



THE JAPAN-AMERICA SOCIETY  
OF WASHINGTON DC

A large, thick, red circular brushstroke graphic that frames the central text. The stroke is expressive and slightly irregular, with some darker and lighter areas, giving it a hand-painted appearance. It is set against a solid dark blue background.

# 2024/2025 ANNUAL REPORT

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# A MESSAGE FROM JASWDC PRESIDENT RYAN SHAFFER

Greetings to the US-Japan Community of our National Capital Region at the end of Japan-America Society of Washington DC's 68th year.

The Society was created in 1957 for the purpose of contributing to friendship and understanding between the peoples of the United States and Japan. In a city like Washington DC, where our principal industry is government, it is easy to dismiss objectives like "friendship and understanding" as trivial, or unimportant. And yet it was American and Japanese government officials who created our Society and tasked us with our mission. And today, on a bipartisan and binational basis, the Society's Board includes some of the most senior current and former "alliance managers", all of whom, through their support of the Society, endorse our mission.

Why? There has always been change and fluctuation in management of the US-Japan relationship. The past year was no exception. Between August 2024 and July 2025 the United States and Japan have seen four different heads of government, five secretaries of state and foreign ministers, and five defense ministers and secretaries. But through all these changes in personnel, the central figure in the relationship has remained constant— Shohei Ohtani. Tourist traffic between the United States and Japan continues to set records. Matcha has become so popular among American consumers that we are driving shortages in Japan. Ramen shops continue popping up in American communities. Both DC United and the Nationals welcomed their first ever Japanese players, and Washington Commanders star quarterback Jayden Daniels began sporting a Japanese flag on his helmet. JASWDC's 2025 Sakura Matsuri-Japanese Street Festival attracted over 38,000 visitors — for a total of over 150,000 attendee hours— to the heart of the nation's capital to celebrate Japan's culture.

Our Japanese Language School continues to grow with enrollment now surpassing 700 registrations over the year's three semesters. Our 32nd annual National Japan Bowl welcomed teams from 20 high schools across the country to compete for the national crown. Readership of the Society's newsletter has passed 10,000 and continues to expand.

There is no doubt that our two nations' relationship has arrived at a significant moment. But through all of these changes, US-Japan civil society ties, and our "friendship and understanding" continues to provide the rock-solid foundation for US-Japan relations that our founders envisioned 68 years ago.

In the following pages, I invite you to learn about how our Society, including JASWDC's staff, volunteers, members, and media followers, continue to promote our nations' grassroots ties, and the ways we utilize our resources to help our many community partners. Thank you for your support and interest in the Society; together let us continue to nurture our amazing Japan cultural community in the nation's capital region.

**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 Patrons**

H.E. Shigeo Yamada, Ambassador of Japan to the United States of America  
The Honorable George Glass, US Ambassador to Japan

## **Honorary Chairs**

The Honorable Rahm Emanuel  
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, CFR

## **Officers**

Ambassador James P. Zumwalt (Chairman)  
Gaku Nakamura, Mitsubishi Heavy Industries America, Inc. (Vice Chair)  
Maki Hishikawa, Aflac International (Vice Chair)  
Yosuke "Yogi" Nagamori, MUFG Americas (Treasurer)  
Shihoko Goto, The Maureen and Mike Mansfield Foundation (Secretary)  
Andrew M. Saidel, Dynamic Strategies Asia LLC (At-Large)  
Randy Yoshimura, Sumitomo Corporation of Americas (At-Large)  
Ryan Shaffer, JASWDC President (Ex Officio)

## **Trustees**

Laurence Bates (ret)  
Michael Beeman, Stanford University  
Robin Berrington, Department of State (ret)  
Brent Bombach, NEC Corporation  
Dr. Kent E. Calder, Johns Hopkins University, SAIS  
Baden Firth, Mitsubishi Corporation (Americas)  
Takaaki Kakudoh, Mitsui & Co. (U.S.A)  
Marie Kissel  
Sherry Martin, Department of State  
Jamie Morgan, Gray Book Consulting  
Gaku Nakamura, Mitsubishi Heavy Industries America, Inc.  
Tatsuo Okazaki, Toyota Motor North America  
Tami Overby, Asia Pathfinders LLC  
Yuki Sako, K&L Gates  
Keiichi Shimada, Hitachi



# THE JAPAN-AMERICA SOCIETY OF WASHINGTON DC

## **Trustees (continued)**

Sufumi So, Hong Kong University  
Hiroko Tada, ITOCHU International  
Ambassador Kurt Tong, The Asia Group  
Kenneth Weinstein, Hudson Institute

