### JAPAN-AMERICA SOCIETY OF WASHINGTON DC

### **ANNUAL REPORT** 2022 - 2023



# CONTENTS



MESSAGE FROM THE PRESIDENT

- 4 ABOUT THE JAPAN-AMERICA SOCIETY OF WASHINGTON DC
- PROGRAM REPORTS
- 20 COMMUNICATIONS REPORT
  - 21 MEMBERSHIP REPORT
- 22 JASWDC IN THE PRESS
- 23 FINANCES
- 24 SPONSORS & CONTRIBUTORS

25 CORPORATE MEMBERS



# A MESSAGE FROM JASWDC PRESIDENT RYAN SHAFFER

This past year, Washington, D.C. shone at the center of US-Japan friendship. January in D.C. became "Japanuary." Japan's Prime Minister Kishida and key members of his cabinet made a historic visit to our city to formalize a major step forward in the US-Japan Alliance.

But for those in the National Capital Region community, Japanuary was no aberration—it fits a long-term trend of rising excitement about Japan in the National Capital Region. This year alone, a Japanese food hall has opened just northwest of Union Station. Samurai and anime film series appeared as summer movie offerings. The American Craft Sake Festival descended upon Charlottesville, VA. Excellent ramen shops continue popping up around the region, becoming nearly ubiquitous. The list goes on.

As always, Japan-America Society of Washington DC is thrilled to be part of the excitement. The Society's Sakura Matsuri-Japanese Street Festival, generally regarded as the largest Japan celebration anywhere in the country, returned to downtown DC for its 61st year. Our National Japan Bowl, America's Japanese language competition for high school students, returned in College Park as an in-person competition for the first time in three years, hosting over 150 students from across the country. Enrollment in our Japanese Language School has enjoyed steady growth. Our Tanaka and Green Scholarship program helped send seven college students from our area to Japan for study abroad experiences.

The following report details these and many more events and offerings through which Japan-America Society of Washington DC worked over the past year to bring Japan to the National Capital Region. This is all  $\beta p f$  $\delta \pm \tau$  (thanks to you), and a reflection of the incredible energy and generosity of this community, and our shared enthusiasm for Japan, its friendship, and its culture. We look forward to working with our friends, neighbors, and members over the coming year to keep up the incredible US-Japan energy in the National Capital Region.

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**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.



#### **Honorary Patron**

H.E. Koji Tomita, Ambassador

Extraordinary and Plenipotentiary of Japan to the United States of America The Honorable Rahm Emanuel, United States Ambassador to Japan

#### **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) Emma Chanlett-Avery, Specialist in Asian Affairs (Vice Chair) Randy Yoshimura, Sumitomo Corporation of Americas (Vice Chair) Shihoko Goto, Wilson Center (Secretary) Yoichi Mineo, Marubeni America Corporation (At Large) Peter Bass, Kingswood Holding LLC (Treasurer) Ryan Shaffer, JASWDC President (Ex Officio)

#### **Trustees**

Laurence Bates (ret) Michael Beeman, Stanford University Robin Berrington, Department of State (ret) Brent Bombach, NEC Corporation Wendy Cutler, Asia Society Policy Institute Baden Firth, Mitsubishi Corporation (Americas) Lt. Gen. Wallace Gregson, Sasakawa Peace Foundation USA Christopher Johnstone, CSIS Takaaki Kakudoh, Mitsui & Co. (U.S.A) Marie Kissel, Abbott Labs Sherry Martin, Department of State Tatsuo Okazaki, Toyota Motor North America



#### **Trustees (continued)**

Tami Overby, Asia Pathfinders LLC Louisa Rubinfien, University of Maryland Yuki Sako, K&L Gates Sufumi So, Hong Kong University Mireya Solis, Brookings Institution Hiroko Tada, ITOCHU International Hiroyuki "Bob" Takai, European Energy Exchange Ambassador Kurt Tong, The Asia Group Kenneth Weinstein, Hudson Institute Rick Weir, Northrup Grumman Corporation

