

Japan America Society of Minnesota



通 信

The Tsūshin is a membership publication of the Japan America Society of Minnesota

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Shinnenkai Celebration Welcomes 2018 with Fun for Everyone!

Despite the snow and the incredible Vikings game, JASM's annual 2018 Shinnenkai Celebration on Sunday, January 14th was well-attended. The 2018



Shinnenkai was held at Washington Technology Magnet School in St. Paul, Minnesota. Shinnenkai is JASM's annual traditional Japanese New Year's celebration, an event in which cultural exchange is promoted through various activities. Shinnenkai is a fun environment filled with delicious Japanese food, live performances, a silent auction, and activities people of all ages can enjoy.

The venue hosted a wide-array of exhibitors, such as the JASM marketplace, where generously donated items (Japanese trinkets, ceramics, toys, etc.) could be purchased. If one wished to satisfy their fabric and kimono needs, then SilkAddict, Folding and Wrapping +, and Kimono Studio Rin were the places to be at the Shinnenkai.

The Bloomington Sister City Organization, MN Nihonjinkai/Japanese Library, Mori no Ike/Concordia Language Villages, St. Paul - Nagasaki Sister City Committee, and the Twin Cities Japanese American Citizens League (JACL) provided a wonderful gateway to connecting the cultures and people of Japan and America at the Shinnenkai Celebration.

Thanks to Mami Russel, Shinnenkai had an assortment of delicious food. Ozouni Soup was free for the first 150 people, and Ramen was very popular among attendees. Also on the menu were curry rice, curry udon, gyoza, spring rolls, and sushi. As for sweets, Tomoko Drake expertly prepared the dessert items. Attendees had their options of cream puffs, dango mochi, strawberry mousse cake in a cup, anpan, melon pan, and vanilla and green tea panna cotta. Tomoko Drake managed the "JASM kitchen" for over ten years, and to show appreciation for all her hard work...



-Continued on Page 2

J-Quiz 2018: Students Test their Knowledge on Feb. 17th

J-Quiz is an event for High School student teams from all over the upper Midwest to compete using their knowledge of Japanese Language and Culture. Increasing cultural awareness and understanding is one of JASM's main goals, and by bringing together young people with an interest in Japan, we hope to encourage the next generation of Japan experts!

J-Quiz will take place on February 17th at Normandale Community College with competing High Schools from Minnesota and Wisconsin.

Students utilize their Japanese skills to write compositions, participate in cultural activities, and compete against the other schools to win the Grand Prize, a trip to the annual Cherry Blossom Festival in Washington D.C., and a chance to compete in the National Japan Bowl.

Everyone is welcome to watch the Final Rounds in the afternoon on February 17th. For more information, please contact the JASM office at 612-627-9357.



Executive Director to Retire in June



Dear JASM Members,

Ben Van Lierop, our kind, outstanding, dedicated Executive Director for the past 13 years will be retiring at the end of June 2018. We wish Ben all the best as he transitions to retirement and will never be able to thank him enough for all he has done

for JASM over his tenure. Ben has certainly taken this organization to new heights! Omedeto Gozaimasu and Domo Arigato Ben!

I am now leading a search for the next JASM Executive Director. We are looking for an individual with strong leadership skills with the acumen to serve our Individual and Corporate Members.

Most importantly, we are searching for a leader with a strong passion and vision for fulfilling JASM's mission of building bridges between the people of Minnesota and Japan.

Please contact me directly if you would like to learn more about the Executive Director position or have any recommendations for JASM's next leader.

I can be reached at: mblehert@yahoo.com

Thanks again Ben for all you have done and continue to do for JASM!

Marc Blehert
JASM President



Marc Blehert (L) with Ben van Lierop (R)

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...throughout the years, JASM acknowledged her and gave her a certificate of appreciation on the stage.

