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60th Anniversary Special Edition
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60th Anniversary Special Edition
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It is my pleasure to be able to celebrate the 60th anniversary of the Japanese Chamber of Commerce of Northern California with all members and the local community that helped to establish this organization. I would like to express my gratitude to the 60th anniversary committee.

We had begun planning several events to celebrate JCCNC’s 60th anniversary, but a terrible disaster happened in Japan on March 11th. As we learned more about the growing tragedies and damages, it became clear that our focus should change to aiding Japan in its time of desperate need. From JCCNC members and local residents, generous donations poured in. On April 6th, the exact date of JCCNC’s 60th Anniversary, a donation totaling $425,000 was made to the American Red Cross toward recovery efforts in Japan. I am touched that donations are still being received.

Last year commemorated the 150th anniversary of the Kanrin-Maru’s arrival in San Francisco. We learned of the courage of our ancestors and the warm welcome by San Franciscans of that era. The Japanese Merchant Association that was the antecedent of today’s JCCNC was established fifty years later. In 1951, the Japanese Chamber of Commerce of Northern California was founded by Japanese American businessmen.

Our mission states that the primary purposes of this organization are to promote business, mutual understanding, and goodwill between Japan and the United States. In June of this year, a delegation comprised of Japanese business executives met with state officials to review emergency preparedness procedures by corporations in Japan. Included in this report was that one of the reasons why people were able to maintain composure during the disaster was perhaps that employees knew their companies prioritize workers’ safety and welfare always.

The report so impressed the California government that it is now planning to visit Japan to learn more. I am delighted to see this progress.

I strongly hope in this year of JCCNC’s “Kanreki” that Japanese corporations, Japanese American communities, and American corporations will remain as good business partners as 60 years ago when our pioneers founded JCCNC.

Hiroshi Haruki
President, Japanese Chamber of Commerce of Northern California
President and CEO, Fujitsu Management Services of America, Inc.
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Greetings from 60th Anniversary Committee Chairman Masanori Yasunaga

JCCNC の会員の皆様 結成 60周年おめでとうございます。伝統ある記念の年に皆様方とご一緒にお祝いすることができたことを大変幸運に思っております。

私ども 60周年委員会は、昨年夏 60周年を前に会頭よりお話をいただき、スタートさせていただきました。多くの会員企業のご協力があり、委員会にも沢山の方にお集まりいただき、60周年という年の意味や活動の意義、将来へ向かっての希望など話し合いを重ねて参りました。そしてようやく3つの方向性（相互ビジネスの推進・地域コミュニティとの関係の強化・次世代の育成）も決まり、記念祝賀会の準備に入るという矢先に、東日本大震災が発生し、一旦は見合わそうということになりましたが、何かこの記念の年に自分たちでできることは無いということでの、話し合いが重ねられ皆様方のご支援により、ここに60周年の記念誌が完成いたしました。

本記念誌は、JCCNC の概要等はもとより、これまでの60年間の活動を振り返りながら、その歴史をまとめていくこと、地元などの日系コミュニティや日米関係の友誼団体等とのお付き合いを一層深めていくこと、峰田元商務・運輸長官はじめ、新旧の JCCNC メンバーからの活動の思い出や、これからの活動に向けた希望などを織り込んでいくことから編集構成され、座談会も行われ特集記事となり大変盛りだくさんな物になりました。

また、60周年にあたり、在サンフランシスコ総領事、カルフォルニア知事はじめ、本当に沢山の方々にご祝辞を賜り、誠に光栄であり委員一同身の引き締まる思いであります。日本の和米国はいつもサンフランシスコに始まると言っても過言ではありません。150年前の江戸時代末期に成瀬丸が来航したのから始まり、明治になって岩倉使節団、戦後の日米関係もやはりサンフランシスコ講和条約から始まりました。その講和条約より数ヶ月前に、JCCNC は地元の日系人有志らによって結成され、その後日米の架け橋として多くの場面で活躍して参りました。それが多くの日系企業の米国進出、成功につながったことは言うまでもありません。

我々委員会では、本記念誌の編集に向けて『故郷如新』をキーワードに、これまでの伝統を受け継ぎ、また新たな60年に向けて意義のある商工会議所として、私たちにどのようなことができるかということを考えながら進めてまいりました。これをひとつのきっかけとして、今後へ向けて皆様方と大いに議論を進めて参りたく存じます。そしてまた60年とは言わず、100年、200年でも続くそんな商工会議所にして行こうではありませんか。

最後になりましたが、本誌の編集にあたり事務局はじめ、大変沢山の企業の方々からご協賛・ご協力をいただきました。この紙面をお借りして厚く御礼申し上げます。ありがとうございます。

Dear Fellow JCCNC members:

Congratulations on the JCCNC 60th Anniversary. It is my pleasure to celebrate with you this memorable and historic year for JCCNC.

It is not an exaggeration to say that the history of US-Japan relations began here in San Francisco over 150 years ago at the end of Japan’s Edo Era when the Kanrin-Maru, a Japanese steam vessel, first arrived in the Port of San Francisco. In the Meiji Era that followed, the Iwakura Mission, on its diplomatic global journey, also arrived in San Francisco.

When the second world war ended, relations between the United States and Japan began with the signing of the US-Japan Peace Treaty in San Francisco. Several months before the Peace Treaty, the Japanese Chamber of Commerce of Northern California was incorporated by local Japanese volunteers and merchants. Since then, JCCNC has played a significant role in bridging American and Japanese cultures on countless occasions. Needless to say, the improved relations between the US and Japan led to numerous Japanese corporate establishments and successes in the United States.

When we embarked on creating this commemorative booklet, the key concept was Onko Chishin, or a “Study of the Old to Understand the New.” We have given much thought how JCCNC can continue to serve in the next 60 years while maintaining its identity and sound traditions. We would like to continue discussion of JCCNC’s future with all of you to make this organization last not only for the next 60 years, but 100 and perhaps 200 years more.

In closing, I would like to extend my sincere appreciation to the many corporate members of the Japanese Chamber of Commerce of Northern California for their immense support. Thank you very much.

Masanori Yasunaga
Chairman, 60th Anniversary Committee, Japanese Chamber of Commerce of Northern California
President/CEO, Calbee America, Inc.
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The finest Sake
OZEKI SAKE
Interview with Secretary Norman Mineta

Haruki: The Japanese Chamber of commerce of Northern California is celebrating its 60th anniversary this year. JCCNC is a unique organization as it was established by pioneering Japanese American business people. I don’t believe there are any other Japanese chambers of commerce like this in the United States.

Mineta: Oh, by the Japanese Americans?!

H: It is our 60th anniversary and is called “Kanreki,” the start of a new cycle of life, and we are seeking goals to accomplish in the next 60 years. I thought we should strengthen the relationship even more with the Japanese American community and American business people. In March we attended a meeting of the U.S.-Japan Council in Los Angeles.

M: Oh yes, Irene Hirano is the chairperson.

H: We wanted to have you as a keynote speaker for our 60th Anniversary Gala to hear and learn about the Japanese American viewpoint. And you kindly agreed to participate. Unfortunately, the Great Northern Japan Earthquake and Tsunami happened on March 11th and we had to give up or postpone all celebrations to concentrate on raising funds for relief efforts.

M: Sure, it was an appropriate decision.

H: It is our pleasure and honor that you gave us this opportunity for our commemorative booklet. When we visited the Japanese American Museum of San Jose in April, we learned that the house next to the museum was the house that you were born in.

M: Yes, tonari (next door). We still own the house and my son was living there, but last year he got married and bought a house in Redwood City.
H: Would you tell me about your youth?

M: My parents are both immigrants from Mishima, Shizuoka-ken. My father came by himself in 1902 when he was 14 years old. His uncle worked for a sugar company in Salinas. My father’s uncle wrote to his brother, my grandfather, to send his son over to see what American farming techniques are like. My father was the second son and everything goes to the chōnan (firstborn son), so he thought that there was no future for him there. A 14 year-old got on the ship in Yokohama. My father told me later on that he didn’t know the US geography and he got off the ship in Seattle about 900 miles away from where he should be. He didn’t know the language, the customs, or anybody. But he worked for one lumber farm camp all the way down to Salinas. It took him a year and a half, so he got to Salinas when he was 16 years old. His uncle enrolled him in the first grade. My father told me later it was the most humiliating thing that he had ever done. Not so much that he didn’t know English, but he was 5 foot 3 inches and some of the first graders were as tall as he was. That humiliation made him learn English quickly. (laughter) Then he went to work for the sugar company.

About 1912, they sent him to San Martin, just south of San Jose to start a sugar beet farm. He did that, but he got influenza and ended up in the Santa Clara hospital for six months. Because he couldn’t return to farming, he started an insurance business in San Jose. The house you saw next to JAMsj, he built in 1928.

Because of the Alien Land Law here in California, my father couldn’t buy land even though he had the money. Our attorney, Mr. Peckham, bought the land and put it in his name. And when my eldest sister turned 21, he transferred the ownership from him to my sister. He did that for many Japanese, Chinese, Filipino families because they were all impacted by the Alien Land Law.

I was born in 1931 and lived in that house until the evacuation time during the war. My life was pretty good. My father was relatively successful in the insurance business. He was active in the Nihonjin-Kai and the Japanese Methodist church group. He was enjoying life. There were five children, three girls, my brother and me. It was fun growing up. My parents were very great people and my sisters and brother were wonderful. I always tell people that I chose a family that I was born into very carefully (laughter). We enjoyed life in San Jose. And of course December 7th struck and everything changed.

H: My former boss was Japanese American, and he told me that his grandfather was not allowed to walk on El Camino Real just because he was Japanese American.

M: Yes, there were a lot of Japanese who were restricted San Jose County at that time was totally farming and was referred as to the “fruit basket of the world.” So farming was a very big occupation for the Issei and many Nisei followed in the farming.

H: You became mayor of San Jose in 1971.

M: Yes, I had joined my father’s insurance business and I was also in Korea in the war, and from 1954 to 1956, I was in Japan in Camp Zama. I came back to the United States in 1956 to return to the insurance business. Then I was appointed to the City Council in 1967 and I ran for City Council in 69. In 1971 the mayor decided not to run for reelection and I was a vice mayor at that time so everyone said I should run for mayor. So I ran and won in 1971.
H: During your tenure how was the relationship between the city of San Jose and the Japanese businesses?

M: At that time, we had very few Japanese companies. I was making many trips to Japan trying to encourage companies to come to San Jose. And it was just the beginning of what we know now as Silicon Valley. Strangely enough, one of the people I used to go to talk to in Japan was Dr. Inamori of Kyoto Ceramics. Of course it is known as Kyocera today. I used to see him quite often saying “Inamori-Sensei, you have to bring your company to San Jose.”

In 1972 he came to visit me and said “You are right. We should be here in California.” But they decided to go to San Diego because they had a lot of manufacturing done in Mexico.

In September 2009, American Airlines asked me to do some work in Japan. In January 2010, I picked up a newspaper in Japan that said there were three people being considered for CEO of Japan Air Lines. One of them was Dr. Inamori. I picked up my cell phone and called him. I said “Inamori-sensei, I’m reading a newspaper here and I see your name has come up as a CEO of Japan Air Lines. He said “Yes, yes. Komatteiru. I am 78 years old and I don’t know anything about the airline business. So it was funny that about 40 years later, a friendship I had developed when I was mayor of San Jose helped American Airlines because Japan Air Lines stayed with American Airlines instead of going to Delta.

H: Our company, Fujitsu America Inc., started in 1968 in Southern California and in 1974 moved to Santa Clara.

M: What was the business it started with?

H: It was computer products. We gradually expanded the business with semiconductors, telecommunications equipment, etc.

M: It is amazing.

