and for our partners around the world.

Over the years, the Gala has welcomed some of America and Japan's most distinguished leaders. This year it was our honor to host esteemed guests including Ambassador Koji Tomita, Congresswoman Diana DeGette, Senator Bill Hagerty, and Assistant Secretary of State Daniel Kritenbrink, among others.

The 2021 Gala also presented exciting new opportunities to collaborate with over 27 partners from the National Capital Region's Japan cultural community, from Sushi Ogawa and Sushi Taro, who put food on the table, to Kirin Beer and eight American and Japanese Sake brewers who provided drinks.



2021 SPONSORS

Kiku

Toyota Motor North America

President's Table

Sachiko Kuno Foundation

Tsubaki

Aflac

Mitsubishi Corporation (Americas)

Akizakura

Abbott

Daikin

Embassy of Japan

Hitachi, Ltd.

Lockheed Martin

Keidanren

Marubeni America Corporation

The Maureen & Mike Mansfield Foundation

McLarty Associates

Mitsui & Co. (USA), Inc.

Mitsubishi Electric

NEC Corporation of Americas

Sumitomo Corporation of Americas

Toshiba America, Inc.

Momiji

The Asia Group

Itochu

Japan Automobile Manufacturers

Association

Mitsubishi Heavy Industries America

MUFG

NTT

Panasonic

Waxman Group

Zimmer Biomet



2021 AWARDS

Marshall Green Award

Congresswoman Diana DeGette (D-CO)

John & Hiroko Malott Leadership Award

Dr. Mya Fisher (individual)

Japan-America Student Conference (group)





TANAKA & GREEN ACADEMIC SCHOLARSHIPS

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 Marshal and Lispenard Green Educational Endowment.

The Society will award up to \$5,000 for one academic year and up to \$4,000 for one academic semester for the 2022-2023 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/Elece Smith, Scholarships Coordinator
Scholarships Committee

Mina Mori (right) during her
study abroad program.

2021-2022 RECIPIENTS

Francesca Johnson – The College of William and Mary (Keio University)

Lauryn Mcmeans – Randolph-Macon College (Kansai Gaidai University)

Mina Mori – University of Virginia (Hitotsubashi University)



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.



H. William Tanaka (left) and
Ambassador Marshall Green
(right), both past presidents of
the Japan-America Society of
Washington DC.

JAPAN-IN-A-SUITCASE

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

FY22 REPORT

The Society has held 17 virtual Japan-in-a-Suitcase visits since August 6, 2021.



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 2023. 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. We are also training new volunteers to assist staff and interns with school visits.

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

Saori Kobayashi
Olivia Kent
Mari Fromel
Nancy Marsden
Elece Smith
Jessica Webster
Volunteers & Interns



2022 SHOKIBARAI

FY22 REPORT

The Society held a limited number of in-person member events and culture classes in FY22. We continued to hold Japanese Cooking Classes, Networking Lunch in Japanese sessions, Ohanashikai, and J-Book Club 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. This past year, the Society began organizing many of its programs into regional clusters as part of our "Beyond Tokyo - Regions of Japan" series. Through this series, the Society aims to use its cooking classes, YouTube features, seminars, receptions, etc., to help build awareness within our community about Japan's celebrated regional diversity. The below table reflects ongoing program activity by the fiscal year close:

Programs	Frequency	Attendees (avg.)
Ohanashikai (Japanese Story Time)	Twice monthly (online)	15
Calligraphy Class	Monthly (online)	4
Networking Lunch in Japanese	1st & 3rd Friday (online)	1-6
J-Book Club	Monthly (online)	5
JASWDC Cooking Class	Monthly (online)	13
Beyond Tokyo Features: Kansai region (September – mid-October), Chugoku region (mid-October – November), Shikoku region (December – mid-January)		

ANNUAL & SPECIAL EVENTS

In FY21 JASWDC hosted four annually recurring or one-time events.

Two such events were made possible by generous grants from the **National Association of Japan-America Societies**: our annual **Japan in the Year** event, and the **Japan-US Military Program** event.

JUMP EVENT

On November 11, 2021, 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 100 virtual attendees. The evening featured remarks from Brigadier General Jeffrey Hurlbert and Japan's Defense Attaché, Maj. Gen. Hiroyuki Sugai, followed by a panel discussion on the *Great Power Competition in the Indo-Pacific: Implications for U.S.-Japanese Regional Leadership*, moderated by Dr. Cynthia Watson (National War College) with Bonnie Glaser (German Marshall Fund), Dr. Jeffrey Hornung (RAND Corporation), Amb. David Shear (McLarty Associates), and Bethany Allen-Ebrahimian (Axios).



2021 JUMP EVENT

JAPAN IN 2022

On January 18, the Japan-America Society of Washington DC and the Center for East Asia Policy Studies at the Brookings Institution hosted the eighth annual Japan in the Year program, "Japan in 2022." The event invited senior and next-generation Japanese and American experts and officials to look ahead at what 2022 holds in store for Japan's domestic political and economic affairs, and for Japan's diplomacy.