Attendees were entertained with live demonstrations and activities. There was mochi pounding, an Ikebana demonstration provided by the Sogetsu Study Group, and a JanKenPon tournament! After eating during the fun activities, guests could enjoy a massage provided by Zen Matsuda at the Zen Healing Center. Sakura Kai gave guests a wonderful koto performance, and Akiko Ostlund captivated the audience with her belly dancing. New Thunder Wave, a student dance troupe, amazed the audience as they danced in colorful festival attire. Sweets Kendamas provided a fun kendama demonstration, and Yuki Tokuda gave a lovely ballet performance. Taiko Arts Midwest wowed the audience with their drumming talent as well! New JASM Vice President Elizabeth Fuhrmann expressed thanks to volunteers and attendees for contributions to the successful event. Afterwards, retiring JASM Member Hiroshi Nakato led the "Tejime", the Japanese custom of ceremonial hand clapping performed at the end of a special event.

Shinnenkai brought people of different backgrounds and cultures together, all sharing a common interest in celebrating a traditional Japanese New Year. This event could not have been possible without the support of our donors, exhibitors, performers, and volunteers! The generosity and support is greatly appreciated. JASM looks forward to another great Shinnenkai Celebration next year, and hopes to see everyone in 2019!



New
Thunder
Wave

Membership News

Thanks to the following New JASM Members:

LeRoy "Lee" Love and Jean Shannon, Tammy Morimoto

Thanks to the following
Renewing JASM Members:

Darrel and Yukiko Magree, Tadako Pratt,
Setsuko Rittmiller, Michelle Watanabe

Thanks to the following Renewing Corporate Members:

Bloomington Sister Cities Organization,
M.T.S. System Corporation, Sakura Restaurant,
Wanner Engineering, Winona State University,
Global Studies Dept.

Gabrielle Gerbaud to Speak at Corporate Roundtable: Feb. 21



In February, we are very pleased to welcome Gabrielle Gerbaud to speak about her role as the Executive Director of the Minnesota Trade Office. Ms. Gerbaud will share initiatives that she is developing to support the relationship U.S. – Japan relationship and to increase trade between Minnesota and Japan. She will discuss how the Minnesota Trade Office views Japan as a key partner in its overall trade initiatives.

We look forward to the presentation by Ms. Gerbaud and the discussion of the initiatives her team is developing to enhance the strong trade relationship that Minnesota enjoys with Japan. Please join us for an informative presentation!

Price

\$20 Non-Member

\$15 JASM Member

\$7 Students (with ID)

Date: Wednesday, Feb. 21

Time: 7:30–9:00 a.m. With Registration starting at 7:30 a.m.

Place: Gray, Plant, Mooty, Mooty & Bennett, P.A.

IDS Center, 5th Floor

80 S 8th St. Minneapolis, MN 55402

Corporate Spotlight: Sawai Pharmaceutical, Co. Ltd.

Sawai Pharmaceutical Co., Ltd. began as Sawai Pharmacy in 1929.

Pharmacies were rare in Japan during that era, so Sawai initially contributed to the health of the local community by selling pharmaceuticals. When Japan experienced a shortage of medicines before, during and after World War II, Sawai began mass manufacturing and supplying over-the-counter (OTC) pharmaceuticals. Upon the introduction of Japan's National Health Insurance System in the 1960s, the company again shifted focus and began manufacturing ethical pharmaceuticals.

In more recent years, Sawai has achieved rapid growth due to its prior investment in production facilities and personnel in anticipation of increasing demand for generics, and because of a Japanese government policy that has supported the promotion of generics. In 2017, Sawai marked its first step toward overseas expansion—and its first step toward a goal to become a globally recognized generic pharmaceutical company—by acquiring Upsher-Smith Laboratories, LLC, a U.S.-based pharmaceutical company that shares a similar heritage of family ownership and a common patients-first philosophy.

Today, Sawai continues to help reduce patients' burdens and medical expenses through the supply of conscientiously prepared, high-quality generic pharmaceuticals. Its lineup of around 700 generic pharmaceutical products includes cardiovascular drugs, antihyperlipidemic agents, diabetes drugs, anticancer drugs, and many more.