H: In 1980 I was assigned to Fujitsu’s new operation in New York but I used to come to the San Jose office because it was the headquarters of US operations. I used to visit the downtown area, but it looked like a different world. Between the Japanese American community and the Japanese business community, there was a barrier. But recently I noticed that barrier, a wall, was gone and we could talk.

When I was at Camp Zama in Japan from 1954 to 1956, we, as Nisei, were not well accepted because we were the children of immigrants who couldn’t make it in Japan and had to come to the United States. So it was like being treated like kuzu (trash). I really was very uncomfortable. By the ‘70s, and ‘80s, the Japanese started to realize that the Issei really had it rough. It was kurushii (to suffer) in terms of living here in the United States. So I think there is more appreciation of Issei and Nisei now. And the Japanese people liked a TV program that Ken Watanabe narrated and aired on the NHK-BS channel the other day.

And then Nisei and Sansei succeeded.

Yes, whether it’s in business or science or medicine, Nisei, Sansei and Yonsei are doing very well. I remember when I was growing up my parents used to talk about “isshoukenmei” (with all one’s might), “ganbatte” (do one’s best), you
know, so we grew up hearing these all the time. You have to try hard at it to make things better for everybody not just for yourself. That’s why I am very proud to be an American and I am very proud of my Japanese ancestry.

H: Has the Japanese community and the Japanese business community changed a lot compared from your younger days?

M: Absolutely. I think today economic development managers in every community are looking for Japanese companies to come into their areas. Wherever Japanese companies go, the community sees the employment picture, and develops around factories. Other suppliers come, and homes get built so everyone knows the positive impact of the Japanese companies. And that makes all of us proud about what the Japanese companies are doing as well.

H: So after your being Mayor of San Jose, you became Secretary of Commerce.

M: No, saiso wa (at first) Congress. And I became Secretary of Commerce in 2000.

H: What do you as Secretary of Commerce remember about the business relation between US and Japan?

M: I was only Commerce Secretary for one year but I did make one trip to Japan during that time. And this was following the big boom of late ’80s when the Japanese were buying a lot of US companies and US properties. There was a lot of anti-Japanese sentiment because they bought the Empire State Building, Pebble Beach Golf Course, and other highly visible projects.

I remember that in Detroit there was a young Chinese American, Vincent Chin, who was murdered by two unemployed automobile workers. Vincent was celebrating because he was going to be married next day. He was at a bar and two people followed him home, beat him up with baseball bats, and Vincent died. He was a victim of the same anti-Japanese attitude because these two unemployed automobile workers thought that he was Japanese. They did not know the difference
between Japanese and Chinese. They beat him up because they thought he was the reason for their unemployment. They were prosecuted and got six months in jail. And I was outraged as a member of Congress that those two people only got six months jail sentence.

H: I remember that incident.

You were the only Democratic Cabinet Secretary in the Bush administration as US Secretary of Transportation and the longest serving Transportation Secretary in history. What do you remember most about that period?

M: Oh, no question, 9/11. I had to bring all the airplanes down. That morning I was having breakfast with a Deputy Prime Minister of Belgium who also was Minister of Transport of Belgium. I had with me Jane Garvey who was head of the Federal Aviation Administration. The three of us were having breakfast in my conference room when my chief of staff came in and asked me to come back to my office.

I saw TV showing the World Trade Center with black smoke. I asked, “What is that?” She said that she heard a commercial aviation went into the building. So I was sitting there watching TV doing some channel surfing. It was confirmed that a commercial airplane went into the building. And the White House called and said “Get over here quickly.” I went into the White House and the guard said that Mr. Clarke is waiting to brief you in the situation room.

Dick Clarke briefed me for five to seven minutes. Then he said “You’ve got to be in the PEOC room.” I said, “PEOC room? What’s that?” The PEOC room is the “Presidential Emergency Operation Center,” way under the White House. I told him I had no idea where it is. A secret service agent was standing there to take me. If I had to reach that place again, I would not have the slightest idea where I went.

There was a big conference table 30-40 feet long with many chairs, and between chairs, there were telephones. The Vice President was already there. A young man came in and said that there was an airplane coming down to DC. I asked FAA what can be seen on the radar. He said that there was one plane coming toward DC, and that the transponder had been turned off.

Transponders on airplanes emit radio signals showing what plane, what direction, altitude, and everything about the airplane. I had a monitor in my office. Someone broke into a phone line and said “Mr. Secretary, we just got a call from an Arlington County police officer who saw an American Airlines plane fly into the Pentagon. I said that that was the third airplane that was used as a missile to hit some target. Al-Qaeda used to talking about a military icon, political icon and the economic icon. On that morning they obviously had already hit the economic icon, the World Trade Center, and now all of a sudden they hit the military icon, the Pentagon.

By this time, it was decided we’d better bring all the airplanes down because at that point we still had seven to ten airplanes nobody knew where they were. At that time we had 4,638 airplanes in the air and in two hours and 20 minutes they were all on the ground safely without incident. I had called the Minister of Transportation of Canada and said we need help. I asked him to take planes from Europe and Asia in Canada. Canada has a privatized air control system, and in two minutes he came back on the phone and said he would accept all planes. All overseas flights landed in Canada. We then asked all airports in Europe and Asia not to send any airplanes to the United States. In my six years as Secretary of Transportation, that was the most horrific thing that happened. The second was Hurricane Katrina, and another was a hurricane called Rita. Those were very tough times.

H: You had to decide and order to bring down all the airplanes in the sky.

M: Sō desu. And there was no training for that, but good people made sure that everything was done properly. 4,638 airplanes were able to be landed in two hours and twenty minutes without incident due to the professionalism of the air traf-
fic controllers and skills of the pilots and flight attendants. At the end of September, I was shown a picture of the little airport of Halifax. A town with a population of five thousand people had 12,000 people in that airport on that day. The picture showed fifty-three airplanes from wing-tip to wing-tip, and nose to nose all lined up. I went back there on the fiftieth anniversary and I met one old couple, she was from Houston and he was from London and they were celebrating their third wedding anniversary at Halifax. They met on September 11th, 2001 and eventually married.

H: In the future how would you like to see the Japanese business in the Northern California and JCCNC to grow?

M: I think that regardless what happens in the Asia Pacific area, it is going to be dependent on a strong US-Japan relationship. Sure, China is growing big and India is growing, but I still think whatever happens in the Asia Pacific, it is going to be dependent on a strong US-Japan relationship.

In Northern California, organizations like the Japanese Chamber of Commerce who, because of the tragedy in the Tohoku region, responded and American people have responded and everybody responded to helping Japan. People are helping Japan partially because Japan is a market economy and Japan is a democracy and the United States trusts Japan. I think the Japanese Chamber of Commerce recognizes the importance of the US-Japan relationship and has to keep on doing things to promote the relationship.

H: Secretary Mineta, thank you so much for your generous time and interesting stories.

As “Nadeshiko Japan” won the women’s soccer world cup, I could see Japanese spirits of “ishoukenmei,” “ganbatte” from Mineta-san’s story. I realized again that it is important for JCCNC to strengthen its relationships within the Japanese-American community, Japanese business community, and American business community. Ganbarimashō.
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JCCNC概要

北加日本商工会議所(Japanese Chamber of Commerce of Northern California, 略称JCCNC)は、日米間のビジネス促進と友好関係の発展、また、アメリカにおける日本企業とその関係者が円滑に機能できるよう支援し、会員間の親睦を深める目的で1950年に結成され、翌1951年にカリフォルニア州法に基づく非営利団体として正式に認可されました。2011年に設立60周年の節目を迎え、企業活力の増進、魅力ある地域経済社会の創造に向けた様々な事業活動をより積極的に展開して参ります。

JCCNCは、全米で唯一、日系アメリカ人によって設立された商工会議所です。日系人・日本人だけでなく、北カリフォルニアで日本と関係のあるビジネスを行っている企業や団体も会員として参加しており、上記の目的に基づき、様々な活動を展開しています。

主な具体的活動としては、年に一度、カリフォルニア州政府を訪問し、当地での日本企業の活動状況等に関する意見交換をしたり、会員以外の方々も参加頂ける、セミナー、ゴルフ大会、新年会を企画運営する等の活動を展開しています。また、アメリカで企業を開始する日本企業に対して必要な専門職を紹介したり、地震などの災害時には在サンフランシスコ日本国総領事館と協力して、折々の危機管理情報も伝達しています。

さらに、アメリカでは企業の社会貢献、個人のボランティア活動の重要性が広く浸透していますが、JCCNCでも北カリフォルニアのコミュニティにおける多くの非営利団体の活動や、その関連するプログラムに対してサポートを行っています。

今後も、日米間の友好、並びにビジネスの促進、会員企業間の親睦に向けてJCCNCは弛まぬ努力を続けています。

JCCNC組織

JCCNCの運営は、会員から選出された理事会と、理事会から選出された役員及び部会長から構成される常任理事会が、定期的に会合を開催してJCCNCの運営を行っております。
会は4つあり、①JCCNCの予算及び、経費管理を長期方針に基づきJCCNCの統括管理する「統合企画部会」、②広報活動を通じJCCNC会員に、カリフォルニア州での企業活動に有用な情報提供を行うとともに、北カリフォルニアのコミュニティー活動への貢献を図る「広報部会」、③会員勧誘及び、会員に対する情報提供を目的として、講演会、セミナーを企画・実施する「メンバーシップ・セミナー部会」、④会員間の親睦を深める活動全般の企画立案を実施する「スポーツ・文化部会」により構成されます。

<table>
<thead>
<tr>
<th>2011 JCCNC Executive Committee</th>
</tr>
</thead>
<tbody>
<tr>
<td>(キャピネット)</td>
</tr>
<tr>
<td>会頭</td>
</tr>
<tr>
<td>第1副会頭</td>
</tr>
<tr>
<td>第2副会頭</td>
</tr>
<tr>
<td>監査</td>
</tr>
<tr>
<td>レジェラリー</td>
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(キャピネット直轄委員会)
501(C)3委員会: 萬 ターシャ | Yorozu, Tasha | Kirin Law Group, P.C. |
60周年委員会: 安永 正法 | Yasunaga, Masanori | Calbee America, Inc. |

(統合企画部会)
部会長: 關根 俊彦
人事委員会: 北野 幸正 | Kitano, Yukimasa | KPMG LLP |
教育委員会: 高屋 一彦 | Takaya, Kazuhiko | Nikon Precision Inc. |

(広報部会)
部会長: 富田 裕司
広報委員会: 富田 裕司 | Tomita, Hiroshi | Konica Minolta Laboratory U.S.A., Inc. |
ガバメントリレーションズ委員会: 中江 剛介 | Nakae, Gosuke | Mitsubishi International Corporation |
コミュニティー委員会: 岩井 透 | Iwai, Toru | TAK Development, Inc. |

(メンバーシップ・セミナー部会)
部会長: 大島 秀樹
メンバーシップ委員会: 潮川 功 | Takigawa, Ko | Bank of Tokyo-Mitsubishi UFJ, Ltd. |
セミナー委員会: 森 知久 | Mori, Tomohisa | Tokio Marine Management, Inc. |

(スポーツ文化部会)
部会長: 阿部 和彦
ゴルフ委員会: 中田 政洋 | Nakada, Masahiro | Salad Cosmo USA Corp. |
クロスカルチャー委員会: 宮園 洋一郎 | Miyakuni, Yoichiro | Takara Sake USA, Inc. |
新年会委員会: 要海 昌樹 | Yokai, Masaki | All Nippon Airways Co., Ltd. |
About Japanese Chamber of Commerce of Northern California

Overview of JCCNC

The Japanese Chamber of Commerce of Northern California (JCCNC) was established in 1950 to promote business and develop friendly relations between Japan and the United States. It also supported Japanese corporations in the US as well as promoting mutual cooperation among its members.