#### **Advisors**

Minister Koichi Ai, 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. 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 Eileen Pennington, The Asia Foundation Andrew M. Saidel, Dynamic Strategies Asia LLC Sheila A. Smith, Council on Foreign Relations Shinsuke Takahashi



#### Staff

Ryan Shaffer, President Saori Kobayashi, Director of Programs & Language School Olivia Kent, Communications Director Mari Fromel, Administrative Director & Program Manager Elece Smith, Japan Bowl & Scholarships Director Jessica Webster, Sakura Matsuri - Japanese Street Festival Director Emily Johnson, Japan Bowl and Program Assistant Colette H. Fozard, Sakura Matsuri - Japanese Street Festival Manager Sam Harris - Sakura Matsuri - Japanese Street Festival Manager Matsuri - Japanese Street Festival Coordinator Yoko Hargest - JLS Coordinator Mai Gaidamak - JLS Coordinator

#### **Japanese Language School Teachers**

Chika Watarai Chisato Kinoshita Emi Goto Eriko Tokura Hisami Kimoto Julie Suzuki Kaori Hunter Kazue Otero Kimiyo Watanabe Kumiko Chikata Kunie Kikunaga Nobue Yamabayashi Nozomi Hoshi Sachiko Beeman Saki Hirozane

#### 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 cultural event. As JASWDC's longest-standing program, Sakura Matsuri began as a small "friends and family bazaar and now regularly attracts 40,000 people each year to Pennsylvania Ave. Sakura Matsuri is held each year on Pennsylvania and Constitution Avenues, NW, between 3rd and 7th Streets, near the Capitol Building and is proud to return in April 2024 for its third year as a two-day festival.

### 2 DAYS 35,000 ATTENDEES

#### 40+ PERFORMANCES 120+ VENDORS & EXHIBITORS

#### PERSONNEL

Jessica Webster and Sam Harris, Festival Director Colette H. Fozard, Festival Manager Sam Harris, Festival Coordinator

The management of the Sakura Matsuri also includes 90 volunteer chairs of 18 Sakura Matsuri Subcommittees. These subcommittees manage different logistical aspects of the Matsuri, as well as the key areas of the festival: Taste of Japan, Arts & Culture, Ginza Marketplace and Japan Now. These various areas of the festival are, in turn, staffed by over 500 "day-of" volunteers.



# SAKURA MATSURI CONT'D

#### **FY23 REPORT**

Sakura Matsuri – Japanese Street Festival was held on April 15th and 16th 2023. The event, located in the heart of Washington, DC, attracted over 35,000 attendees across two days and highlighted Japanese culture with performances, language competitions, technology exhibitions, cocktail and cooking demonstrations, sake tasting, shopping, and more.



This year's Sakura Matsuri saw the largest number of vendors and exhibitors, with over 120 vendors, non-profits and other organizations participating at the Matsuri. The Society was honored to host a visit from Mrs. Yuko Kishida, spouse of Japan's Prime Minister Fumio Kishida, where she visited several of the Matsuri's attractions and exhibiting organizations. In her thank you letter to the Society, she described the Sakura Matsuri as a "precious event that connects the hearts of the American and Japanese people."



## NATIONAL JAPAN BOWL

The National Japan Bowl is America's premier high school-level Japanese language competition. Created by the Japan-America Society of Washington DC in 1992, the National Japan Bowl serves as an invaluable tool for promoting Japanese language programs in American high schools, while motivating American students to elevate their studies to the next level.

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. The National Japan Bowl tests high school students on their understanding of Japanese language, but also the cultural and historical context that brings the language to life.