Sawai Pharmaceutical, Co. Ltd. is JASM's newest Benefactor Corporate Member. Many thanks for their financial support for JASM.

Please thank our members with your support!

Corporate Benefactor Members

3M Company
Daikin Applied
Delta Air Lines, Inc.
MTS Systems Corporation
Sawai Pharmaceutical, Co. Ltd.
Taiyo International

Patron Members:

St. Jude Medical, Inc.

Corporate Sustaining Members

Anime Twin Cities, Inc.
Deloitte Tax, LLP
Dorsey & Whitney, LLP
Fredrikson & Byron, P.A.
Gray Plant Mooty, Mooty & Bennett, PA
Hamre, Schumann, Mueller & Larson, PC
Hubbard Broadcasting, Inc.
Japan Lifeline Co. Ltd.
Mall of America
Medtronic, Inc.
Metropolitan Airport Commission
MGK, Inc.
Naigai Industries U.S.A. Inc.
The Bank of Tokyo-Mitsubishi UFJ, Ltd.
United Noodles

Corporate Contributing Members

Briggs and Morgan, P.A.
Microbiologics, Inc.
Nagomi Ya Senior Living
Sysco Asian Foods
Satellite Industries, Inc.
Wanner Engineering, Inc.

Partners in Service

JK's Table
Kiku Enterprises, Inc.
Minnesota Trade Office
Origami Restaurant
Osaka Roseville Restaurant
Sakura Restaurant
Saint Paul Saints Baseball Club
Suishin Restaurant
Tomodachi
Zen Healing Center

Nonprofit Members

Concordia Language Village
Economic Club of Minnesota
Global Minnesota
Greater MSP
JETAA Minnesota
JETRO Chicago
KCC-Japan Education Exchange
Macalester College Asian Language & Culture Department
Minneapolis Japanese School
Minneapolis Institute of Art
Minnesota Orchestra
NDSU-Emily Reynolds Historic Costume Collection
U of MN Dept. of Asian Languages and Literatures, Japanese Language Program
Winona State Univ. Global Studies Dept.

Shinnenkai 2018: Special Thanks



JASM appreciates the help of everyone who participated in making this event successful:



Volunteers: Ben Allard, Debra Baumer, Hanah Hang, Hour Her, Phaeton Holland, Carsten Knoche, Chalotte Knoche, Risa Knoche, Kailey Kraus, Gaosheng Lor, Kongmeng Lor, Shiny Moua, Jacky Thao, Yee Thao, Jutta Thompson, Walter Wolinetz, Kim Lee Xaiayasang, Berina Xiong, Hleeja Xiong, Seelintha Xiong, Hoa Yang, Mayura Yang, Pa Dee Yang

Exhibitors: The Bloomington Sister City Organization, Folding and Wrapping +, Kimono Studio Rin, MN Nihonjinkai/ Japanese Library, Mori no Ike - Concordia Language Villages, SilkAddict, Sogetsu Study Group, St. Paul - Nagasaki Sister Committee, Sweets Kendamas, Twin Cities Japanese American Citizens League (JACL), Zen Healing Center

Silent Auction Donors: Dale Studios, Grand Jeté, Minneapolis Institute of Art, Peter Leach, Breadsmith, Great Harvest

Mochitsuki Volunteers: Charles Chan, Motohiro Nakajima, Keith Niemi, Dominic Pease, Makoto Takada, Hideki Yoshida

Food Contribution: Emiko Adair, Samuel Adair, Mizuho Castle, Michiko Christy, Tomoko Drake, Chiaki Dziejewczynski, Dore Kuitei, Nagisa Morikawa, Asako Nakauchi, Miyuki Nichols, Cain Russel, Mami Russel, Noah Russel, Naomi Satoh, Maniko Solheid, Shotah Stoffregen, Hisayo Sugaya