JCCNC was officially incorporated as a California nonprofit organization in 1951. As we celebrate JCCNC’s 60th anniversary in 2011, we look to the future and move forward developing strategies for promoting corporate vitality and contributing to the local economy.

JCCNC is the only Japan business organization established by Japanese Americans in the United States. Its overall uniqueness lends itself to act as a bridge between Japan and Japanese American communities in the US.

Among primary activities are the annual visit to state officials in Sacramento to discuss interests and concerns of Japanese corporations in California. JCCNC also organizes seminars, golf tournaments, and a New Year’s Party.

JCCNC provides referrals to member corporations for incoming new companies interested in establishing offices in Northern California. We also support the Consulate General of Japan in San Francisco with its crisis management system which provides status updates of local Japanese corporations in the event of a disaster.

JCCNC encourages philanthropic community involvement by member corporations through financial donations and volunteerism.

2011 JCCNC Organization

- Annual Membership Meeting
- Board of Directors
- President
- Executive Committee
- Management Division
- Human Resources Committee
- Education Committee
- Public Relations Division
- Government Relations Committee
- Community Relations Committee
- Membership & Seminar Planning Division
- Membership Committee
- Seminar Planning Committee
- Sports and Cultural Division
- Cross Cultural Committee
- New Year’s Party Committee
- Golf Committee
- 501(C)3 Committee
- 60th Anniversary Committee
Organization
JCCNC is governed by its board of directors who are elected by the membership. The Executive Committee is comprised of directors who serve as officers and chairs of JCCNC committees. Four primary divisions are Management (oversees budget and JCCNC long-term plans); Public Relations (manages information of benefit to members and encourages community involvement); Membership & Seminar Planning (focuses primarily on membership recruitment and coordinating events and lectures for the interest of member companies); Sports and Cultural (plans and operates social activities to promote networking and friendship among members).

2011 JCCNC Executive Committee

<table>
<thead>
<tr>
<th>Cabinet</th>
<th>First Name</th>
<th>Last Name</th>
<th>Company</th>
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<tbody>
<tr>
<td>President</td>
<td>Haruki</td>
<td>Hiroshi</td>
<td>Fujitsu Management Services of America, Inc.</td>
</tr>
<tr>
<td>First Vice President</td>
<td>Oshima</td>
<td>Hideki</td>
<td>Japan Airlines International Co., Ltd.</td>
</tr>
<tr>
<td>Second Vice President</td>
<td>Tomita</td>
<td>Hiroshi</td>
<td>Konica Minolta Laboratory U.S.A., Inc.</td>
</tr>
<tr>
<td>Auditor</td>
<td>Sekine</td>
<td>Toshihiko</td>
<td>FX Global Inc.</td>
</tr>
<tr>
<td>Treasurer</td>
<td>Abe</td>
<td>Kazuhiko</td>
<td>Capcom U.S.A, Inc.</td>
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(Ad Hoc Committees)

<table>
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<tr>
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<td>Tasha</td>
<td>Kirin Law Group, P.C.</td>
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<td>60th Anniversary Committee</td>
<td>Yasunaga</td>
<td>Masanori</td>
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<tr>
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<td>Tomita</td>
<td>Hiroshi</td>
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<td>Hiroshi</td>
<td>Konica Minolta Laboratory U.S.A., Inc.</td>
</tr>
<tr>
<td>Government Relations Committee</td>
<td>Nakae</td>
<td>Gosuke</td>
<td>Mitsubishi International Corporation</td>
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<tr>
<td>Community Relations Committee</td>
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<td>Toru</td>
<td>TAK Development, Inc.</td>
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<tr>
<td>Membership &amp; Seminar Planning Division Chief</td>
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<td>Hideki</td>
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</tr>
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<td>Ko</td>
<td>Bank of Tokyo-Mitsubishi UFJ, Ltd.</td>
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<tr>
<td>Seminar Planning Committee</td>
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<td>Tomohisa</td>
<td>Tokio Marine Management, Inc.</td>
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<td>Sports and Cultural Division Chief</td>
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<td>Kazuhiko</td>
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<td>Golf Committee</td>
<td>Nakada</td>
<td>Masahiro</td>
<td>Salad Cosmo USA Corp.</td>
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<td>Cross Cultural Committee</td>
<td>Miyakuni</td>
<td>Yoichiro</td>
<td>Takara Sake USA, Inc.</td>
</tr>
<tr>
<td>New Year’s Party Committee</td>
<td>Yokai</td>
<td>Masaki</td>
<td>All Nippon Airways Co., Ltd.</td>
</tr>
</tbody>
</table>
The History of JCCNC  1951 ~ 1989

Establishment

Japanese Importers Association Members which consisted of about five members decided they needed to create a Japanese Chamber of Commerce. They had one fundamental rule, one Japanese Chamber for local Japanese American & people from Japan - no separation.

April 9, 1951, JCCNC was Incorporated. Hisao Inouye was the first JCCNC President and the office was located at 255 California St., SF. JCCNC was a place for social gathering, business people sharing information, point of views and helping each other.

Its Growth

Growth of JCCNC expands beyond SF. JCCNC helped create, Japan Week, Sakura Matsuri, Japanese Saturday School and Annual Japanese Picnic at Golden Gate Park. JCCNC helped raise $3M bond for Asian Art Museum.

1950

‘50~53 Korean War

‘51 San Francisco Peace Treaty

1960

‘64 Tokyo Olympic

‘69 Apollo 11 lands the first humans on the moon.
Economic tensions / Trade friction
Economic tensions were growing between US and Japan.

JCCNC with Mayor Diane Feinstein, jointly helped refurbish the aging SF Japanese Tea Garden to build unity.

“Made in Japan” became household term. In 1971, Silicon Valley was transformed with companies such as HP, Apple, Fujitsu, Hitachi developing new technologies.

Supporting businesses / Local contributions
JCCNC raised $700K out of $10M budget for the “Save the Cable Car Campaign” for the city of SF.

To build political relations, JCCNC members frequently visited Sacramento to meet with Legislators.

‘85 GM & Toyota, first joint venture between US & Japanese companies open a plant in the Bay Area.

1970

‘72 Okinawa returned to Japan.

1980

‘73 First personal computer introduced.

‘89 The fall of the Berlin Wall, a peaceful end to the cold war
Supporting businesses / Local contributions

JCCNC contributed $400K to SF Main Library. '01 JCCNC celebrates the 50th anniversary.

JCCNC worked with DMV to cut red tape for issuance of driver’s license for legal non immigrants. '02 Considering the concentration of members in the South Bay, JCCNC’s Office moved from SF to San Mateo.

Entrepreneurs from Japan - New breed. There were 680 Japanese affiliated companies, 28,000 jobs, $8M donations were made to Non-Profit Organizations by local Japanese Companies. '05 In coalition with other Japanese business organizations, JCCNC worked for issuance of driver’s license again.

'94 The Emperor and Empress of Japan visit to San Francisco.

'90 Iraq invades Kuwait, beginning the Persian Gulf War

'91 Expansion of world wide web (www) spreads.

'01 Terrorists attack World Trade Center in NY.

[Japanese American National Library]
Recent activities

'07 San Francisco-Osaka Sister City Association’s 50th Anniversary (Collaboration with other organizations)

'Bunraku Performance Reception


'10 Kanrinmaru 150th Anniversary (Collaboration with other organizations)

‘Osaka Way” unveiling ceremony

'07 JCCNC’s first Official Visit to Manzanar

'10 '11 Devastating Earthquake and Tsunami hits Northeastern Japan, and nuclear fear arises.

'07 JCCNC’s first Official Visit to Manzanar

'11 JCCNC received a 60th anniversary resolution.

April ‘11 the 60th anniversary
JCCNC’s 60th anniversary special logo and its three main focus

'Bunraku Performance Reception

Local Community

Next Generation

Business

'06 SF Japantown 100th Anniversary


'11 JCCNC received a 60th anniversary resolution.

'11 JCCNC received a 60th anniversary resolution.

2010
<table>
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<th>Year</th>
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<tr>
<td>1951</td>
<td>Hisao Inouye</td>
<td>1</td>
<td>Japan Food Corporation</td>
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<tr>
<td>1952</td>
<td>James G. Otagiri</td>
<td>2</td>
<td>Otagiri Mercantile Co., Inc.</td>
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<tr>
<td>1953</td>
<td>Frank M. Nonaka</td>
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<td>Nonaka Trading Co.</td>
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<tr>
<td>1955</td>
<td>Tokuya Kako</td>
<td>5</td>
<td>Nippon Co. of California</td>
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<tr>
<td>1956</td>
<td>Nobuo Matsumura</td>
<td>6</td>
<td>Japan National Tourist Org.</td>
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<tr>
<td></td>
<td>Kazuaki Kuwada</td>
<td>7</td>
<td>Japan Food Corporation</td>
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<tr>
<td>1957</td>
<td>Shigeo Urano</td>
<td>8</td>
<td>Sumitomo Bank of California</td>
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<tr>
<td>1958</td>
<td>Shigeyoshi Sugihara</td>
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<td>C. Itoh &amp; Co. (America), Inc.</td>
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<td>1959</td>
<td>Tatsuichi Shibata</td>
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<td>Bank of Tokyo of California</td>
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<td>1960</td>
<td>Jitsuro Kobayashi</td>
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<td>Japan Air Lines Co., Ltd.</td>
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<tr>
<td>1961</td>
<td>Ariyoshi Watanabe</td>
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<td>Mitsubishi International Corp.</td>
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<td>1962</td>
<td>Tatsuro Goto</td>
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<td>Mitsui &amp; Co., Ltd.</td>
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<td>1963</td>
<td>Koji Tagawa</td>
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<td>Sanwa Bank, Ltd.</td>
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<td>Hiroshi Ishikawa</td>
<td>15</td>
<td>Kikkoman International Inc.</td>
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<tr>
<td>1964</td>
<td>Makoto Sasaki</td>
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<td>1965</td>
<td>Tokinaka Takahashi</td>
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<td>Minoru Tanaka</td>
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<td>Marubeni-lida (America), Inc.</td>
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<tr>
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<td>Shin Kodama</td>
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<td>1967</td>
<td>Naooji Harada</td>
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<tr>
<td>1968</td>
<td>Isao Yamasaki</td>
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<td>Saburo Aoki</td>
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<td>Moriji Kurihara</td>
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<td>Sumitomo Shoji America Inc.</td>
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<td>Susumu Onoda</td>
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<td>Masahiko Shima</td>
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<td>1976</td>
<td>Ichiya Kumagai</td>
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<td>Sumitomo Bank</td>
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<td>Yasuhiro Hagiwara</td>
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<tr>
<td>1977</td>
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<td>Hirokazu Sugawara</td>
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<td>Steven G. Teraoka</td>
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<td>AZCA Inc.</td>
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<td>MIK International Inc.</td>
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<td>Fujitsu Management Services of America, Inc.</td>
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<td>Fujitsu Management Services of America, Inc.</td>
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</tbody>
</table>
Congratulations
to JCCNC on the Occasion
of its 60th Anniversary

Mitsubishi International
Corporation
Silicon Valley Branch
www.mitsubishicorp.com/us
Greetings from Consul General Hiroshi Inomata
Japanese Chamber of Commerce of Northern California 60th Anniversary

It is a great pleasure to offer my congratulations to the Japanese Chamber of Commerce of Northern California for its special 60th anniversary.