JASWDC also supports 3 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 Juliane Doscher Tomoko Hoogenboom Kirsten Jensen Yoko Lawless Sang-mi Mchale Yoshiko Mori Louisa Rubinfien Akane Shirata Sufumi So Takae Tsujioka

NATIONAL HAN BOW

#### PERSONNEL

Elece Smith, Program Manager, Director of National Japan Bowl & Educational Programs Emily Johnson, Japan Bowl & Programs Assistant



#### FY23 REPORT

On April 13-14, 2023, the Japan-America Society of Washington DC (JASWDC) held the 31st National Japan Bowl®, live and in-person, after three years of "Digital Japan Bowls" during the pandemic era. Students participated in two days of intense competition that culminated in a championship round, where the top three teams from each level put their Japanese language and cultural knowledge skills to the test to claim the title of 2023 National Japan Bowl Champions. Held at the University of Maryland, at the College Park Marriott Hotel & Conference Center, the event welcomed 299 in-person guests, featuring 51 student teams from 13 states and territories. 734 people tuned in to watch a delayed "Japan Bowl Broadcast" of the Level 4 Championship Round, which was aired on JASWDC's YouTube channel.

This year's participants were welcomed with messages of support from JASWDC friends such as Princess Takamado (Honorary Patron of the Japan Bowl), US Ambassador Rahm Emanuel, Japan's Ambassador Tomita Koji, White House AAPI advisor Erika Moritsugu and Minister of Chancery and Public Affairs at the Embassy of Japan, Minister Koichi Ai. We were also joined by special guests judges including Minister Ai, JCIE USA Executive Director Kazuyo Kato, Chief of NHK's Washington Bureau Masaru Takagi, Nishiura Style calligraphy instructor Yoshiko Tsuda, and Mari Hamada of University of Maryland.

The Level 4 Champions, along with several of the Regional Japan Bowls winners, were invited to attend the 2023 Japan Bowl Champions' Trip, co-hosted by the Japan Ministry of Foreign Affairs' Kakehashi Project and JASWDC. Students visited Tokyo and Okayama Prefecture, and called on senior government figures including US Ambassador Rahm Emmanuel, Japan's First Lady Yuko Kishida, Okayama Governor Ryuta Ibaragi, and State Minister of Foreign Affairs Kenji Yamada.

#### **2023 FINALISTS**

#### LEVEL 4

Ist Place: Cupertino High School, CA 2nd Place: Lynbrook High School, CA 3rd Place: Gretchen Whitney High School, CA 4th Place: Stevenson School, CA 5th Place: Stuyvesant High School, NY

#### LEVEL 2

Ist Place: Stuyvesant High School, NY 2nd Place: Lynbrook High School, CA 3rd Place: Cupertino High School, CA 4th Place: Gretchen Whitney High School, CA 5th Place: Stevenson School, CA

#### LEVEL 3

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

# 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

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使う (つかう) Tsukau

Saori Kobayashi, Program Director Mari Fromel, Program Manager Yoko Hargest and Mai Gaidamak, JLS Coordinator

#### **FY23 REPORT**



The Society successfully shifted to a three-term system, each lasting 13 weeks starting from the 2022 fall term.

Continuing to adapt to the challenges posed by the COVID-19 pandemic, the JLS maintained its commitment to providing high-quality Japanese language classes by offering all courses online through Zoom.

JLS witnessed a positive trend in enrollment, with the JLS welcoming a total of 689 students across 92 classes. This increase in student participation reflects the school's dedication to promoting Japanese language and culture.

To accommodate the growing number of classes and introduce new course types, the JLS hired 9 new instructors during FY23. The addition of these talented instructors contributed to a diverse range of classes and enhanced the overall learning experience.

The JLS instructors, totaling 25, played a vital role in fostering strong US-Japan relations. Additionally, 15 active instructors during each term dedicated themselves not only to teaching but also to support other activities organized by JASWDC, including volunteering at the Sakura Matsuri Street festival.