Special Thanks to: Sakura Restaurant and Saji-ya Restaurant

Entertainment: Sakura Kai, Akiko Ostlund, Sweets Kendamas, Yuki Tokuda, Taiko Arts Midwest, Minneapolis Japanese School, New Thunder Wave

JASM Shinnenkai Planning Committee: Chris Armacost, Marc Blehert, Clint Conner, Asako Hirabayashi, Richiko Kamata, Hiroshi Nakato

JASM Board Volunteers: Mark Blehert, Elizabeth Fehrmann, Masako Yoshida

Emcee: Sydney Michael

Speaker: Dick Stahl, Honorary Consul of Japan in Minneapolis

Photography: Rio Saito



Thanks to Mami Russel and Dore Kuitei for preparing the wonderful food.

Valentine's Day and White Day in Japan



Like Christmas, Valentine's Day is celebrated differently in Japan compared to how it is celebrated in the United States. Valentine's Day is celebrated on February 14th in Japan, and chocolate is also what

is given to others during this holiday. However, in Japan the tradition is that women give chocolates to men (and friends) on Valentine's Day.

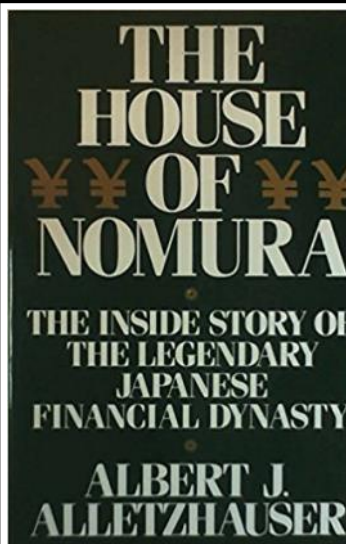
There are different kinds of chocolate that women give out on Valentine's Day, and it all depends on whom the chocolate is given to. The first kind of chocolate given is called "Giri-Chocolate" (義理チョコ), which translates to "obligatory chocolate." These chocolates are given to people whom one feels obligated to give to, such as bosses, co-workers, or male friends. The second type of chocolate is called "Honmei-Chocolate" (本命チョコ), which translates to "favorite chocolate." These chocolates are given to love interests, or even boyfriends and husbands. These chocolates can be either expensive or homemade, as homemade chocolates are an extremely popular option for women. Lastly, the third type of chocolate is called "Tomo-Chocolate" (友チョコ), which means "friend chocolates." These chocolates are usually given to other female friends. In March, there is another holiday similar to Valentine's Day called White Day. This is the holiday where men give women chocolates.

White Day is a holiday in which men reciprocate the chocolate they got and give chocolate to women. Like Valentine's Day, chocolate can be given to friends, co-workers, bosses, etc. White Day came about in 1978 when the National Confectionery Industry Association decided to boost sales by creating a new holiday. Originally White Day was called Marshmallow Day, where marshmallows were given. Marshmallow giving proved to be unpopular, so chocolate instead became popular to give. The name "White Day" comes from its origins of marshmallows being given.

<https://www.tofugu.com/japan/valentines-day-japan/>

<https://www.tofugu.com/japan/white-day-japan/>

Tom Haeg's Book Review:



The House of Nomura; Albert Alletzhauser, Bloomsbury Publishing; 1990, 343 p.

While reading House of Nomura, published in 1990, I couldn't help but draw parallels in writing style and tone with more recent editions of best-selling money author Michael Lewis (see: The Big Short, Liar's Poker, etc.) and his observations of securities firms Lehman Bros., Smith Barney, et. al. (some now

extinct) in the wake of the Great Recession. Both authors, in their brilliant attempt to explain big finance, adopt a riveting insight into how these oligarchical firms work, - and sometimes don't work.