The program featured an armchair discussion with Ambassador Koji Tomita and Raymond F. Greene, moderated by Mireya Solis, and two panel discussions. The first addressed Japan's domestic policy and the economy and featured, Mieko Nakabayashi (Waseda University), Kay Shimizu (University of Pittsburgh), Yves Tiberghien (University of British Columbia), and Kristi Govella (The German Marshall Fund of the United States), who moderated the discussion. A second panel addressing Japan's foreign policy and U.S.-Japan relations, was moderated by Demetri Sevastopulo (Financial Times), and featured Madoka Fukuda (Hosei University), Jeffrey W. Hornung (RAND Corporation), and James L. Schoff (Sasakawa Peace Foundation USA). JASWDC is grateful to our program supporters: grantors NAJAS and the Embassy of Japan, and our event co-host Mireya Solis at Brookings.



SHOKIBARAI - SUMMER NETWORKING RECEPTION

On June 29, 2022, more than 150 friends of the Society gathered for a fantastic evening on Greenberg Traurig's rooftop terrace. We opened the event with remarks by our host, Pamela Marple, Shareholder at Greenberg Traurig, and a toast by Melissa Horwitz, Acting Director of the Office of Japan Affairs at the State Department.

The event highlighted two stars of the Japan-cultural community in the National Capital Region, Sushi Taro, and North American Sake Brewery, as well as whiskey and shochu from our friends at Honkaku Spirits, and Japanese sweets by SUGOi Sweets.



JAPAN IN 2022: A LOOK AT THE YEAR AHEAD



SAKE X SYMPHONY - SUMMER

On August 25, 2021, JASWDC partnered with the National Philharmonic and DC Sake, Co. to present an engaging virtual classical music and sake experience for members online.

Guests enjoyed a virtual performance of Vivaldi's summer, paired with "First Run," a vibrant, fruity Japanese sake from Nagano prefecture. The event also featured an introduction and discussion with violinist Regino Madrid, assistant concertmaster of the National Philharmonic at Strathmore and a regular performer with the National Symphony Orchestra.



COMMUNICATIONS REPORT

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.

In FY22 the Society continued to see strong growth in online followers and increased audience engagement. The continuation of our cornerstone social media series *Japan in DC* and *Japan Memory Monday* provided valuable opportunities to showcase Washington DC's Japanese community and connect with followers and members. At the end of 2021, the Society began using *Feathr* to manage online marketing and digital communications. The introduction of *Feathr* has unlocked previously unexplored marketing techniques including geofencing, retargeting, and email mapping. The Society has used these techniques in campaigns promoting ticket sales for the Sakura Matsuri, Individual Membership, and registration for the Japanese Language School.

PERSONNEL

Olivia Kent, Communications Director

MEDIA MENTIONS

SOCIAL MEDIA OVERVIEW

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

1/ FOLLOWER GROWTH

+ 1457 for a total of 14,801

2 / VOLUME OF POSTS

5-6 times/week

3 / AVERAGE REACH RATE

1,200

4 / AUDIENCE GROWTH

10.91%



HIGHLIGHTS

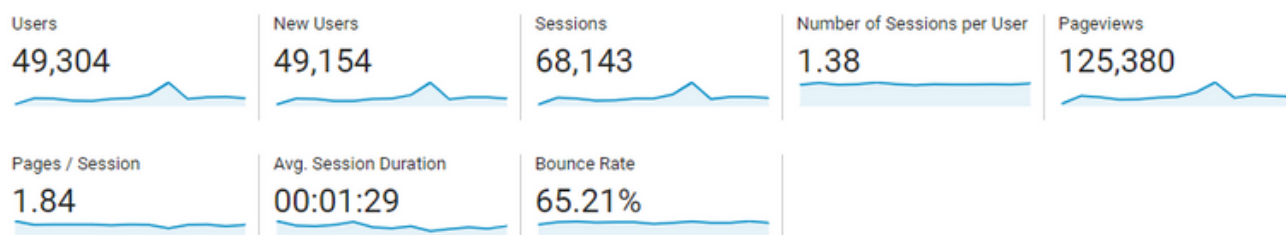
- Over 20K views of Instagram reel collaboration with HypeFoodies
- Surpassed 2,000 followers on Instagram
- Over 1,000 views of the Digital Japan Bowl III livestream
- *Japan in DC* covered Hana Market, Tokiya, Daikaya, and the National Bonsai Museum

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.

AUGUST '21-AUGUST '22 SNAPSHOT



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.

8,139

TOTAL CONTACTS

1,795

NEW CONTACTS

30% increase since FY21

15%

CLICK RATE

13% higher than industry average



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

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.