### FALL 2022

Number of Students: 189 Number of Classes: 34 **WINTER 2023** 

Number of Students: 210 Number of Classes: 28

### **SPRING 2023**

Number of Students: 223 Number of Classes: 30

# 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 an important source of financial support for the Japan-America Society of Washington DC'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 Jessica Webster, Silent Auction Director

#### FY23 REPORT

On Thursday, October 13 2022 the Japan-America Society of Washington DC was proud to host our 36th annual US-Japan Capital Gala and Silent Auction at the Salamander Hotel, Washington DC.

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 vital 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 also our honor to host esteemed guests iincluding Ambassador Koji Tomita, Dr. Endo Nobuhiro of NEC, and Charles D. Lake II of AFLAC International. The Society presented the Honorable Kurt Campbell the Annual Marshall Green Award. Reiko Hirai of DC Sake Co and Mid-Atlantic Association of Teachers of Japanese received the Society's annual John and Hiroko Malott Leadership Award.

The US-Japan Capital Gala and Silent Auction are a primary source of support for the Japan-America Society of Washington DC's hundreds of annual educational, cultural, and networking activities, including the National Japan Bowl and Washington, DC's Sakura Matsuri - Japanese Street Festival. This year's Gala also presented exciting new opportunities to collaborate with American and Japanese sake brewers Hakkaisan, North American Sake Brewery, Brooklyn Kura, and others.

# US-JAPAN CAPITAL GALA CONT'D

#### **2022 SPONSORS**

#### Kiku

Aflac

#### Tsubaki

Daikin Mitsubishi Coporation (Americas) NEC Toyota Motor North America

#### Akizakura

Denso Hitachi Marubeni America Corporation The Maureen and Mike Mansfield Foundation Mitsui & Co. (USA), Inc. Sumitomo Corporation of Americas Toshiba

#### Momiji

Abbott Keidanren McLarty Associates Mitsubishi Electric US Mitsubishi Heavy Industries America NTT Corporation Panasonic Corporation of North America

#### **2022 AWARDS**

#### Marshall Green Award

The Honorable Kurt Campbell, Deputy Assistant to the President and Coordinator for Indo-Pacific Affairs, National Security Council

John & Hiroko Malott Leadership Award Ms. Reiko Hirai. DC Sake Co Mid-Atlantic Association of Teachers of Japanese (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 2023-2024 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

Elece Smith, Scholarships Coordinator Scholarships Committee (Yoshi Ogawa, Maki Hishikawa, Jim Schoff, Sherry Martin)

#### **2022-2023 RECIPIENTS**

Rebekah Blume - University of Maryland (Waseda University)Charity McLaughlin - Temple University (Temple University Japan)Adriel Perez –Georgetown University (Keio University)Mariana Salas -American University (Ritsumeikan University)Kai Thompson - Drexel University (Sophia University)Benjamin Wolstein - Columbia University (The Kyoto Consortium)Kaitlyn Yuan - George Washington University (Akita International University)



Kai Thompson visiting Kaminarimon during their time in Tokyo



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 program that 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 culturerelated 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. The program is offered by the Society as a free service to the National Capital Region community.

#### PERSONNEL

Mari Fromel JiS Interns and Volunteers



#### FY23 REPORT

The Society has held 12 virtual Japan-in-a Suitcase visits since August 1, 2022.

From a basic introduction of Japanese culture to themes requested by the school (haiku, music, anime), JASWDC intern Liam Cophlan engaged classes through use of tools such as Prezi, PowerPoint, and YouTube videos.

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**

The Society aims to resume in-person school visits beginning in 2024, as school visit policies begin to loosen in the post-pandemic era. 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-branded media.

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 primary 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 Emily Johnson Elece Smith Jessica Webster Sam Harris Volunteers & Interns

#### **FY23 REPORT**

In FY23, many of the Society's programs resumed as in-person, following the pandemic. The Society was excited to innaugurate the Haiku Group, launched by the Society in collaboration with renowned haiku poet and JASWDC Board Member, Abigail Friedman. Haiku Club provides an opportunity for our community to convene and enjoy the art of haiku in a fun and friendly atmosphere.