Alletzhauser spent nearly three years researching the Nomura dynasty which granted him liberal access to the family's papers and documents dating way back to the nineteenth century. Like Japan, this is not a simple story, although our author does an outstanding job extracting planeness from the complex to uncover the truth. While revealing incestuous links to politicians, exposing ties to the yakuza (underworld), or unraveling labyrinthine cross ownerships, we gain a keen insight into one of the largest conglomerates the world of finance has ever known.

Nomura started as a non-descript money-changing firm in the streets of Osaka in 1872 during the Meiji Era by pioneering the western concept of retail stock brokerage. It created a vigorous sales force, a reputable analysis department and a penchant to dominant markets to achieve zaibatsu status. Quite a cocktail for power. On the other hand, it was not shy in the process to subsidize wars: -Russian-Japan, World War I, Sino-Japan, World War II just to name a few, to achieve embarrassing profit and financial hegemony. While this aggression was seriously arrested by MacArthur during the post-war Occupation, its economic inertia helped propel Japan as the world's second largest economy after World War II.

-Tom Haeg

Minnesota Vikings & Yoko

Dr. R. Huddap twisted his neck from inside of my Barber chair and asked. "Yoko, Do you like Money?" "Huh???" "Yes I like Money." "O K. I will let you make lots of money" "Well... Thank you very much." I did not know what he was talking about. Some days later two men came into get a haircut from me. First person was Mankato state University's Athletic Director, the other person was a Minnesota Viking VIP, and they came in to try me out... It appears I must have passed their TEST, in 1967? My English was learned from an elementary school 1st grade text book my Mother -in -Law, a third grade teacher, brought back from her school to teach me English . 50 years ago barbering appeared to be a man's occupation. A woman , especially an Oriental one, and not speaking English, was out of place . However, Minnesota Viking's Summer camp had moved to Mankato, and they gave me "Thumbs Up". Dr. Huddap was right. My wage was little, but they were generous to my pocket. I can not forget Retired Uniform # 10 of Fran Tarkenton, a legendary Quarterback and a Gentleman, and a Sunday School Teacher.



He visited me often even when there are no hair to be cut! I gave him a shampoo on his clean head, and massaged his head and face. He paid and he tippedNo wonder I became rich with the Minnesota Vikings. When my son was 6 years old birthday, he was shocked to open Fran Tarkenton's photo with "To Yoko Best wishes, Fran Tarkenton" His great hero knew his mom's name ! I know from Dallas Texas, he will not miss slightest moment of Super Ball 2018. We also will dress up with Viking Shirts and Popcorn? We watched 1/21/2018 5:30PM It was tough game to watch our team losing....OK,OK,OK. You did your best... Needed just little more Luck.... "Don't Mind, Still We love you Minnesota Vikings! [See You Next Season!](#)

Yoko Breckenridge
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月例日本人会のお知らせ

毎月日本語図書館で日本人会の昼食会 (Monthly Nihonjin-kai) を行っています。電話などでお誘い合わせの上、お友達やお知り合いとご一緒においで下さい。可能の方はどうぞ料理を1品ご持参願います。ミネソタ州在住の日本人達で良い事を考え、ご馳走と日本語で楽しい時間を持ちましょう。

日程：毎月第2月曜日正午より

場所：日本語図書館

(4231 Bloomington Ave S., Minneapolis, MN 55407)

また、毎週土曜日午後2時から、日本語図書館のお手伝いしてくださる方の集まりがあります。是非ご参加ください。この図書館には、漫画や宗教誌約25000冊や約2500本のビデオDVDがあり、希望者にはセルフサービスで日本人会と同じく無料で貸出しています。お問い合わせは下記までどうぞ。

Yoko Breckenridge

Cell phone: (612) 839-0008 E-mail: Yoko@yoko4home.com

Nihonjin-kai monthly meeting on 2nd Monday, at noon,
at 4231 Bloomington Ave S Minneapolis, MN 55407

Takio Arts Midwest Presents: "88:Hachi Hachi"

On Saturday, December 9th and Sunday, December 10th, TaikoArts Midwest presented "88:Hachi Hachi" in St. Paul, an intricately woven duet performance combining theatre, taiko, and dance. 88:Hachi Hachi is a 60 minute performance featuring UNIT SOUZOU co-directors Michelle Fujii and Toru Watanabe. The story revolves around a husband and wife whose identities as Japanese/Japanese-American, man/woman, and husband/wife are investigated through personal stories of family lineage.