The JCCNC was officially established as a nonprofit organization in California in 1951. The San Francisco Peace Treaty and the original US-Japan Security Treaty were also signed 60 years ago, leading to the restoration of Japan’s sovereignty and its return to the international community. Even in the challenging postwar years, the organization’s founders had an early vision for the JCCNC, and in California, the development of the Japan-US relationship and the JCCNC have gone hand-in-hand, as economic and cultural exchange have brought our peoples closer together.

JCCNC’s history is unique in that it was started by Japanese Americans, and it has been impressive to see so many Japanese, Americans, and Japanese Americans working together over the years on Japan-US business promotion. I appreciate the continuing contributions of JCCNC members to Japan-US ties, whether through business seminars, scholarships, cultural events and community dialogues, participation in the Manzanar pilgrimage, or relief fundraising after disasters in the Bay Area as well as the earthquake in Japan.

In 2010 we celebrated the 150th anniversary of the arrival of the Kanrin Maru in California. This state has a very special place in the history of Japan-US relations, long serving as a key intergovernmental, economic, and cultural partner for Japan. Looking ahead, we still have many important things to accomplish in this critical location for our mutual prosperity.

As JCCNC continues on its journey in its 60th year and beyond, I look forward to seeing the community continue its best traditions while also welcoming exciting new collaborations and participants. Our Consulate will continue to work closely with you to promote US-Japan relations and developments in the Japan-affiliated business community. We wish all JCCNC members continued success.

Hiroshi Inomata
Consul General of Japan in San Francisco
August 2, 2011

Japanese Chamber of Commerce
of Northern California

Greetings to the members of the Japanese Chamber of Commerce of Northern California and congratulations on your 50th anniversary.

Since 1951, your organization has provided a bridge between Japan and our Golden State. Founded by Japanese Americans to promote business between Japan and the United States, the chamber also cultivates mutual understanding, friendship and community among its members. I applaud the chamber’s efforts to improve their local community through events that promote education and local non-profits.

I wish your organization many more years of success.

Sincerely,

EDMUND G. BROWN JR.
RESOLUTION
By President pro Tempore of the Senate Darrell Steinberg
RELATIVE TO COMMENDING THE
Japanese Chamber of Commerce of Northern California

WHEREAS, The relationship between a city and its residents is a vital and interdependent one, deriving its strength from the quantity and quality of civic involvement and public spirit generated by individuals, community groups, and governing bodies; and

WHEREAS, The Japanese Chamber of Commerce of Northern California is celebrating its sixtieth anniversary during the year 2011, and its recognition thereof, its positive impact on the community is deserving of acknowledgement and praise; and

WHEREAS, Incorporated as a California nonprofit organization in 1951, the Japanese Chamber of Commerce of Northern California (JCCNC) was originally founded in 1950 to promote business, mutual understanding, and goodwill between Japan and the United States, and

WHEREAS, Headquartered in the City of San Mateo, the JCCNC is focused on serving the needs of Japan-affiliated companies doing business in Silicon Valley and other parts of Northern California, and among its services, the Chamber provides assistance to new ventures, helps to build bridges with California-based businesses, strengthens relations with local communities, and develops friendships with federal, state, and local governmental officials; and

WHEREAS, In the United States, volunteerism and corporate responsibility are important parts of business, and the JCCNC encourages its members to support local communities, organizations, and programs as a means of encouraging corporate responsibility, and

WHEREAS, Today, the JCCNC continues to promote goodwill between Japan and the United States and provides networking opportunities, as well as informational seminars, that educate Japanese corporations about doing business in the State of California, and the friendship and ties that the Chamber has developed will be beneficial to the entire community; and

WHEREAS, Throughout its history, the Japanese Chamber of Commerce of Northern California has stood firm to its goal of serving as a leader in the community and being proactive in attracting businesses that will solidify the economic base of the local area and meet the needs of the community now and in the future, now therefore, be it

RESOLVED BY THE SENATE RULES COMMITTEE, That the Members congratulate the Japanese Chamber of Commerce of Northern California on the celebration of its sixtieth anniversary, commend the outstanding contributions the Chamber has made to the local community through its programs and services, and extend sincere best wishes for its continued success in the years to come.

Senate Rules Committee Resolution No. 19 adopted this 14th day of March, 2011.

[Signatures]

Chair

Attest: Secretary of the Senate

Senators Est Comitate

Libertatem Torn -
RESOLUTION

By the Honorable Mariko Yamada, 8th Assembly District; and the Honorable Warren T. Furutani, 55th Assembly District; Relative to commending the

Japanese Chamber of Commerce
of
Northern California

Whereas, The year 2011 marks the sixtieth anniversary of the Japanese Chamber of Commerce of Northern California, and in recognition of the positive impact the organization has made in the local community, the Chamber is deserving of the special honors and highest commendations of the public; and

Whereas, Incorporated as a California nonprofit organization in 1951, the Japanese Chamber of Commerce of Northern California (JCCNC) was originally founded in 1950 to promote business, mutual understanding, and goodwill between Japan and the United States; and

Whereas, Headquartered in the City of San Mateo, the JCCNC is focused on serving the needs of Japan-affiliated companies doing business in Silicon Valley and other parts of Northern California, and among its services, the Chamber provides assistance to new ventures, helps to build bridges with California-based businesses, strengthens relations with local communities, and develops friendships with federal, state, and local governmental officials; and

Whereas, In the United States, volunteerism and corporate responsibility is an important part of business, and the JCCNC encourages its members to support local communities, organizations, and programs as a means of encouraging corporate responsibility; and

Whereas, Today, the JCCNC continues to promote goodwill between Japan and the United States and provides networking opportunities, as well as informational seminars, that educate Japanese corporations about doing business in the State of California, and the friendship and ties that the Chamber has developed will be beneficial to the entire community; and

Whereas, The Japanese Chamber of Commerce of Northern California enjoys a long and fascinating history consisting of a dynamic past, a challenging present, and the promise of a long and bright future, and in its sixtieth anniversary year, it looks back with pride and forward with hope, recognizing its many accomplishments yet knowing how much more necessary work remains to be done; now, therefore, be it

Resolved by Assembly Members Mariko Yamada and Warren T. Furutani, That the Japanese Chamber of Commerce of Northern California be commended on the celebration of its sixtieth anniversary and on the vital role it has played in improving the quality of life in the local community, and extended best wishes for continued success in the future.

Members Resolution No. 1390
Dated this 22nd day of June, 2011

[Signatures]
Honorable Mariko Yamada
8th Assembly District

[Signatures]
Honorable Warren T. Furutani
55th Assembly District
Japanese Chamber of Commerce of Northern California

Congratulations on the occasion of celebrating your 60th Anniversary along with the Japanese Business Association’s 50th Anniversary. I commend your commitment and dedication to promoting business and mutual understanding between Japan and the United States. It is through the determined work of organizations such as yours that the future for Japanese Americans becomes brighter. Congratulations and thank you for all that you do.

MARK LENO
Senator, 3rd District
June 22nd, 2011
June 30, 2011

To the Executive Committee, Board of Directors and Members of the Japanese Chamber of Commerce of Northern California (JCCNC):

It is with great pleasure that I send you greetings on behalf of the people of San Jose and offer my best wishes on the occasion of the 60th Anniversary of the JCCNC.

Thank you for promoting and strengthening economic and business alliances between Japan and the United States, since your founding in 1951. Trade and investment linkages between San Jose and Japan have been strong for many years. Today, the San Jose Metro Area is ranked the 6th largest U.S. Metro Area with over $2 Billion in exports to Japan.

San Jose: the Capital of Silicon Valley is home to North American operations of many global technology companies including Hitachi, Sony, Fujitsu, Toshiba, Canon, Mitsui-Chemical, and Sumitomo Electric Devices. JETRO has also been a long-term partner of the City of San Jose having located its offices in the International Business Incubator in the mid-1990’s. These and other companies have created thousands of jobs in San Jose and advanced technology innovation, positively influencing the way people live globally. I am grateful for their presence here and for jobs and revenues these companies generate.

Nihonmachi San Jose is also uniquely positioned as one of the last three remaining historical Japantowns in the United States. Here Japanese culture and traditions thrive through the auspices of San Jose Taiko, the Japanese American Museum of San Jose, the many traditional Japanese restaurants and the annual celebrations of the Obon Festival, Nikkei Matsuri and Aki Matsuri Festivals. San Jose also enjoys an international sister city relationship with Okayama, Japan.

Japanese American men, women and businesses have contributed significantly to the evolution of San Jose over the past many decades. San Jose thanks the JCCNC and its membership for their many contributions to grow our economy. Congratulations on celebrating a very special milestone.

Best Wishes,

Chuck Reed
Mayor
July 2011

Dear Japan Chamber of Commerce of Northern California:

On behalf of the City and County of San Francisco, I am pleased to be forwarding our sincerest congratulations on your 60th Anniversary. Our City is truly honored that the JCCNC has not only been a viable organization for over six decades but has been a vital part of building our city’s global leadership role in all areas but especially as it relates to our strong and unique business, cultural and academic ties with Japan.

I would like to salute those who on April 5, 1951 officially established the Japan Chamber of Commerce of Northern California, the only Japanese Chamber that was founded by our own Japanese-American citizens. From those humble beginnings the JCCNC has become the central organization building, supporting and assisting San Francisco Bay Area-Japan business and commercial ties. I would assume that those who built this organization 60 years ago could never imagine the depth and importance that the ties between San Francisco and Japan would be over this time span. Today our friendship and our partnership with our counterparts in Japan is part of the fabric of our city and region and is one of the main reasons for our global economic success. The JCCNC has been crucial to this process of friendship building and we thank you for the key role you have played in our city and regions success with becoming a partner and friend with Japan.

I am very honored that our city was a leader in building friendship with Japan when the Mayor George Christopher led the effort to become a sister city with Osaka in 1957. We will be celebrating the 55th Anniversary of that first US-Japan twinning next year. That program, which the JCCNC has strongly supported, has been mutually beneficial to countless citizens in our two cities.

I would like to thank everyone on both sides of the Pacific who have worked so diligently over the past 60 years who have made this relationship one of the most enriching and successful in the world. We are proud of the accomplishments of the past 60 years and look forward to an exciting and enriching further 60 years of success.

Sincerely,

Edwin M. Lee

1 DR. CARLTON B. GOODLETT PLACE, ROOM 200
SAN FRANCISCO, CALIFORNIA 94102-4681
TELEPHONE: (415) 554-6141

JCCNC 60th Anniversary Special Edition
June 30, 2011

Mr. Hiroshi Haruki
President
Japanese Chamber of Commerce of Northern California
1875 South Grant Street, Suite 760
San Mateo, CA 94402

Dear Mr. Haruki:

On behalf of the California Chamber of Commerce, I would like to congratulate the Japanese Chamber of Commerce of Northern California as you mark your 60th anniversary. Reaching this milestone is well worth celebrating.

Established in 1951, the Japanese Chamber of Commerce of Northern California (JCCNC) is unique because it is the only Japanese Chamber of Commerce in the United States created by Japanese Americans. With its primary purpose to promote business between Japan and Northern California, the JCCNC also cultivates mutual understanding and friendship among its numerous members.

As one of California's top trading partners, Japan is very important to the strength of our economy. It is vital that we continue to work together to improve the ability of businesses to succeed in California and encourage the expansion of international trade and investment.

The California Chamber of Commerce values the trade ties between our two economies, as well as having a high regard for our historical relationship.

As you know, the California Chamber of Commerce is a broad-based nonprofit membership organization through which business, industry and agriculture join forces to work toward positive action on key issues that affect California's economic climate.

The organization, established in 1890, is the largest and most broadly based employer representative in California. Our members include more than 15,000 firms of all kinds and sizes, representing three million jobs—one-quarter of the state's private sector workforce, as well as 400 affiliated local chambers of commerce and 200 trade associations. Through our grassroots action program, the California Chamber reaches out to a statewide network of approximately 430,000 small business owners.