## **Advisors**

Masatsugu Odaira, Minister of Public Affairs at the Embassy of Japan in the US  
Dan Cintron, U.S. Department of State

## **Legal Advisor**

David Levine, Groom Law Group

## **Counselors**

Peter Bass, Kingswood Holding LLC  
Lyle M. Blanchard, Greenstein DeLorme & Luchs, P.C.  
Emma Chanlett-Avery, Asia Society Policy Institute  
Wendy Cutler, Asia Society Policy Institute  
Abigail Friedman, The Asia Foundation  
Glen S. Fukushima, Center for American Progress  
Lt. Gen. Wallace Gregson, Sasakawa Peace Foundation USA  
Ambassador Thomas C. Hubbard, McLarty Associates  
Tetsuo Iguchi, Toshiba America, Inc.  
Christopher Johnstone, The Asia Group  
Ambassador John R. Malott  
Yoichi Mineo, Marubeni Corp.  
Pamela Passman, Center for Responsible Enterprise and Trade  
Eileen Pennington, The Asia Foundation  
Louisa Rubinfiel  
Sheila A. Smith, Council on Foreign Relations  
Mireya Solis, Brookings Institution  
Shinsuke Takahashi, NEC Corporation of America  
Hiroyuki "Bob" Takai, European Energy Exchange  
Rick Weir, IMSAR

## **Staff**

Ryan Shaffer, President  
Saori Kobayashi, Executive Director  
Mari Fromel, Administrative & Program Manager  
William Denton, Communications Manager  
Samantha Marks, Japan Bowl & Scholarships Director  
Emily Johnson, US-Japan Capital Gala & Japan in a Suitcase Program Manager  
Adam Pasour, Volunteer & Donor Coordinator  
Ryunosuke Saeki, Administrative and Program Assistant



# THE JAPAN-AMERICA SOCIETY OF WASHINGTON DC

## **Japanese Language School Teachers**

Sachiko Beeman  
Kaori Hunter  
Yumiko Yoshida  
Chisato Kinoshita  
Kazue Otero  
Hisami Kimoto  
Emi Goto  
Julie Suzuki  
Chika Watarai  
Kunie Kikunaga  
Yoko Nagasaka Myers  
Kimiyo Watanabe  
Yumiko Naito  
Mana Terao  
Allison Fluharty  
Mizuho Matsuno  
Mariko Nijo

## **Volunteers**

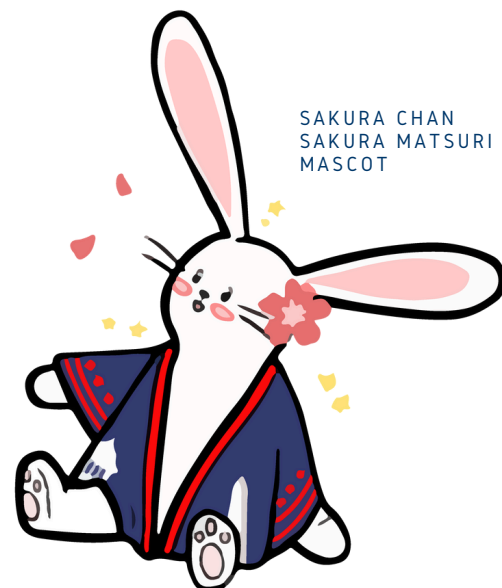
The Japan-America Society of Washington DC relies on the generous support of over 700 volunteers to run its programs and events each year.

# SAKURA MATSURI JAPANESE STREET FESTIVAL

## PERSONNEL

Colette H. Fozard, Festival Manager

The management of the Sakura Matsuri also includes 82 volunteer members of 18 Sakura Matsuri Subcommittees. These subcommittees manage different areas of the Matsuri, including Logistics, Performing Arts, Entrances, Chairman's Hospitality Reception, 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 700 "day-of" volunteers who support the subcommittee.



## FY25 REPORT

The Sakura Matsuri - Japanese Street Festival celebrated its 63rd Anniversary on April 12 & 13, 2025. The event, located in the heart of Washington, DC between 3rd-7th Streets along Pennsylvania Avenue, attracted 38,000 attendees across two days for an average stay time of over 4 hours. The Matsuri highlighted Japanese culture with performances, technology, cocktail and cooking demonstrations, sake tasting, shopping, and more!

This year, the Festival welcomed two new features:

**Sunday Sumo** - World-renowned Sumo wrestlers, ICHI and HIROKI squared off in a special exhibition match at the Capitol Stage.