The title (88:Hachi Hachi) evokes a number of layers that the duet explores. The couple's wedding anniversary is August 8th. Hachi translates to 8, and hachi hachi also means "head to head," the touching of foreheads to symbolize intimate communication.

"Ji-english" (Japanese and English) was incorporated during the program, bridging the relationship between two different cultural upbringings.



<http://www.minnesotamonthly.com/Calendar/index.php/name/88Hachi-Hachi/event/26331/>

Advertise in the Tsushin!

Advertisement Rates

Style	Size	Cost/issue
1/4 page	5 x 3.5 in	\$50.00
1/2 page	5 x 7.5 in	\$90.00
Full page	10 x 7.5 in	\$150.00
Classified	80 character line	\$10/ line (min. 2 lines)

Ad production and design available in both Japanese and English for an additional charge. Deadline for completed ads and classifieds is the 20th of every month.

**Questions? Contact
the JASM Office
Tel: 612-627-9357
jasm@us-japan.org**

Japan America Society Calendar

February

**17th: J-Quiz
21st: Corporate Roundtable**

*If you would like to let JASM know about an upcoming event, email us at jasm.interns@gmail.com

Japanese Speaking Club

The Japanese Speaking Club is an informal meeting place for those wishing to practice Japanese. We encourage those just beginning the language as well as native speakers to gather at **Corner Coffee** in Uptown Minneapolis to meet new people, discuss experiences in Japan, or simply to speak Japanese. Come when you can, leave when you must.

Date/Time: Every Saturday at 3:00 p.m. (however, most people do not show up until 3:30)

Place: Corner Coffee

1414 W 28th St, Minneapolis, MN 55408



For Sale: Sound Amplifier and Mochitsuki Maker

JASM has one mochitsuki maker and one sound amplifier for sale.

The sound amplifier is \$50, and the mochitsuki maker is \$25. The items will be sold on a first come, first serve basis. If you are interested in purchasing one or both items, please come by the JASM office to pick the item(s) up. For more information, please call the JASM office at 612-627-9357, or please email Yoko Ueno at yueno@us-japan.org.



Mochitsuki maker



Sound amplifier

Become a JASM Member online!

Support our mission and become a member!

1. Go to mn-japan.org
2. Click on 'Membership' at the top
3. Select your membership type and read the benefits and instructions.

You can also become a member using your smart phone!

Japan America Society of Minnesota

- ☐ Membership Application ☐ Change of Address
☐ Tax-deductible Donation

Name _____

Name (2nd adult of a household membership) _____

Address _____

City _____

State _____

ZIP _____

E-mail _____

Phone _____

I would like to make an additional tax-deductible donation of _____

Amount Enclosed: _____
(Please make checks payable to JASM)

Individual Membership

Patron.....	\$1,000+
Sustaining.....	\$500+
Contributing.....	\$100+
Individual	\$30
Student/Senior	\$20
Household	\$50
(2 adults plus children under 18)	

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Japan America Society of Minnesota



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通信

Tsūshin
February 2018

The Japan America Society of Minnesota is a non-profit, non-political association engaged in bringing the peoples of Japan and the United States closer together in mutual understanding, respect, and cooperation. Through programs and interchange, it endeavors to promote an appreciation of cultural, educational, economic, public, and other affairs of interest to both peoples. Membership in the society is open to individuals, corporations, and other organizations interested in furthering its programs.

The Japan America Society of Minnesota is a member of the National Association of Japan-America Societies.

(Please report any inaccuracies you find in this publication to jasm.interns@gmail.com)

2018 Shinnenkai Celebration