The California Chamber supports expansion of international trade and investment, fair and equitable market access for California products abroad, and elimination of disincentives that impede the international competitiveness of California business.

All best wishes for a successful and grand celebration!

Sincerely,

Allan Zaremberg

AZ/STS:alb
cc: Ms. June-ko Nakagawa, Executive Director, JCCNC
Congratulations on JCCNC’s 60th Anniversary!

California Oils Corporation is a world class supplier of vegetable oils located in Northern California. We produce high quality palm and palm kernel oils, safflower and sunflower oils and coconut oil. We deliver in tanker trucks, rail cars, totes and drums. Our oils are used in cooking, frying and baking applications and in confectionery, nutraceutical and cosmetic products.

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Sixty years ago, in 1951, fifteen Japanese Americans formally established the Japanese Chamber of Commerce of Northern California. They were the original signatories of the initial Articles of Incorporation.

Why did these pioneers take these steps to form a formal business organization? To understand this complex situation, some historical background is necessary. Prior to World War II, (WWII), racism was rampant in the United States. All minorities of color were very often deprived of their civil rights and deprived of equal treatment under the United States Constitution.

Presently, just 50 years after the Civil Rights Statutes were enacted in the 1960s, it is almost impossible for the younger generations of Americans to imagine how harsh conditions were for minorities in the United States. Just a few years before and immediately after WWII, outstanding leaders of the African American communities were routinely found dead by hanging, murdered by “night riders.” Most Americans just stood by as American citizens of Japanese ancestry were uprooted from their homes and thrown into U.S. concentration camps without any charges filed against them. The federal authorities completely disregarded to the U.S. Constitution. Almost all federal, state, and local politicians turned against Japanese Americans, except for just a few exceptionally brave and principled persons.

After the attack on Pearl Harbor, Japanese American business owners and individual families had to liquidate their business or family belongings within a few days or weeks at tremendous losses.

At the end of WWII, the Japanese American entrepreneurs returned to the San Francisco Bay Area. Conditions were difficult, as they had lost their former pre-WWII businesses and much of their capital.
Racism still existed in the 1950s. Many Americans were still unaware of the heroic military service of Japanese Americans of the 442nd Regiment in Europe and the Military Intelligence Service (MIS) in the Pacific Area. All this military patriotic service was performed while most of the Japanese American service men and women’s families were still being held in concentration camps.

Some American business still refused to do business with Japanese American businesses. There were some cases where automotive insurance companies refused to insure Japanese Americans customers, because in Court, some racist and biased juries would tend to decide cases against Japanese American plaintiffs, disregarding of the evidence presented. A Japanese American insurance company was formed, for a short time, to counter this situation.

The social and legal atmosphere described above was what motivated and inspired the fifteen Japanese Americans and their many supporters to incorporate the Japanese Chamber of Commerce. It was necessary for the Japanese American business community to band together to support and encourage each other socially and for business reasons. Unfair or biased legislation aimed at Asians also needed to be eliminated. It was also of primary importance to improve business relations and create goodwill between the United States and Japan.

The names of fifteen incorporators and a brief background of them are as follows;

1. HISAO INOUYE: He was the president of the JCCNC when it sponsored and promoted the first Cherry Blossom Festival in San Francisco. He felt strongly that it was vital for the JCCNC to expose the general American public to the fine points of Japanese culture to foster a wide spread acceptance of things Japanese, including Japanese trade and goodwill. He was in the Japanese food importing business.

2. KAY KUWADA: He was involved in the Japanese food importing business. He was active with the Omotesenke tea ceremony group.


4. KUNISAKU INO: He operated a high end prestigious kimono store called “Madam Butterfly” in downtown San Francisco.

5. KENJI KASAI: He was one of the few early stockbrokers operating in San Francisco’s Japantown.

6. YOSHIKAKI MORIWAKI: He was an insurance broker and a firm still bears his name: Moriwaki, Imai & Fujita.

7. SUSUMU TOGASAKI: He was an importer of Japanese goods. Known for supplying judogi or judo uniforms and kendo equipment. The Togasaki family was well-known because
the Togasaki sisters were physicians at a time when Japanese physicians were rare, especially women.

8. FRANK NONAKA: He was involved in various businesses and as a business promoter.

9. GORO OTAGIRI: He owned and operated a large Japanese merchandise importing company.

10. YUHEI OSHIMA: He operated Japan related business.

11. YUKICHI SAKAI: He was a Japanese food retailer. The Uoki Sakai grocery retailer still exists in San Francisco’s Japantown.

12. MOSABURO SHINODA: He operated business in San Francisco’s Japantown.

13. JUTARO SHIOTA: He owned and operated a well-known Japanese downtown antique store.

14. JAMES HIRANO: He operated a Japanese antique wholesale business.

15. VICTOR ABE: One of the few earliest Japanese American attorneys who practiced in Japantown.

The above listed businessmen were truly pioneers of Japanese Chamber of Commerce of Northern California, who were able to overcome adversity and worked against all odds to improve the image of all Japanese and Japanese American business and communities. We owe them a debt of gratitude for their courage, perseverance and foresight in organizing the Japanese Chamber of Commerce as it exists today.
Happy 60th Anniversary!

Tokio Marine & Nichido Fire Insurance Co., Ltd.

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Congratulations on JCCNC 60th Anniversary

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JCCNC 60周年 おめでとうございます
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The U.S.-Japan Council (USJC) extends congratulations to the Japanese Chamber of Commerce of Northern California on its 60th Anniversary.

The U.S.-Japan Council is a non-profit, educational organization established in 2009. The Council promotes a network of Japanese American leaders who are committed to maintaining a strong U.S.-Japan relationship through building people-to-people relationships. Working in collaboration with American and Japanese leaders the Council develops programs that give Japanese American leaders opportunities to provide a unique perspective to the US-Japan relationship and contribute to new areas of partnership between the two countries. The Council is headquartered in Washington, DC with a regional office in Los Angeles, California.

Japanese Americans have a distinct connection to Japan, emanating from a shared heritage, upbringing and history. Recognizing this special tie, the U.S.-Japan Council encourages Japanese Americans to engage in local, regional and national activities that contribute to the U.S.-Japan relationship. Japanese American leaders are uniquely positioned to impact government policy, business decisions and civil society activities by providing expertise and recommendations to counterparts in Japan. U.S.-Japan Council programming not only brings together distinguished Japanese Americans professionals, but also engages the next generation of Japanese American leaders.

The U.S.-Japan Council (USJC) and its Members are committed to accelerating the exchange of information through meetings and symposia as well as business and legislative networks between Japanese Americans, Japanese and U.S. leaders. USJC programs and events drive the dialogue on key topics identified by both the U.S. and Japan as areas with significant potential for collaboration. Each year, USJC coordinates, organizes an Annual Meeting and hosts regional, national and international programs that are based on building people-to-people relationships.

The Japanese American Leadership Delegation (JALD) allows a select group of Japanese American leaders from across the U.S. to travel to Japan to meet top Japanese officials including the Prime Minister and Minister of Foreign Affairs as well as business entities like the Nippon Keidanren and Keizai Doyukai. By way of this program, Japanese leaders gain a greater understanding about multicultural America through the experiences of a diverse group of Japanese Americans. Upon return, the Delegates work with program alumni, local Japanese Consulates, the U.S.-Japan Council and community organizations to continue building U.S.-Japan relations. The JALD program, which began in the year 2000, is co-sponsored by the Japanese Ministry of Foreign Affairs and the Japan Foundation Center for Global Partnership. The U.S.-Japan Council provides administration and organization of the program.

The Council has fostered networking with Japanese executives assigned to the United States
through various networking activities. Regional Japanese American – Japanese business networks exist in Los Angeles and Washington, D.C. In Los Angeles, the Japan Business Association (JBA) established a committee to maintain on-going projects and programs with Japanese Americans. These have included speakers, social events, and educational programs.

In Washington, D.C., JA-NET (Japanese American Network) was established with the Japan Commerce Association of Washington, D.C. (JCAW) with Japanese American leaders. Similar to Los Angeles, JA-NET holds regular networking events and maintains a master calendar and e-mail communication for the greater DC region.

At the 2010 USJC Annual Conference meetings included Japanese business executives from New York in addition to Washington, D.C. and Los Angeles. In March 2011, leaders from the Japanese Chamber of Commerce of Northern California joined network members from the Japan Business Association and the Japan Commerce Association of WDC. Plans are to meet again and include business leaders from Los Angeles, New York, WDC, San Francisco and Seattle. The Council looks forward to developing a strong working relationship with JCCNC through our business networks and through collaboration on issues of mutual interest. The Council has working groups on key issues such as education, Japanese language, clean energy, entrepreneurship, transportation, advancement of women in Japan, community festivals, and building civil society in Japan.

The U.S.-Japan Council responded to the March 11th Tōhoku earthquake and tsunami by creating a two-part relief initiative. The U.S.-Japan Council Earthquake Relief Fund was established to collect donations to directly support immediate relief and the long-term rebuilding efforts of Japanese NGOs working in the region. The U.S.-Japan Relief Network was created to serve as an online resource for capturing and publicizing fundraising events and initiatives in communities across the country.

The U.S.-Japan relationship continues to prove its relevance and fundamental role in the Asia-Pacific region. The partnership between the U.S. and Japan is a driving force behind economic growth, while the security alliance maintains peace and stability in the region. Built on shared values such as innovation and resiliency, the contemporary U.S.-Japan relationship continues to evolve and develop new frontiers for collaboration. The Council looks forward to building stronger ties with JCCNC as it celebrates its 60th Anniversary and develops community collaborations for the future.

IRENE HIRANO
President, U.S.-Japan Council

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For more information about the U.S.-Japan Council please visit [www.usjapancouncil.org](http://www.usjapancouncil.org)
June 28, 2011

Mr. Hiroshi Haruki
President
Japanese Chamber of Commerce of Northern California
1875 South Grant St., Suite 760
San Mateo, CA 94402

Dear Mr. Haruki,

Please accept my congratulations to the JCCNC on its 60th anniversary this past April. It is regretful that the month of April was with such mixed emotions. The devastating earthquake and tsunami that hit Japan was a setback to us all. On the brighter side, it has been quite satisfying to see the fine work that your organization and others in our community did to contribute millions of dollars to Japan.

Japantown Task Force, Inc. is a 501c3 non-profit corporation formed in 2002 providing leadership, advocacy, and administrative support in the planning, economic development, and preservation of Japantown San Francisco.

JTF is currently facilitating cross-community involvement in the development of the Better Neighborhood Plan, and leading a collaboration with the merchants association in forming the Japantown Economic Development and Marketing Committee.

JTF continues to be grateful to you and the JCCNC in working closely with us in furthering the Japanese cultural preservation and economic development of Japantown San Francisco.

With best personal regards and best wishes,

Robert E. Hamaguchi
Executive Director
June 27, 2011

Mr. Hiroshi Haruki, President
The Japanese Chamber of Commerce of Northern California
1850 South Grant Street, Suite #760
San Mateo, CA 94402

Dear Mr. Haruki:

The San Francisco Japantown Foundation congratulates the Japanese Chamber of Commerce of Northern California on its 60th anniversary and expresses our appreciation to all its leaders and members, especially Executive Director June-Ko Nakagawa, who serves on the Foundation's board of directors.

We support JCCNC's efforts to continue working together with the Japanese American community so that we can together celebrate our heritage and contribute to the betterment of our Bay Area communities.

The Foundation was formed in December 2006 through generous initial endowments by Kintetsu Enterprises of America, the late Jack Hirose and Hats and Amey Aizawa. Major donations have also been made to the Foundation by Minami Tamaki LLP and Union Bank.