Several Society programs, such as the Society's Networking Lunch in Japanese and J-Book Club, have continued as online programs, due to the convenience of the format. This year, the Society introduced a new take on our Japanese cooking classes, Ouchigohan, in partnership with Table for Two and other Japan America Societies.

The Society also presented an online Haiku workshop, in partnership with Brendan Morley from George Washington University.

# ANNUAL & SPECIAL EVENTS

In FY22, JASWDC hosted four annually-recurring or one-time events.

#### **U.S.-JAPAN ALLIANCE IN THE INDO-PACIFIC**

On February 8, 2023, the Japan-America Society of Washington DC, the National War College, and the National War College Alumni Association hosted the 8th annual partnership event, U.S.-Japan Alliance in the Indo Pacific (formerly "JUMP").



The event, "Contemporary Role of the Defense Sector," was held in-person at the historic Arnold Auditorium of the National War College and hosted a combined total of 180+ inperson and virtual speakers and attendees.

The evening featured remarks from Ryan Shaffer (JASWDC), Brigadier General Jeffrey Hurlbert, (National War College) Ambassador Kurt Tong (The Asia Group), followed by an Armchair Discussion, entitled "View from the Defense Industry" with keynote speaker, Om Prakash, (Northrop Grumman), who participated virtually from Tokyo. A panel discussion, moderated by JASWDC Counselor Sheila Smith, with commentary from Randy Yoshimura, (Sumitomo), Komei Isozaki, (Hudson Institute), Ron Lopez, (Astroscale), and Motosada Matano, (Embassy of Japan).

Following the event discussion was an intimate reception in the historic Roosevelt Hall at the National War College.

#### **JAPAN IN 2023**

On January 24, the Japan-America Society of Washington DC and the Center for East Asia Policy Studies at the Brookings Institution, hosted the ninth annual Japan in the Year program, "Japan in 2023." JASWDC is grateful for the generous funding and support it received from the National Association of Japan-America Societies (NAJAS) and the Embassy of Japan.The event invited senior and next-generation Japanese and American experts and officials to look ahead at what 2023 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, moderated by Mireya Solis, two panel discussions, and a pre-recorded keynote discussion between Ryan Shaffer and Ambassador Rahm Emanuel.



Event panelists included Matthew Goodman and Chris Johnstone of Center for Strategic and International Studies, Randall Jones (Center on Japanese Economy and Business), Tobias Harris, (Asia Program, German Marshall Fund), and the panel moderator Shihoko Goto (Wilson Center).

# ANNUAL & SPECIAL EVENTS (CONT'D)

#### **SHOKIBARAI - SUMMER NETWORKING RECEPTION**

On June 20, the Society partnered with Hudson Institute and Kirin USA to co-host the 2023 Shokibarai Summer Party.

Attendees enjoyed Japanese cuisine and a range of Japanese beverages provided by Kirin and other partners, all while enjoying the picturesque view of DC from the Hudson Institute rooftop patio. Remarks were presented by hosts Ryan Shaffer (JASWDC President) and Kenneth R. Weinstein (Japan Chair at Hudson Institute) followed by a toast from Andrew Lee (Acting Director of the Office of Japan Affairs at the State Department).



#### **SHINNENKAI – NEW YEARS PARTY**

On January 27, the Society partnered with JAXA (Japan Aerospace Exploration Agency) and Kirin USA to co-host our annual 2023 Shinnenkai – New Year Party.

The event followed a JAXA seminar, which included a keynote lecture on space science by Dr. Hitoshi Kuninaka, Vice President/Director General of the Institute of Space and Astronautical Science at JAXA, as well as an overview JAXA's FY2023.







### COMMUNICATIONS REPORT Olivia Kent, Communications Director

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.

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. In FY23, the Society developed its use of Feathr to manage online marketing and digital communications, which has elevated Society campaigns for promoting ticket sales for the Sakura Matsuri, Individual Membership, and registration for the Japanese Language School.