**Tachinomi Pavilion** - A "mini sake festival" within the Matsuri, the Tachinomi Pavilion offered a variety of Japanese and American sakes as well as Japanese whiskey and shochu.

**APRIL**  
**12-13, 2025**

**OVER**  
**38,000**  
**ATTENDEES**

**2 DAYS**  
**40+ PERFORMANCES**  
**120+ VENDORS**  
**& EXHIBITORS**



**150K+**  
**impressions**

from social media posts and advertising campaigns across two months

**30K+**  
**mailing list**

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

**APRIL 11-12,**  
**2026**

# NATIONAL JAPAN BOWL



For the past 32 years, JASWDC has organized the Japan Bowl to recognize and encourage high school students across the United States who have chosen Japanese as their foreign language of study. The National Japan Bowl—America’s premier Japanese-language competition—plays a vital role in inspiring young language learners and reinforcing their teachers and school districts’ efforts and investments.



## JAPAN BOWL COUNCIL

William Brooks (In Memoriam)  
Louisa Rubinfien  
Mylz Hahn  
Tomoko Hoogenboom  
Kirsten Jensen  
Sufumi So  
Seiko Kyan  
Yoko Lawless  
Sang-Mi McHale  
Peggy Breer  
Yoshiko Mori  
Akane Shirata  
Takae Tsujioka

The Japan Bowl is not just a challenging and fun competition; it also allows students to experience Japanese culture firsthand and meet other students who share their interest in Japan and its language. Students and teachers also have opportunities to network with each other and meet with various Japanese cultural organizations, universities, and sponsors to learn more about career opportunities, study abroad programs and Japanese language and cultural opportunities outside the classroom.

Among the National Japan Bowl alumni are tomorrow’s leaders of our diplomatic, commercial, security, and cultural relations with Japan. Many credit the Japan Bowl as an important motivator in their endeavors. The Japan-America Society of Washington DC has supported the creation of twenty regional Japan Bowl competitions across America and worldwide, giving the program a global impact.

## FY25 Report

On Friday and Saturday, April 4–5, 2025, the Japan-America Society of Washington DC (JASWDC), in partnership with the Edwin O. Reischauer Center for East Asian Studies, welcomed 20 schools, 43 teams, and 123 students from across nine states and one U.S. territory to compete in the 33rd National Japan Bowl, held at the Johns Hopkins School of Advanced International Studies (SAIS) in Washington, DC. They were joined by their teachers, chaperones, and observers for two exciting days of competition, cultural exchange, and community. Students faced more than 80 challenging questions and a dynamic Conversation Round, with the top-scoring teams advancing to the Day 2 Championship Rounds to determine this year's national champions.

On July 24th, the winners of the 33rd National Japan Bowl flew to Japan to embark on a unique cultural and diplomatic exchange through the Kakehashi Project, sponsored by the Ministry of Foreign Affairs of Japan.



The Kakehashi Project promotes mutual understanding, trust, and friendship between Japan and the world by encouraging young people to explore Japanese culture, society, and values through immersive experiences.



The top three Level 4 teams – nine students total – earned their place on this year's Kakehashi trip through their performance at the 33rd National Japan Bowl, held April 4-5, 2025, in Washington, D.C. They traveled to Japan from July 24 to 30, with a special itinerary that included visits to Osaka, Tokyo, and courtesy calls on Japan Bowl Patron Her Imperial Highness Princess Takamado, and Japan's First Lady Yoshiko Ishiba.



# 2025 NATIONAL JAPAN BOWL FINALISTS

## LEVEL 2 CHAMPIONSHIP ROUND

- 1st Place: Henry M. Gunn High School (CA)
- 2nd Place: Lynbrook High School (CA)
- 3rd Place: Stuyvesant High School (NY)
- 4th Place: Langley High School (VA)
- 5th Place: Stevenson School (CA)

## CONVERSATION ROUND

Gretchen Whitney High School  
St. John's School Guam

## LEVEL 3 CHAMPIONSHIP ROUND

- 1st Place: Lynbrook High School (CA)
- 2nd Place: Henry M. Gunn High School (CA)
- 3rd Place: Gretchen Whitney High School (CA)
- 4th Place: Stuyvesant High School (NY)
- 5th Place: Stevenson School (CA)

## CONVERSATION ROUND

Serena Louie, Stuyvesant High School  
Abigail Mizan, Montgomery Blair High School