We provide grants to not-for-profit organizations, groups and individuals conducting projects aligned with or further the Foundation's mission.

Our mission is to support cultural, community and educational activities for San Francisco Japantown. We are dedicated to preserving and honoring Japantown’s history, to welcoming and serving its residents, visitors, businesses, congregations and community organizations, and to supporting the growth and development of the community’s Japanese cultural theme. In particular, we support activities that reflect the Japanese American experience, and activities that engage Japanese of all generations and other supporters of Japantown.

The Foundation board members are: Board President Donald K. Tamaki, Minami Tamaki LLP; Hats Aizawa; Bob Hamaguchi; Richard Hashimoto, Japantown Merchants Association; Keith Kamisugi; Diane Matsuda; Sandy Mori, Japantown Task Force, Inc.; Jerry Ono, Union Bank; Jon Osaki; Allen Okamoto, Sakura Matsuri, Inc.; and June-Ko Nakagawa, Japanese Chamber of Commerce of Northern California. The late Jack Hirose was also a founding board member.

Donald K. Tamaki
President of the Board

Dear Mr. Haruki:

On behalf of the Japanese Cultural and Community Center of Northern California (JCCCNC), we would like to congratulate the members of the Japanese Chamber of Commerce of Northern California (JCCNC) on the occasion of their 60th anniversary.

We are proud to have been able to coordinate and work together on improving U.S.–Japan relations over the past several decades in particular on the Great Hanshin Earthquake and most recently on the Great East Japan Earthquake. The JCCNC has been a vital link on improving the relationship and strengthening the ties of Japanese businesses in the State of California.

The JCCNC has also played an important role for the past 60 years with helping the Japanese American community thrive and prosper. The relationship will become even more important as we continue to work together in the future to help preserve our Japantowns, our culture and our heritage for future generations.

As the JCCNC celebrates its 60th anniversary this year, the JCCNC will be celebrating their 25th Anniversary of the opening of the Center after being incorporated as a California non-profit in 1973. In many ways we share the same commitment and partnership in ensuring that the relationship between the United States remains one of the most important alliances in the world.

Once again, congratulations on this important occasion, the history of the JCCNC is a proud part of our Japanese American community here in California.

Most Sincerely,

Paul Osaki
Executive Director
Mr. Hiroshi Haruki
President
Japanese Chamber of Commerce of Northern California,

Dear President Haruki:

It was in April 1951, barely five years after the end of World War Two and still months before the signing of the official peace treaty between the United States and Japan in San Francisco, that the Japanese Chamber of Commerce of Northern California was founded with the mission of rebuilding and expanding the vital economic bridge between Japan and Northern California, America’s portal to Japan since 1860.

At the time of JCCNC’s founding, our own Japan Society of Northern California (then the Japan Society of America) was in suspended animation, having put all our activities on hold with the outbreak of hostilities in 1941. In 1952, a year after JCCNC had already begun the important work of rebuilding Japan-California ties severed by war, the Japan Society was finally launched anew by local business leaders and then Japanese Consul General Mitsuo Tanaka.

From those earliest days of our own rebirth, the Japan Society has enjoyed a close, deep and sometimes symbiotic relationship with JCCNC, as both the Chamber and our Society have worked to foster and grow the vital relationship between Japan and Northern California. From the very beginning, we have been honored to have members of the JCCNC Board of Directors serving concurrently on the Japan Society Board. At the staff level, we have worked together with the outstanding team at the JCCNC on countless events both large and small. Truly we at the Japan Society are in JCCNC’s debt, and we all look forward to many more years of working together with the Chamber to put out the good word about the vitality of Japanese business and industry, and the enduring relationship between Japan and Northern California.

On behalf of the Japan Society of Northern California, I offer our congratulations on 60 years of JCCNC leadership and achievement, and our very best wishes for the next 60 years and beyond!

Isao “Steve” Matsuura, Chairman of the Board
Japan Society of Northern California

Dana Lewis, President
Japan Society of Northern California
On behalf of the Japanese Community Youth Council (JCYC), we would like to congratulate the Japanese Chamber of Commerce of Northern California (JC-CNC) on your 60th Anniversary.
Over the past four decades, JCYC has distinguished itself as one of the most innovative and successful child and youth development organizations in San Francisco. Today, JCYC serves over 8,000 children and youth each year through services such as childcare, summer day camp, college preparation, leadership development and youth employment.

The success of JCYC and the other non-profit organizations in San Francisco’s Japantown is due largely to the support and generosity of the Japanese business community. For decades, non-profits and local businesses have worked cooperatively together to build a thriving Japanese community in the United States. Today, the rapidly evolving Japanese community requires the non-profit and business sectors to support each other more than ever.
A core element of JCYC’s mission is to develop the next generation of community leaders. It is critical for the entire community to support this endeavor to ensure a vibrant community in the future. JCYC is extremely grateful for the support of the Japanese business sector and the Japanese Chamber of Commerce of Northern California and look forward to many years of building community together.
Sincerely,

[Signature]
Jon Osaki
Executive Director
Japanese Chamber of Commerce of Northern California  
1875 South Grant St., Suite 760  
San Mateo, CA 94402

Dear Friends:

On the historic occasion of the 60th Anniversary of the Japanese Chamber of Commerce of Northern California, we at Kimochi, Inc. would like to congratulate you, and thank you for your hard work and advocacy for Japanese businesses and corporations here in the United States.

We feel privileged that the Chamber was originally headquartered here in the San Francisco, which was the gateway for Japanese business but also the historical port of entry for Japanese into the United States. The J.C.C.N.C was a pioneer in its efforts to create an atmosphere of mutual trust and respect between the United State and Japan, and in that regard we at Kimochi feel a kinship with you.

As you may be aware, in 2011 we at Kimochi are celebrating our 40th year of service to the seniors of Japantown, San Francisco, and the Bay Area. We began as an organization of Sansei seeking to support the Issei pioneers who through their hard work and perseverance established the Japanese community in the United States. We wanted the Issei to know that as they passed into their golden years, their efforts were appreciated and their needs would be addressed.

Over the last 40 years, Kimochi has always worked to evolve its services as senior needs have changed, and as they have become more complex. Despite these changes, Kimochi has remained committed to its core principle of providing culturally sensitive programs and services that enable our elderly to live with dignity and independence. As we continue to work with our seniors to develop support and services into the future, we also look forward to working with the Japanese Chamber of Commerce to build our community.

May you thrive for another 60 years in the good work that you have done, which has benefitted all of us in the Japanese American community.

Best Regards,

Steve Nakajo, M.S.W.  
Executive Director
The Japanese American Chamber of Commerce of Silicon Valley would like to offer congratulations to the Japanese Chamber of Commerce of Northern California for a remarkable 60 years of excellent service to the community.

JCCNC’s impressive longevity speaks for itself. During this long run, JCCNC has had many outstanding accomplishments.

JCCNC is an important partner to JACC SV. We are excited to continue building this relationship which will be a wonderful benefit to our membership.

We wish you many, many years of continued success.

Sincerely,

Susan Fukuba
Executive Director
August 2011

Hiroshi Haruki, President
Japanese Chamber of Commerce of Northern California (JCCNC)
1875 South Grant St., Suite 760
San Mateo, CA 94402

Dear Mr. Haruki,
The Japanese American Museum of San Jose (JAMsj) congratulates JCCNC upon its 60th anniversary. Further, we laud your decision to defer celebratory activities out of respect for victims of the Japan disaster and instead, focus efforts to support Japan relief efforts.

In existence since 1987, JAMsj collects, preserves and shares Japanese American art, history, and culture with a focus on the Greater Bay Area. We are a small museum with no paid staff, depending totally on our dedicated corps of volunteers. We realize that we cannot work in isolation, but that success can only be realized by collaborating with community groups such as JCCNC.

JAMsj was pleased to host JCCNC for a walking tour of San Jose’s historic Japantown, followed by a gallery tour at the museum. After your tour, you kindly invited your JAMsj docent, Michael Sera to join JCCNC’s trip to the Manzanar Pilgrimage. This experience enhanced Michael’s awareness of the Japanese American experience which he shared by writing an article for the JAMsj newsletter. We look forward to continued collaboration and teamwork between our organizations. It’s a win-win for all!

Sincerely,

Aggie Idemoto, Ed.D.
President
60周年

カリフォルニアのサクラメントバレーで限定農家により丹念に生産・収穫された
お米一玉錦、望、夢。種まきから精米、出荷、販売までの一貫した品質管理によって、
安心と安全を皆様の食卓にお届けします。

こしひかり「望」
つややかで深い味わいのこしひかり「望」。
粒の奥深い食感をお楽しみください。

こしひかりと
ゆめごこち「玉錦」
良質のこしひかりにゆめごこちを加えた「玉錦」。
味、つや、粘り三拍子揃ったお米です。

ささにしき「夢」
淡い風味と優しい食感のささにしき「夢」。
上質な味わいをお楽しみください。

www.jfc.com お求めは各日系スーパーにて

Congratulations on the 60th Anniversary of JCCNC

KONICA MINOLTA

Printing of 60th Anniversary Special Edition is courtesy of
Konica Minolta Laboratory U.S.A., Inc
はじめに

【小野寺】本日は、JCCNC60周年特別企画の座談会にご参加いただきありがとうございます。まず、安永委員長からご挨拶いただき、自己紹介をお願いします。

【安永】皆様、本日はお忙しい中、JCCNC設立60周年の座談会にご出席下さりありがとうございます。60周年委員会委員長の安永と申します。勤務先はかっぱえびせんやポテトチップスでお馴染みのカルビーアメリカです。つい先日、サンフランシスコ市内に直営店をオープンしました。今後とも皆様にご愛顧いただければ幸いです。60周年と申しますと、人間で例えれば還暦です。これを機に皆様方と共に、これまでのJCCNCの歴史を振り返り、過去の功績や先人達の素晴らしい勇気ある行動を称えながら、「これから新たな60年を歩み始めるJCCNCはどうあるべきなのか」ということを、皆様と話し合っていけたら、と思っております。

【小野寺】本日、司会を務めます小野寺修です。勤務先は新エネルギー産業技術総合開発機構、通称、NEDOという日本経済産業省の下にあるR&D支援をする団体です。私は昨年10月に新設されたシリコンバレー事務所の初代の所長として赴任しました。設立当初、中川事務局長に人材派遣会社、リース会社などを紹介いただき大変お世話になりました。

【松崎】松崎エレンです。勤務先はトップ・ツアー・アメリカ（TTA Inc.）、米国滞在は約31年になります。TTAは1964年に東急観光としてニューヨークとロサンゼルス2箇所の事務所を拠点に米国進出し、1983年にはサンフランシスコとハワイに支店をオープンしました。2006年に社名変更し、現在に至っております。会社オープン当初は、米国進出する日本企業はかなり少なかったようですが、日本企業の進出が本格化した80年以降は、それまでの経験と実績を生かして多くのお客様のお手伝いをさせていただいております。

旅行業界はここ10年、大きく変化してきましたが、常にお客様のニーズに柔軟に対応し、お客様のご意見を取り入れながら迅速に対応できるようにしていきます。JCCNCとは、2006年頃からゴルフやセミナー関係でお世話になっております。

【木村】木村耕造と申します。JCCNC60周年記念の座談会に参加できることを大変光栄に思います。米国滞在は43年になります。JCCNCは、私が渡米するさらに17年前に設立されております。改めて先輩方の功績に感謝しつつ、時代の流れを思い浮かべております。渡米5年後の1973年に東京エクスプレス社を設立し、以来38年。5年前に一線から身を引き、
現在は社名は維持しつつ、個人ベースで貿易業務や自社ビルの管理を行っております。JCCNCに入会したのは1977年で、1979年からは理事にご推薦いただき今日に至っております。