#### 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 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

#### **SOCIAL MEDIA OVERVIEW**

A snapshot of our overall reach across Instagram, Facebook, X (previosuly Twitter), and YouTube:

FOLLOWER GROWTH + 1365 for a total of 16,166

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

POST REACH 230K Users

AVG ENGAGEMENT RATE 5.02 %

#### 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 nonmembers.





#### **NEW CONTACTS**

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 or lunches held in-person, feature a moderated discussion with a notable guest speaker followed by a Q&A session with invited guests. YOKOZUNA (\$5,000): 6 OZEKI (\$3,500): 15 SEKIWAKE (\$1,500): 22 KOMUSUBI (\$500): 4 **TOTAI : 47** 

#### FY22/23 SPEAKERS

- Pamela Phan, Deputy Assistant Secretary /Asia, Department of Commerce International Trade Administration
- Kemy Monahan, Director/East Asia, National Security Council
- Daniel J. Kritenbrink, Assistant Secretary for East Asian and Pacific Affairs at the Department of State
- Luke Collin, Director for Japan Policy in the Office of the Secretary of Defense
- Cara Allison Marshall, US Department of Defense



### 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. UME (\$60): 568 STUDENT (\$40): 94 TSUTSUJI (\$250): 50 KIKU (\$1500): 2

**TOTAL: 714** 

# JASWDC IN THE JACK 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

	FY23 Year End						
	Revenue	(% Total)	Expense	(% Total)	Surplus/ Deficit		
Japanese Language School	192917	13%	105072	6%	87845		
Sakura Matsuri	808347	53%	696014	42%	112333		
Japan Bowl	105641	7%	260800	16%	-155159		
US-Japan Capital Gala	181513	12%	152772	9%	28741		
Member Events/Membership	184063	12%	86345	5%	97718		
Education & Outreach	615	0%	47713	3%	-47098		
G&A	44216	3%	305518	18%	-261303		
Total	1,517,312		1,654,234		-136,922		

# SPONSORS & CONTRIBUTERS

ASWDC FY23 COMMUNITY SUPPORT PROGRAM SUPPORT & MEMBERSHIPS OVER \$5000

Organization	US-Japan Capital Gala	Japan Bowl/ Sakura	Membership	Other Programs	Total
Individuals	· √	$\checkmark$		1	\$500,000+
District of Columbia		$\checkmark$			\$60,000+
Embassy of Japan	$\checkmark$	$\checkmark$		$\checkmark$	\$30,000+
Beam Suntory, Inc.		$\checkmark$			\$30,000+
Aflac International	$\checkmark$	$\checkmark$	$\checkmark$		\$20,000+
NEC Corporation	$\checkmark$	$\checkmark$	$\checkmark$		\$20,000+
Mitsubishi International Corporation	$\checkmark$	$\checkmark$	$\checkmark$		\$15,000+
Mitsubishi Heavy Industries America,	$\checkmark$	$\checkmark$	$\checkmark$		\$15,000+
Anheuser-Busch LLC		$\checkmark$			\$15,000+
Hitachi, Ltd.	$\checkmark$	$\checkmark$	$\checkmark$		\$15,000+
JPT AMERICA, INC		$\checkmark$			\$15,000+
Marubeni America Corporation	$\checkmark$	$\checkmark$	$\checkmark$		\$10,000+
Mitsui & Co. (USA), Inc.	$\checkmark$	$\checkmark$	$\checkmark$		\$10,000+
Sumitomo Corporation of America	$\checkmark$	$\checkmark$	$\checkmark$		\$10,000+
NTT Corporation USA	$\checkmark$	$\checkmark$			\$10,000+
Daikin U.S. Corporation	$\checkmark$		$\checkmark$		\$10,000+
Toshiba America	$\checkmark$		$\checkmark$		\$10,000+
Panasonic	$\checkmark$		$\checkmark$		\$10,000+
S&R Foundation				$\checkmark$	\$10,000+
Toyota Motor North America, Inc.	$\checkmark$	$\checkmark$	$\checkmark$		\$10,000+
DENSO Corporation	$\checkmark$		$\checkmark$		\$5,000+
The Japan Foundation, New York		$\checkmark$			\$5,000+
Abbott Laboratories	$\checkmark$		$\checkmark$		\$5,000+
Mitsubishi Electric US, Inc.	$\checkmark$	$\checkmark$	$\checkmark$		\$5,000+
Otakorp, Inc.		$\checkmark$			\$5,000+
Anonymous	$\checkmark$			$\checkmark$	\$5,000+
Keidanren-USA	$\checkmark$		$\checkmark$		\$5,000+
Asahi Shuzo Co., Ltd		$\checkmark$			\$5,000+
Hakutsuru Sake Of America, Inc.		$\checkmark$			\$5,000+
iichiko USA, Inc		$\checkmark$			\$5,000+
ITOCHU International Inc.		$\checkmark$	$\checkmark$		\$5,000+
Japan Airlines		$\checkmark$			\$5,000+
JITTI		$\checkmark$			\$5,000+
Keidanren-USA	$\checkmark$				\$5,000+
Leftfield Media, Inc		$\checkmark$			\$5,000+
McLarty Associates	$\checkmark$				\$5,000+
Northeast Maglev, LLC		$\checkmark$			\$5,000+
Maureen & Mike Mansfield Foundation	$\checkmark$				\$5,000+
TOTO USA, INC		$\checkmark$			\$5,000+