## LEVEL 4 CHAMPIONSHIP ROUND

- 1st Place: Lynbrook High School (CA)
- 2nd Place: Stuyvesant High School (NY)
- 3rd Place: Cupertino High School (CA)
- 4th Place: Northside College Preparatory High School (IL)
- 5th Place: Montgomery Blair High School (MD)

## CONVERSATION ROUND

Dristi Brubaker, Cupertino High School  
Rhea Bathula, Langley High School

## HAIKU COMPETITION

Dublin Scioto High School



OVER 120  
STUDENTS & TEACHERS  
43 TEAMS

20  
SCHOOLS



# JAPANESE LANGUAGE SCHOOL

The Japan-America Society of Washington DC operates the premier Japanese Language School for adults in the Washington DC area, with many students calling it the best. The school offers 30+ Japanese classes at four levels, from beginner to advanced, with three terms per year and classes meeting once a week for 1.5 hours.

## FY25 REPORT

The Japanese Language School (JLS) FY25 Report Highlights the continued offering of all classes online via Zoom. Enrollment grew steadily, with 794 students participating in 95 classes, the highest number since the school’s founding.

- In FY25, to support this growth, three new instructors were hired, bringing the total to 17. They taught each term and actively contributed to JASWDC activities, including volunteering at the Sakura Matsuri Street Festival.
- The increase in enrollment reflects JLS’s ongoing dedication to promoting Japanese language and culture. Our instructors remain vital in strengthening the ties between the U.S. and Japan.
- In addition to our regular classes, we successfully hosted our first special in-person event for Japanese Language School students, in partnership with the Japan Information & Culture Center (JICC). This gathering provided students with a valuable opportunity to connect with instructors and fellow learners through conversation and cultural exchange, fostering community engagement in the DC area.

FY25 was a successful year for JLS. Building on this momentum, we look forward to continuing to deliver high-quality Japanese language education while enhancing cultural exchange between the United States and Japan.

### FALL 2024

**Number of students:** 254  
**Number of classes:** 29

### WINTER 2025

**Number of students:** 264  
**Number of classes:** 32

### SPRING 2025

**Number of students:** 276  
**Number of classes:** 34

## PERSONNEL

Saori Kobayashi - Program Director

Mari Fromel - Program Manager

Ryunosuke Saeki - Program Assistant



## Teachers

Sachiko Beeman

Kaori Hunter

Yumiko Yoshida

Chisato Kinoshita

Kazue Otero

Hisami Kimoto

Emi Goto

Julie Suzuki

Chika Watarai

Kunie Kikunaga

Yoko Nagasaka Myers

Kimiyo Watanabe

Yumiko Naito

Mana Terao

Allison Fluharty

Mizuho Matsuno

Mariko Nijo





# 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 Gala and Silent Auction are a significant source of financial support for the Japan-America Society's educational and cultural activities such as the Tanaka and Green Scholarships, our Japan in a Suitcase schools outreach program, and the National Japan Bowl.

## PERSONNEL

- Emily Johnson – General Program Manager
- Sam Harris - Silent Auction Manager
- William Denton - Communications Manager/Design
- Colette Fozard - Gala Dinner (Floor Management)

## FY25 REPORT

On Wednesday, October 30th, 2024, the Japan-America Society of Washington DC was proud to host our 38th US-Japan Capital Gala: Celebrating the US-Japan Space Partnership – at the Omni Shoreham in Washington, DC.

With over 300 friends and colleagues from across the 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 across generations, but also of the vital role that the bilateral relationship plays in our two countries and for our partners around the world.



This year the Gala focused on the US-Japan Space Partnership and invited special guests DR. NORISHIGE KANAI, (JAXA Astronaut) and MR. DANIEL TANI, NASA Astronaut (ret.), for an on-stage discussion about the collaborative experience of American and Japanese astronauts. The Gala welcomed a number of guests and attendees from the space and heavy industries.

## 2024 SPONSORS

### Kiku

BlackSky Technology

### Tsubaki

Daikin U.S. Corporation  
Mitsubishi Corporation (Americas)  
SK Impact Fund  
Toyota Motor North America

### Akizakura

Aflac  
Denso  
Greenberg Traurig  
Hitachi, Ltd.  
Mitsubishi Heavy Industries America, Inc.  
Mitsui & Co. (USA), Inc.  
NEC Corporation of America  
Panasonic  
Sumitomo Corporation of Americas  
Toshiba

### Momiji

ANA, All Nippon Airways  
Deloitte  
Embassy of Japan  
JSAT International Inc.  
Keidanren USA  
Maureen and Mike Mansfield Foundation  
Marubeni America Corporation  
Mitsubishi Electric (MELCO)  
MUFG Americas  
NTT  
Nippon Steel  
North American Subaru  
Tokyo Electron Limited