【岩田】デリカの岩田康弘と申します。フェリービルディングで日本食の総菜ショップをやっていますが、1年半前からは夜もお寿司やタパスをやっています。健康的で安心できる安全なカリフォルニアの新鮮な素材を使い、本物の日本の技術を駆使した日本食の惣菜を広めていきたいと思い、一生懸命やっております。

【岡林】ユニオンバンクの岡林聖子と申します。2年前に赴任しました。ユニオンバンクとしては、JCCNCに大変お世話になっております。特に東京銀行及び三菱銀行が当地に進出する際には、日系アメリカ人社会及び日系企業の方に多くの支援をいただいたと聞いております。これからもJCCNC、そして地域の日系企業様方に支えていただき、皆様と共に成長していけるユニオンバンクでありたいと願っております。

【ニューマン】NECのアンドリュー・ニューマンと申します。3年前から、NECに勤務していますが、その前のヤフー本社の勤務の際も、年に二、三回ぐらい出張で日本に行く機会がありました。私は、今、俳句の本を書いているのですが、日本という国は、仕事面だけでなく、文化面でも非常に面白い国だと思います。

【中田】サラダコスモの中田洋二です。弊社サラダコスモは、マングビーンスブラウツというモヤシの製造・販売をしています。15年前に父が米国に移住し、13年前から商業ベースで売るようになりました。最初の5—6年は、泣かず飛ばずだったのですが、各商品の賞味期限の長期化などの商品開発に成功し、今では10日もつモヤシが開発され、おかげさまでワシントン州などの遠方にも出荷できるようになりました。今後はDELI-CAさんのように、美味しいのは当たり前で、より安心安全に食べていだけるモヤシを作り、大きく展開したいと思います。また、JCCNCとは、これまでのようにゴルフだけでなく、今後はもっとビジネス面でもお付き合いしていきたいです。

**JCCNCの歴史**

【小野寺】では、まず安永委員長からJCCNCの歴史、変遷、現状の課題等を簡単にお話いただいた上で、皆様に意見交換をしていただきたいと思います。

【安永】先日、総領事夫妻をはじめ、会頭夫妻らとJCCNCのメンバーが集まり、マンザナール戦時日系人強制収容所
跡地で行われた巡礼祭へ行ってきました。今から60数年前、第二次世界大戦が始まった際、ここ西海岸に住んでいた日系の方々は日系の血が入っているというだけで、多くの方がアメリカ市民だったにもかかわらず、強制収容所に収容されてしまいました。この大変な時代を乗り越えて戦争が終結し、サンフランシスコ講和条約が結ばれる直前の1951年4月6日、JCCNCが設立されました。当時、収容所から出てきて間もない方々が、「もう一度日本人としてこの地で頑張っていくんだ」、また「日本とアメリカの架け橋になっていくんだ」、という思いを胸に、勇気ある方々が立ち上がり結成されたと伺っております。

当時のことを覚えていらっしゃるのがスティーブ・土井さんという大先輩で、この方は25年程前にJCCNCの会頭もされていました。土井さんは、当時のことをよく調べ、思い出して下さり、寄稿文を寄せてくださっていますので、是非お読みいただければ幸いです。（34ページ参照）

その後、JCCNCは日本の企業がアメリカに進出してくる際の非常に有効な架け橋として米国進出のお手伝いをしています。我々カルビーもですが、多くの日系企業がこうしてアメリカで仕事ができ、多くの方々に喜んでいただいているのは、先輩方が基盤を築いてくださったおかげだと思います。JCCNCの貢献といいますと、直近では、今年3月に起きた東日本大震災に対する総額約43万ドルの義援金の寄付、過去においてはサンフランシスコのケーブルカー維持費のための多額の寄付などがあります。また、サンフランシスコ日本町を作り上げる際や日本町の再開発といった際も、非常に力を入れて多くの貢献をしました。さらに、日本町で開催されている桜祭りも、JCCNCを立ち上げた方々によって43年前に始められています。JCCNCは、現在でも設立時と変わらず、地元の日系人の方々と進出企業の駐在員の方々が一緒になって運営・活動している全くでも稀有な日本商工会議所です。是非これをベースに更なる発展を遂げて行きたいと思います。

新年会委員と過去の活動

【小野寺】ありがとうございました。木村さんは、長くJCCNCの活動に関わってこられ、特に新年会委員会を改革された立役者でいらしたとのことですが、新年会改革のご経験や、JCCNCの思い出を伺えますか。

【木村】新年会委員会は、それまでは、JCCNCが予算を確保し、さらに入場券を販売していたにも関わらず、よく赤字になっていたようですね。私はその金成（かなり）会頭に、「もし理事の皆様に助けていただけるのであれば、お手伝いしたい」と申し上げ、それがきっかけとなり新年会委員長をやらせていただきました。その年は、渡辺貞夫さんにお越しいただき、大いに盛り上がったのを覚えております。おかげさまで黒字になり、その利益を日本語補習校に寄付することができたのです。翌年から連続して寄付をすることができて本当によかったと思います。これが新年会の思い出ですね。

また、JCCNC内に各委員会を作り、各委員会がその中で
話し合いながら進めていくという体制を作りました。その他にも1979年には第二副会頭をやらせていただきました。在任時は、ちょうど海部総理(当時)がベイエリアにいらした時で、JCCNCと総領事館が共同で大きな夕食講演会を開催し、日本でも大きくニュースになったことが今でも良い思い出として残っています。JCCNCの方向性によっては、日本のみならず、アメリカの社会にも広げていくと期待しています。

**アメリカ人から見たJCCNCの可能性**

【小野寺】では、次にアメリカ人として参加されているニューマンさんに、なぜ日本語に関心を持つのか、JCCNCがどのように日本語を橋渡しに貢献できるか、といったことを伺いたいと思います。

【ニューマン】日本語を最初に学んだきっかけは、父の友人薦めです。日本語を学び始めるとすっかりのめり込み、UC大で日本語の勉強を2年間した後、さらに東京の国際基督教大学に1年間留学しました。大学卒業後は、日本で翻訳やマーケティングの仕事をした後、コーネル大学のMBAプログラムでビジネスと日本語の勉強をしました。日本語力は運動しないと筋肉が弱るのと同様、使わないと衰えてしまいますので、日本語をキープするために、日本と関係のある仕事に就いて日本語を使うと共に、91年からはSan Francisco Japanese English Toastmastersといい英会話グループに参加しています。このようなグループとJCCNCが協力していくと面白いのではなかろうかと思います。

また、アメリカとのビジネスの考え方には様々な違いがあります。例えば、アメリカ人は「すぐに決定する」傾向がありますが、日本人は、「皆さんの意見を聞いてから決定する」傾向があります。他方、実行段階では日本はスムーズという良いところもあるので、JCCNC主催で日本とアメリカのビジネスの違いを説明するセミナーを開催し、文化差をブリッジ出来れば有益ですし、面白と思います。

【小野寺】面白いアイデアをありがとうございます。

【松崎】日本が被災し大変な状況である今は、逆に日本の良いところを再発見できる良い機会ではないかと思います。私は日本が大好きです。食もそうですし、生け花、盆栽、お茶などの伝統文化など良いところがたくさんあります。日本の文化をイベント時に出していくと、JCCNCから日本の良いところを発信できたであろうと思います。

【岩田】DELICAでも最近、月に1度、池坊の藤重先生にお花を飾っていただいています。全く日本的でないデザインのDELICAにあのような綺麗でシンプルなお花は合わないかなと思ったら、とてもマッチするのです。良いものと言えば日本の温かい便座、洗浄トイレなどもあります。米国でも普及できそうですね。

【松崎】アメリカでも1000ドルくらいのものが出回っていますよ。

【中田】日本に行ったアメリカ人の多くは、あの温かい便座に驚くですね。このように細かいところに気がつくサービスは、アメリカでも受けますね。

また、アメリカと日本のビジネスの考え方には様々な違いがあります。例えば、アメリカ人は「すぐに決定する」傾向がありますが、日本人は、「皆さんの意見を聞いてから決定する」傾向があります。他方、実行段階では日本はスムーズという良いところもあるので、JCCNC主催で日本とアメリカのビジネスの違いを説明するセミナーを開催し、文化差をブリッジ出来れば有益ですし、面白と思います。

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Yasuhiro Iwata
DELICA

Sumiko Sheaffer
Union Bank
JCCNCとのコラボレーション

【小野寺】松崎さんはJCCNCのセミナーに、積極的に参加されていると伺っていますが、今までのJCCNCの活動について伺えればと思います。

【松崎】2001年からゴルフを始めたこともあり、2006年からゴルフ大会に参加しています。セミナーには、興味のあるものには参加させていただいておりますが、会員企業で知り合いになれた、新しいことを知ることができて、とてもためになっています。ニューマンさんのアイディアにも賛成です。

【岡林】セミナーを会員企業のみならず、色々な方が集まる場ということにすれば、セミナーの企画の一つとして、Toastmastersとのコラボレーションも実現可能かもしれませんね。

【岩田】私は、メンバーシップ委員会の副委員長ですが、ネットワーキングの担当もしています。セミナー委員会と提携し、会員以外の方にもセミナーに来ていただき、JCCNCメンバーとのネットワーキング・名刺交換会をする場を作ろうという話が出ているので、今年は是非、実現させていただきます。San Franciscoは他都市と比べてコミュニティーが狭く、誰もが知り合いです。ここにしっかりとネットワークを構築することは、ビジネスをする上で、とても重要なことです。面白いトピックのセミナーを準備し、ネットワーキングも盛り込むと良いと思います。ニューマンさんがご提案された日本とアメリカのビジネス比較・文化比較というテーマは、経営者のみならず、こちらでビジネスをしている方達にとってもとても興味深いテーマだと思います。

【中田】サラダコスモはSacramento地域がベースですが、ある経済ソサエティやSacramentoの日系人グループ、さらにはUS Japan Councilなど他の団体ともコラボレーションをしていくとJCCNCの活動も広がり、認知度が広まる気がします。

【中田】そこからさらにアメリカ人も参加していければ、さらに盛り上がりますね。

【シーファー】あとJapanese American Teamwork Ownersという団体もあります。このような団体ともコラボレーションしたら面白いと思います。

【木村】ここで大事なのは、他人任せにするのではなく、会員が皆さんに自分から積極的に提案・参加していただくことです。セミナーは昔からあって、とても活発にやってきました。ただ、時代と共に日本企業の規模が減少し、JCCNCの規模自体も小さくなるなど、状況も変化してきています。とはいえ、原点を設立当初から変わっており、2009年には、改革検討委員会が、改めて「お役に立つ北加日本商工会議所を目指して」という検討結果をまとめたので、この方向性を皆さんに良く理解していただいた上で、セミナーもコラボレーション企画も進めていったら、上手くいくような感じがします。

JCCNCのイベント情報の受け取りについて/敷居の高さ/入会方法

【小野寺】JCCNCの会員企業内で、きちんとイベントやセミナー情報は伝わっているのでしょうか。

【岡林】しかるべき人にはきちんと情報は届いていると思いますが、ポジションのせいかなぁ。私は経営者だから、何となればイベント層が狭く、誰もが知り合います。ここにきちんととしたネットワークの構築は、とても重要なことです。面白いトピックのセミナーを準備し、ネットワーキングも盛り込むと良いと思います。ニューマンさんがご提案された日本とアメリカのビジネス比較・文化比較というテーマは、経営者のみならず、こちらでビジネスをしている方達にとってもとても興味深いテーマだと思います。