#### YOKOZUNA CORPORATE MEMBERS

Affac.







Panasonic



#### **OZEKI CORPORATE MEMBERS**













NEC



Mitsubishi Corporation (Americas)



**TOSHIBA** 



YANKee Candle





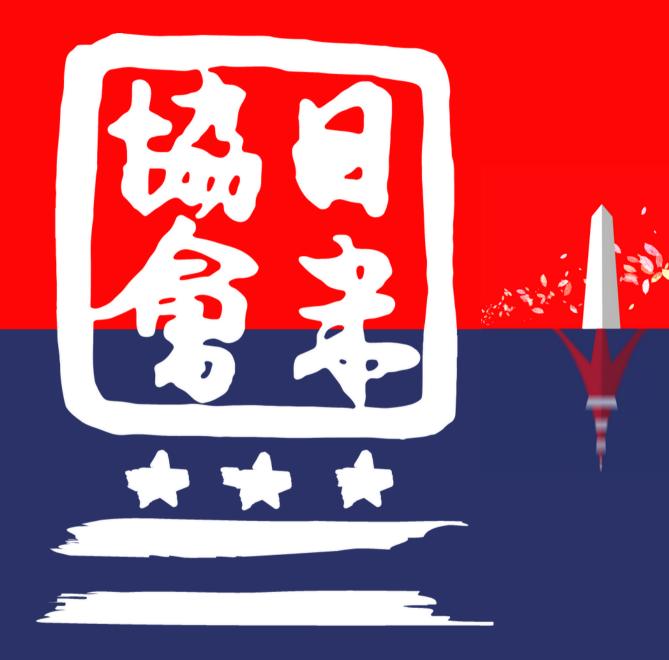
### **SEKIWAKE CORPORATE MEMBERS**

American Honda Motor Co., Inc. Bank of Japan Central Japan Railway Company Computercraft Daikin U.S. Corporation Denso DLI North America Inc. Dynamic Strategies Asia, LLC Eversheds Sutherland (US) LLP Fujitsu Limited Fuji Television Network News Japan Automobile Manufacturers Association Keidanren USA Mitsubishi Electric US, Inc Mitsui & Co. (USA), Inc. MUFG Bank, Ltd. NITTSU Nippon Express USA, Inc North American Subaru, Inc. Northeast Maglev San-J International, Inc. Sojitz Corporation of America Sumitomo Corporation of Americas Suntory Americas Toshiba America, Inc. TV Asahi





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