## 2024 AWARDS



### Marshall Green Award

*Joint Recipients: JAXA and NASA (Karen Feldstein – Associate Administrator for International and Interagency Relations, NASA; Keichi Wada, Director of the JAXA Washington DC Office)*



**John & Hiroko Malott Leadership Award**  
*Danielle Reed – PinPath LLC (individual)*



**John & Hiroko Malott Leadership Award**  
*The Washington Japanese Heritage Center (Keisho Center) (group)*



**Lifetime Contribution Award**  
**(extraordinary award)**  
*Ms. Peggy Breer*

# 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 William H. and Lily Tanaka Scholarship Endowment and the Marshall and Lispenard Green Educational Endowment.

The Society is proud to award up to \$5,000 to support the study of students from our community that demonstrate excellence and the highest potential to become one of tomorrow's leaders of the US-Japan relationship.

## PERSONNEL

Samantha Marks, Program Manager



## 2025-2026 RECIPIENTS

**Keira Burger:** Washington College, studying for a year at Meiji Gakuin University

**Chelsea Chung:** Northern Arizona University, studying for a year at Yamaguchi University.

**Ally Kulvantunyou:** Sakura Scholar from American University and JASWDC member, studying for two years at Ritsumeikan University

**Samuel Kye:** George Mason University Korea, studying for a semester at Akita International University

**Stephanie Lim:** Japan Bowl alumni from University of Virginia, studying for a semester at Hitotsubashi University



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

# JAPAN-IN-A-SUITCASE

## PERSONNEL

Emily Johnson

Mari Fromel

JiS Interns and Volunteers



On March of 2025, the Japan-America Society of Washington DC was excited to celebrate its formal re-launch of its Japan-in-a-Suitcase program. The long-standing JASWDC program was temporarily postponed due to the COVID pandemic, but has been formally re-launched, with (3) in-person visits as of Summer 2025, and even more scheduled for the year ahead.

For the program's first official re-launch visit, JASWDC visited Mr. Varhall's 5th grade class of 34 students at Cleveland Elementary School, where local author and JIS Volunteer Instructor, Natalie Jakobson presented a special presentation topic on "Yokai" or Japanese folklore monsters/spirits.

After a short presentation, the students got creative coming up with their very own Yokai monsters and stories, while sampling Japanese sweets and snacks!

In May, JASWDC visited Ms. Denny's class of 25 students at Lee Montessori Public Charter School in DC, where JIS Intern, Andrew Lamb presented his bright, colorful and newly created "JASWDC's Intro to Japan" presentation!

After the presentation, the students learned a bit about the katakana writing system and got to practice writing their names in Katakana!

# JAPAN-IN-A-SUITCASE

Also in May, JASWDC visited approx. 70 students (Ms. Jordana-Taylor's 2nd grade class and two other classes of 2nd grade students) at Long Branch Elementary School in Arlington, VA, where JiS volunteer instructor, Ms. Chieko Hernandez presented our newly revamped "Intro to Japan" presentation.

After the presentation, the students participated in an origami craft, making their very own "Kabuto" Japanese samurai hat that they could wear!

Since the program's official re-launch in 2025 under the supervision & management of Emily Johnson (Program Manager), the program since completed (3) in-person school visits, with plans in the work for up to (2-3) more visits before the end of the year, and more into 2026.

The Japan-in-a-Suitcase Program is a wonderful outreach program intended to introduce and expose US students to Japanese culture a great way to share Japanese culture with local DMV-area students, as well as an opportunity for JASWDC to connect with the wider DMV community.



# 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 events and programs which 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 top Japan America Societies, providing access to Japanese cultural and topical events for our local community throughout the year.

## PERSONNEL

Saori Kobayashi  
Emily Johnson  
Mari Fromel  
Samantha Marks  
William Denton  
Ryunosuke Saeki  
Volunteers & Interns

Oûchigohan!  
おうちごはん!



On January 14, 2025, the Society was pleased to ring in the new year with co-host JAXA (Japan Aerospace Exploration Agency), celebrating its annual **Shinnenkai New Year's Party**, the Society's second year in a row hosting with JAXA. Over 150 friends of the Society gathered for a fantastic evening filled with food, drinks, and warm wishes for the year ahead.