【中田】サラダコスモはSacramento地域がベースですが、あの経済ソサエティは日本人で、2世、3世の方々が多いらしいです。そこで、JCCNCもそのようなコミュニティを持っています。なので、JCCNCもそのようなコミュニティを協力して企画を立てたら良いと思います。Sacramento付近の方は年齢層が高いですが、日系移民の歴史やビジネス展開の歴史について色々考えて知っているので面白いいと思っています。

【小野寺】経済ソサエティやSacramentoの日系人グループ、さらにはUS Japan Councilなど他の団体ともコラボレーションをしていくとJCCNCの活動も広がり、認知度が広まる気がします。

【中田】そこからさらにアメリカ人も参加していければ、さらに盛り上がりますね。
ーを開催する場、あるいはゴルフ大会や新年会など懇親する場として提供し、みんながより一層一緒に勉強したり楽しんだりしながら互いに高め合っていける会にしていきたいです。

【小野寺】 JCCNCの入会は企業ベースになりますが、大企業の場合、企業の中で情報が伝わっていない場合もあるかもしれません。最終的な目標の一つが「日本の良いところを発信する場」ということであれば、聴衆は日本人のみならずアメリカ人も含めるとなると、個々人に向けてもう少し広く発信すべきかもしれませんね。

【松崎】 そうですね。JCCNC発足時がそうですから。

【中田】僕はJCCNC主催の新年会やゴルフ大会には参加していたのですが、それ以外は具体的に何を行っているかがわかりにくく、あまり興味がありませんでした。僕のような人でさえも思うので、イベント時に会員でない方々にも来ていただき、何の活動をしているかをもっと伝伝えたい思います。イベントは記録をして、ウェブなどで紹介すれば、外に向けた発信できますし、今度はこれに出てみようかという気持ちになるのではないでしょうか。

【岡林】 となると、JCCNCは人と人がつながる組織なのか、企業と企業がつながる組織なのか、どちらなのかを明確化しないといけませんね。

【木村】 今後、入会のルールや現会費制度を改める場合は、今の制度を十分検討された上で、より良い案に向けて慎重に検討していくのが良いと思います。「3人の推薦者」というルールは歴史の中で出来たもので、「誰でも支払える能力があれば入会できる」ということまでということは現在のところは予定していません。会費は、企業によっては、あるいは、JCCNCが提供するサービスによって問題なくなってしまうかもしれません。いずれにしても、今までの体験からすると、日本から進出した企業がまず頑張っていただかないと、JCCNCは組織的にも経済的にも上手く機能しないと思います。委員長は大変だと思いますが、頑張っていただけはいけませんね。

JCCNCからの発信・若者の活躍

【ニューマン】 今まで日本は車や電気製品の輸出にフォーカスしていましたが、これからは日本とアメリカの企業が協力しながら新しい市場を作っていこうことができるかもしれません。

例えば、IT技術を使って、高齢者向けの福祉サービスの充実をはかるとか。今1人で暮らしている高齢者が大勢いらっしゃいますが、IT技術を使って毎日コミュニケーションをはかって、安否の確認をついて良かっと思っています。

あと、原子力を1日も早く止めて、ソーラーエネルギー、又は、風力エネルギーに制御の力を組み合わせて、外国の油田に頼る必要のない、地球に優しい日本を作り、それを世界に発信できる日がくるといいですね。

高齢者向けのサービスも、新エネルギーを使用したビジネスも、これからは全てITが必要になりますので、ITマネジメントサービスは今後欠かせない分野になると思います。シリコンバレーには、新エネルギーのスタートアップ会社がたくさんあります。そこで日本の起業家が協力すれば、新しい分野ができると確信しております。

【木村】 そうですね。良いものをもっている日本の企業が米国に進出してきた際、それを日系人の皆さんが広く伝えていくという中で、JCCNCの会長が中心になって推進していくべきだと思います。皆さん、不可能だと思っているでしようけれども、JCCNCは不可能と思われていることを可能にしていく推進力となるべきのです。日本らしいビジネスを、日系人の皆さんと力を合わせてアメリカで広めていくのがJCCNCの本当の役割だと思います。今後は、新幹線やソーラーシステムなど有望な分野がたくさんあるでしょうし、日本の企業はアメリカのニーズをよく理解することも忘れてはいけませんね。

【岡林】 例えばシリコンバレーでは、JTPA（Japanese Technology Professionals Association）という組織が、彼らのイニシアチブで、「今まで全くシリコンバレーに縁がなかった若者をシリコンバレーに連れて来て見せてあげる」、という機会を提供しています。このような企画は、将来のJTPAや関連コミュニティにもつながり、長期的にはビジネス・利益にもつながると思うので、このようなことをJCCNCが行っても良いですね。

【松崎】 日本は素晴らしいところがたくさんありますから、日本の中でその伝統を守りながら自分達で立ち上がらないといけません。それらをアメリカや諸外国にもっと広く伝えていこうですね。それを推進していくのが確かに商工会議所です。今、日本では若者が完全に頑張っていますから、そういう人達ももっと増えて、アメリカまで進出してくれればと思います。

【岡林】 例えばシリコンバレーでは、JTPA（Japanese Technology Professionals Association）という組織が、彼らのイニシアチブで、「今まで全くシリコンバレーに縁がなかった若者をシリコンバレーに連れて来て見せてあげる」、という機会を提供しています。このような企画は、将来のJTPAや関連コミュニティにもつながり、長期的にはビジネス・利益にもつながると思うので、このようなことをJCCNCが行っても良いですね。

【小野寺】 そのような意味では、本当はJTPAなどとコラボレーションして、JTPAが参加者を集めたら、JCCNCは、会員企業のネットワークをいかして、これらの企業や人を紹介してあげるなど色々なことができます。
【木村】そうですね、そのようなアイデアをどんどんJCCNCに出したらいいと思います。「JCCNCが何をやってくれるか」、という受身の姿勢で待っているのではなく、「私たちにできるのはこういうことだ」という自ら探していく姿勢で協力していかなければビジネスの活動は広がっていかないと思います。委員会の皆さんは一生懸命頑張っていらっしゃいますが、それがなかなか見えにくいし、協力する人が少ないのは残念です。例えば、セミナーも、皆さんももっと積極的に声を掛けあえば、参加者は増えるはずです。また、興味のあるセミナートピックを皆さんから委員会に提案できる形をとれば、もっと活性化されると思います。また、他の組織をマネをするのではなく、JCCNCが独自に発信して何かをやっていくことを実現できるよう、本当に若い人に活躍してほしいですね。

基本的に、このJCCNCは素晴らしいと思います。だから、その歴史をよく学び、それを踏まえた上で活動内容を考え実行していくと、JCCNCも日本企業ももっと伸びるのではなかろうか。そして、日本のビジネスを支える日本人として、ベインエリアや日本人コミュニティーに留まらず、全米に向けて発信し、JCCNCは素晴らしいことをやってるんだ」と言われるようにしていくのが、これらのJCCNCを担う皆さんの役目ではないかと感じています。

【岡林】昔はJCCNCの会員として日系アメリカ人がもっと多かったようですが、現時点では、かなり日本企業の方が多くなっているようです。日系2世、3世の方がJCCNCに歩み寄ってきやすくなった環境をこちらが作ることも大切ですね。JCCNC側から日系2世、3世のコミュニティーにもっと積極的にアプローチしてみてはいかがかと。

【中田】イベントを開催する場合は、ウェブサイトに情報をもっと
とわかりやすく掲載して情報を流せば良い宣伝にもなり、入会しやすくなるのではないでしょうか。

【小野寺】どうしても日本語のイベントが多くなってしまっていますが、英語のセミナーも取り入れると、上手くミックスしたら良いのでしょうね。

【木村】JCCNCをスタートしたのは日系アメリカ人の人達です。その後、多くの日本の企業が協力して現在に至っています。この体制は今もあまり変わっていないと思います。今後も対等に力を合わせて日系企業と日系アメリカ人が日系ビジネスを盛り上げていくたいですね。日本の本社の人達もそれを良く理解していただく必要があります。ちなみに、JCCNCは、日本から進出した企業と現地の企業が互いに協力しあっていっているという意味では、稀有な団体です。この点、シカゴ、ニューヨーク、ロサンゼルスなどの他の商工会議所とも異なります。JCCNCは、昔からこのように日系アメリカ人と日系企業が対等な立場で協力しあっており、私達もその恩恵にあずかっています。この良い伝統を若い皆さんも再認識され、大いに活用されたいと思います。

今日の機会を次のステップにつなげていくのが今回の目的だと思います。僕はこれを機会に次世代にバトンを引き継いでいきたいです。楽しみつつもビジネスを通して日本の良さがベイエリア、アメリカ、そして世界に広めていくのが、一番の希望であります。カルフォルニアは、それを可能にする要素がつめていると思います。ぜひ頑張ってください。

クロージング

【安永】皆様、本当に忌憚のないご意見、活発なご意見をありがとうございました。60周年委員会を結成した際、メンバーと共に、皆で活動していくのか、するべきなのかとこのことを長い時間かけて話し合ってきました。

その結果、基本的に活動の柱を三つにしました。一つ目は、商工会議所ということで総合ビジネスの推進に役に立っていくこと、二つ目は、企業や地域コミュニティとの関係をもっと強化して、一緒になって活動していくこと、そして三つ目として、次世代の育成をしていくことを掲げました。これは、先輩方が頑張って60年もの長い時間をかけて築いてくれたことを、次世代に上手く橋渡ししていきたい、という思いからです。

この三つを活動の柱にして、今年一年色々な形でこれらを皆さんに伝えるように活動していこうと決めました。

今日お集まりいただいたのも、大先輩から若い方々まで、また業種がバラエティーに富んだ方々にお集まりいただいて忌憚のないご意見をいただきたい、という思いからでしたが、非常に良いお話をお聞きして本当に光栄です。

今後も、色々な機会でこのような話し合いを重ねていただき、来年、再来年の理事会や総会では、新組織や新たな活動、あるいは新委員会の設立などをご提案できれば幸いです。どうもありがとうございました。
Congratulations on
JCCNC 60th Anniversary!

Salad Cosmo USA Corp.
5944 Dixon Ave West
Dixon, CA 95620
Congratulations on JCCNC 60th Anniversary!
60周年委員会の皆様、本当にお疲れ様でした。皆様の努力のお陰で発刊までたどり着きました。結成から本日まで紆余曲折あり激動の1年間でした。温故知新をキーワードに、歴史を振り返りながら、将来を考えるきっかけとなるような良い活動ができたと思います。委員メンバーを応援くださった会員企業の方々、協賛企業の方々、事務局の方々、本当にありがとうございました。

日系人や日系企業の先人のご苦労の上に築かれたJCCNCを日米関係深化のハブとしてさらに発展させるには、日系人団体などとのコラボを進めることが重要だと痛感しました。座談会を通じていろいろな方と知り合えたのもJCCNC活動の醍醐味と思います。Calbeeの野菜スナック、デリカの弁当は望外の役得でした。

震災で記念行事関係は全て中止、残ったのは当冊子の編纂等限られたものですが、素敵なメンバーと共に商議や日系社会の歴史を振り返り、将来を考えられたのは良い経験出です。皆さん有難うございました。

素晴らしいメンバーの皆様とともに、本冊子の作成の過程で、JCCNCの歴史を知り、未来を考えることができたのは大きな財産です。終わった今は、サポート頂きましたすべての方々に感謝の気持ちでいっぱいです。JCCNC事務局の中川さん、Carolさん、薦田さん、そしてKonica Minolta Laboratory U.S.A Inc Million様 / Luu様に本当にお世話になりました。有難うございました。

特別号の作成に携わることができ光栄です。ご協力いただいたお一人お一人に心より御礼申し上げます。JCCNCが日米の架け橋として、また良き日本の発信源としてますます発展するよう、自分に何ができるかを考え実行していきたいと思います。
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