YOKOZUNA (\$5,000): 5

OZEKI (\$3,500): 13

SEKIWAKE (\$1,500): 27

KOMUSUBI (\$500): 5

TOTAL: 50

FY22 SPEAKERS

- Kurt Campbell, The Asia Group
- Thomas Countryman, Arms Control Association Ambassador
- Evan Medeiros, Georgetown University
- Jamie Morgan, House Foreign Affairs Committee
- Pamela Phan, Department of Commerce
- Michael Schiffer, Senate Foreign Relations Committee
- Isaac Stone Fish, Strategy Risks
- Ambassador Kurt Tong, The Asia Group
- Amy Walter, Cook Political Report



INDIVIDUAL MEMBERSHIP

What unites our members is a strong interest in Japan and a recognition that the Japan-America Society of Washington DC is the best way for them to connect to Japanese culture, language, and current affairs.

Current individual membership is 39.5% higher than the previous year with a total of 932 members. Tsutsuji memberships are 117% higher than in FY21, and the introduction of Ume memberships for Japan Bowl Alumni has boosted Ume membership by 20%.

UME (\$60): 801

STUDENT (\$40): 92

TSUTSUJI (\$250): 37

KIKU (\$1500): 2

TOTAL: 932

JASWDC IN THE PRESS

After almost two years of upheaval, the Society had a successful and innovative year of in-person, online, and hybrid events. Read recognition of the Japan-America Society of Washington DC in the press from the past year via the QR codes below.

JASWDC NEWS



JAPAN BOWL





FINANCES BY PROGRAM

	FY22 Year End				
	Revenue	(% Total)	Expense	(% Total)	Surplus/ Deficit
Japanese Language School	172846	10%	91872	6%	80974
Sakura Matsuri	993551	56%	792280	53%	201271
Japan Bowl	138842	8%	99562	7%	39280
US-Japan Capital Gala	154497	9%	178793	12%	-24296
Member Events/Membership	196319	11%	48081	3%	148238
Education & Outreach	810	0%	39306	3%	-38496
G&A	113244	6%	233009	16%	-119765
Total	1770109		1482903		

SPONSORS & CONTRIBUTORS

JASWDC FY22 COMMUNITY SUPPORT - PROGRAM SUPPORT & MEMBERSHIPS OVER \$2500

Organization	US-Japan Capital Gala	Japan Bowl/ Sakura Matsuri	Membership	Other Programs	Total
Individuals	✓	✓	✓	✓	100000+
United States Treasury				✓	70000+
Embassy of Japan	✓	✓		✓	30000+
Government of the District of Columbia		✓			30000+
Japan Foundation		✓			30000+
Japan Local Government Center		✓			30000+
US-Japan Foundation		✓			30000+
Yankee Candle		✓	✓		20000+
NTT Corporation USA	✓	✓	✓		20000+
Toyota Motor North America, Inc.	✓	✓	✓		20000+
Mitsubishi Corporation (Americas)	✓	✓	✓		10000+
NEC Corporation	✓	✓	✓		10000+
Aflac International	✓	✓	✓		10000+
National Association of Japan American Societies				✓	10000+
Kirin Beer		✓	✓		10000+
Mitsubishi Heavy Industries America, Inc.	✓	✓	✓		10000+
Mitsui & Co. (USA), Inc.	✓	✓	✓		10000+
Hitachi, Ltd.	✓	✓	✓		10000+
Marubeni America Corporation	✓	✓	✓		10000+
Panasonic	✓	✓	✓		10000+
Sachiko Kuno Foundation	✓				10000+
SK Impact Fund		✓			10000+
Abbott Laboratories	✓		✓		5000+
Toshiba America	✓	✓	✓		5000+
Mitsubishi Electric US, Inc.	✓	✓	✓		5000+
All Nippon Airways Co., Ltd.		✓	✓		5000+
Otakon		✓			5000+
PhRMA		✓			5000+
Japan Automobile Manufacturers Association	✓	✓	✓		5000+
Keidanren-USA	✓		✓		5000+
Sumitomo Corporation of America	✓	✓	✓		5000+
Greenberg Traurig		✓			5000+
Zimmer Biomet	✓		✓		5000+
ITOCHU International Inc.	✓	✓	✓		5000+
MUFG Bank, Ltd.	✓	✓	✓		5000+
Anonymous				✓	5000+
Awesome Con		✓			5000+
Daikin U.S. Corporation	✓	✓	✓		5000+
IHI		✓	✓		5000+
Iichiko Shochu		✓			5000+
Lockheed Martin	✓				5000+
Maureen and Mike Mansfield Foundation	✓				5000+
McLarty Associates	✓				5000+
Nittsu		✓			5000+
Northeast Maglev Corporation		✓			5000+
Shimizu USA		✓			5000+

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YOKOZUNA CORPORATE MEMBERS



OZEKI CORPORATE MEMBERS



SEKIWAKE CORPORATE MEMBERS

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San-J International, Inc.
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Sumitomo Corporation of Americas
Toshiba America, Inc.
Toyota Motor North America, Inc.
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