Shortly after, setting the stage for the Society's Spring festivities, on March 24, 2025, we were pleased to again host the Society's annual **Sakura Matsuri Capitol Hill Reception** with Senator Bill Hagerty, in the Mansfield Room of the Capitol Building. The event, which welcomed over 100 supporters of the Sakura Matsuri-Japanese Street Festival, featured remarks from Amb. Shigeo Yamada, Senators Bill Hagerty, Mazie Hirono, Chris Coons, and Representatives Mark Takano, Young Kim, Jen Kiggans, and Jill Tokuda.

In July of 2025, the Society welcomed its new office space by hosting an in-person collaboration event with DC Sake Co, a **sake tasting and pairing event with Kubota sake**, exclusively for JASWDC members.

# MEMBERSHIP & COMMUNITY PROGRAMS



To “beat the summer heat”, on Aug 5, 2025 the Society hosted its annual “**Shokibarai**” **Summer Networking Party**, this year with co-host and Corporate Member of the Society, K&L Gates. Light bites and Kirin beer were enjoyed by over 100 members and guests of the Society, with opening remarks by Margaret Hsiang and a warm birthday toast to long-time Council Member and supporter of the Society, Ms. Peggy Breer.

The Society’s **Ouchigohan Cooking Class**, in partnership with Table for Two, JETAA, and (6) other Japan America Societies, continues to enjoy strong involvement from both the local DMV community, and the broader national community, as a convenient and family-friendly virtual program, introducing Japanese culture and cuisine to a wide range of audiences across the US, and serves to promote JASWDC flagship programming to a wider, national audience.

The Society’s bi-monthly **Haiku Group**, led by JASWDC Board Member and esteemed haiku poet and author, Abigail Friedman, continues to grow and appeal to both a combined audience of dedicated attendees and newcomers to Haiku alike. The in-person group meets regularly, once every two months. Following a format similar to that of Japanese haiku groups, participants bring to the session three haiku poems in English that they have written beforehand. The group then shares each haiku anonymously around the room without critique, and afterwards there is a seasonal Haiku topic, discussion, and/or presentation.

Additionally, annual programs with co-hosts like Golden Triangle for the **Winter haiku workshop**, Hillwood Estate, Museum & Gardens, for the annual **Summer Tanabata celebration**, and JASWDC’s presence at **Otakon**, continues to share Japanese cultural awareness within the local DMV community, connecting people-to-people exchange via an expanded network of in-person events, and expanding JASWDC’s presence to an even wider range of the community.

# MEMBERSHIP & COMMUNITY PROGRAMS

## CORPORATE MEMBER BREAKFASTS



JASWDC hosts Corporate Member Breakfasts throughout the year for members at the "Yokozuna" and "Ozeki" level. These breakfasts feature a moderated discussion with a notable guest speaker followed by a Q&A session with invited guests. Over the past fiscal year, speakers included:

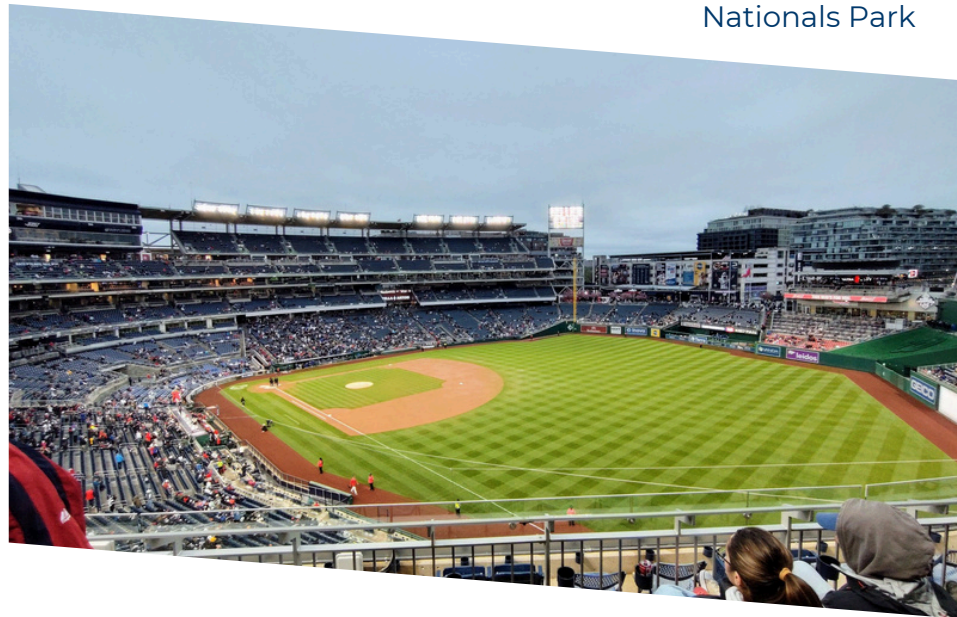
- October 16, 2024 - Hon. Nazak Nikakhtar (Assistant Secretary for Industry & Analysis at ITA in the Commerce Department from 2018-2021)
- November 20, 2024 - Philip Ludvigson (Fmr. Acting Deputy Assistant Secretary for Investment Security at the U.S. Department of the Treasury), Guest moderator: Author Issac Stone Fish
- December 10, 2024 - Ken Weinstein (Japan Chair at the Hudson Institute)
- April 30, 2025 - DAS Kevin Kim (Bureau of East Asian and Pacific Affairs, US Department of State)
- July 23, 2025 - Dr. Michael Beeman (former Assistant US Trade Representative for Japan, Korea, and APEC)



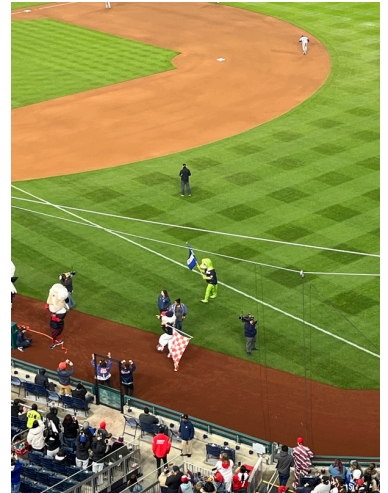
## Washington Nationals' Japanese Heritage Day

The Japan-America Society of Washington DC was honored to be a part of the Second Annual "Japanese Heritage Day" hosted by the Washington Nationals. In collaboration with the team, the Society successfully attracted over 300 members and their guests to the game on April 7th, 2025. This special event provided a unique opportunity to celebrate Japanese culture and strengthen the bonds between the two nations. Attendees enjoyed a memorable evening of baseball, just one of many activities shared between the people of Japan and America!

Nationals Park



Below: Society Representatives Colette Fozard and Ebony Booth wear JASWDC Happi Coats as they hold the finish line tape for the Nationals' famed President's Race





# COMMUNICATIONS REPORT

Strategic Digital Communication has become a cornerstone of the Society's outreach efforts. By crafting engaging content that effectively conveys our mission and programs, we aim to strengthen our connection with the community and foster deeper understanding of the US-Japan relationship.

Our social media platforms have proven to be invaluable tools for engagement. Through targeted content and interactive features, we have successfully cultivated a loyal following and provided valuable insights into the Japanese community in Washington, D.C.

To optimize our digital marketing campaigns, we have expanded our use of Feathr. This robust platform has enabled us to streamline our efforts and increase the effectiveness of our promotions for events such as the Sakura Matsuri, membership drives, and language school enrollment.

As we look ahead, we are committed to staying at the forefront of digital communication and marketing trends. By embracing emerging technologies and innovative strategies, we aim to expand our reach and deepen our impact within the community and beyond.

## PERSONNEL

William Denton, Communications Manager

## MEDIA MENTIONS

**SOCIAL MEDIA OVERVIEW**  
A snapshot of our overall reach across Instagram and Facebook

**INSTAGRAM:**  
5,030 followers  
Total Reach: 45K

**FACEBOOK**  
6.6K Followers  
Total Reach: 25K



## WEBSITE

The Society's website, [www.jaswdc.org](http://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.

### AUGUST 2024 - AUGUST 2025 WEBSITE METRICS

**16,137**

**AVERAGE ORGANIC VISITS  
PER MONTH**

**193,654**

**TOTAL ORGANIC VISITS  
AUGUST 2024 - AUGUST 2025**

## 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.

**12,636**

**TOTAL CONTACTS**

**2,279**

**NEW CONTACTS**

**22% increase since FY24**

**68%**

**OPEN RATE**

**38% 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.



YOKOZUNA (\$5,000): 9

OZEKI (\$3,500): 20

SEKIWAKE (\$1,500): 18

KOMUSUBI (\$500): 5

**TOTAL: 52**

## 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): 641

STUDENT (\$40): 62

TSUTSUJI (\$250): 62

KIKU (\$1500): 3

**TOTAL: 768**

# FINANCES BY PROGRAM

	Revenue	(%total)	Expense	(%total)	Surplus/Deficit
Sakura Matsuri	\$956,081	54%	\$863,442	47%	\$92,639
Japan Bowl	\$94,575	5%	\$209,147	11%	(\$114,572)
Japanese Language School	\$250,000	14%	\$181,789	10%	\$68,211
US-Japan Capital Gala	\$244,534	14%	\$161,035	9%	\$83,499
Education & Outreach	\$650	0%	\$65,642	4%	(\$64,992)
Membership & Member Events	\$176,000	10%	\$27,047	1%	\$148,953
G&A	\$44,455	3%	\$316,118	17%	(\$271,663)
<b>Total</b>	<b>\$1,766,295</b>		<b>\$1,824,220</b>		<b>(\$57,925)</b>

# SPONSORS & CONTRIBUTORS



Organization	US-Japan Capital Gala	Japan Bowl/ Sakura Matsuri	Membership	Other Programs	Total
Individuals	✓	✓	✓	✓	\$600,000+
Government of Japan	✓	✓		✓	\$40,000+
District of Columbia		✓			\$40,000+
Kirin/New Belgium Brewing	✓	✓	✓		\$20,000+
Toshiba	✓	✓	✓		\$20,000+
Blacksky Holdings	✓				\$20,000+
All Nippon Airways	✓	✓	✓		\$20,000+
Toyota Motor North America, Inc.	✓	✓	✓		\$20,000+
Mitsubishi International Corporation	✓	✓	✓		\$15,000+
Panasonic	✓	✓	✓		\$15,000+
NEC Corporation	✓	✓	✓		\$15,000+
Aflac International	✓	✓	✓		\$15,000+
Hakkaisan		✓			\$15,000+
Mitsubishi Heavy Industries America, Inc.	✓	✓	✓		\$10,000+
Sumitomo Corporation of America	✓	✓	✓		\$10,000+
Hitachi, Ltd.	✓	✓	✓		\$10,000+
Mitsui & Co. (USA), Inc.	✓	✓	✓		\$10,000+
Marubeni America Corporation	✓	✓	✓		\$15,000+
Suntory Americas	✓	✓	✓		\$10,000+
United States Japan Foundation	✓	✓	✓		\$10,000+
Anonymous				✓	\$10,000+
Daikin U.S. Corporation	✓		✓		\$10,000+
MUFG Bank, Ltd.	✓	✓	✓		\$10,000+
NTT Corporation USA	✓	✓			\$10,000+
Deloitte	✓	✓	✓		\$10,000+
Tokyo Electron	✓	✓	✓		\$10,000+
SK Impact Fund	✓				\$10,000+
JPT AMERICA, INC		✓			\$10,000+
DENSO Corporation	✓		✓		\$5,000+
Mitsubishi Electric US, Inc.	✓		✓		\$5,000+
Otakorp, Inc.		✓			\$5,000+
Greenberg Traurig	✓				\$5,000+
Maureen & Mike Mansfield Foundation	✓	✓	✓		\$5,000+
Keidanren-USA	✓		✓		\$5,000+
North American Subaru		✓	✓		\$5,000+
Japan Auto Manufacturers Association, Inc.	✓	✓	✓		\$5,000+
Dynamic Strategies Asia	✓		✓		\$5,000+
American Honda Motor Corp.			✓		\$5,000+
AARP		✓			\$5,000+
Nippon Steel North America, Inc.	✓				\$5,000+
Hakutsuru Sake Of America, Inc.		✓			\$5,000+
iichiko USA, Inc	✓	✓			\$5,000+
J-Sat International	✓				\$5,000+
Northeast Maglev, LLC	✓		✓		\$5,000+
Japan Airlines		✓			\$5,000+

# CORPORATE MEMBERS

## YOKOZUNA CORPORATE MEMBERS



## OZEKI CORPORATE MEMBERS



# SEKIWAKE CORPORATE MEMBERS

Computercraft  
Daikin U.S. Corporation  
Denso  
DLI North America Inc.  
Dynamic Strategies Asia, LLC  
Eversheds Sutherland (US) LLP  
Fujitsu Limited  
Japan Automobile Manufacturers  
Association  
Keidanren USA  
Mitsubishi Electric US, Inc  
Mitsui & Co. (USA), Inc.  
NITTSU Nippon Express USA, Inc  
North American Subaru, Inc.  
Northeast Maglev  
Sojitz Corporation of America  
Suntory Americas  
TV Asahi  
Washington Japanese Language School



JAPAN-AMERICA SOCIETY OF  
WASHINGTON DC

1819 L ST, NW, #800, WASHINGTON, DC 20036  
(202) 833-2210



[WWW.JASWDC.ORG](http://WWW.JASWDC.ORG)