Stay up-to-date and in the know! The JCCCNC has a NEW program, a NEW President, and A NEW www… READ MORE

My family has been active in the Japantown community since the 1930’s, through Konko Church, Pack and Troop 58, the Associates and the JCCCNPC. We have been fortunate to reap many benefits through our participation in this community. I felt that it was important to more actively contribute to our community and to “give back.” Being a member of the Board of Directors has allowed me this opportunity. I have many fond memories of my time as a Board Member, I think seeing the younger generations learn, participate and grow from the programs at the Center is most rewarding.

-David Fukuda
Board Member, since 2005

Kase Scholarship Program Applications Now Available

The Kase Nikkei Community Scholarship Program offers college students a $5,000 educational scholarship and the opportunity to intern at the JCCCNC from June 2014 - January 2015. For more information visit our website or call us at (415) 567-5505.

The Kase Program is made possible with generous support of the Kase Family.
A New Year Brings A New President of the Board

I will be serving as the President of the JCCCNC Board of Directors this year after being an active member of the JCCCNC Board for 8 years. The JCCCNC Board would like to thank our past President, Donna Kotake, for her leadership and dedication to the JCCCNC.

This past year brought about a few changes in our staffing. We had to say goodbye and wish the best to Jeff Yoshioka and Yumi Yukawa who have moved on to pursue other career paths. We will certainly miss their smiling faces at the JCCCNC and thank them both for all of the hard work and energy they put into the JCCCNC. We welcome back Aya Ino who returns to us as the Director of Development and Communications. We are fortunate that Aya has returned to her community and to us at the JCCCNC.

This year the JCCCNC Board of Directors and staff will continue to maintain and build the Center through many programs, events, and activities. We are an integral part of the Japantown community and will strive to meet the changing needs of the community through our programs and events. We will be looking to maintain collaboration with Japantown community groups as well as build bonds with groups in the greater Asian American community. On a personal note, I am a member of the JCCCNC hula group. I enjoy learning new Hawaiian words and customs, chants, and dances and have deep respect and love for my extended hula family or “ohana”.

I am anxiously awaiting the rollout of our new website! Staff has been working hard on this project and the new website will keep us all in touch with the exciting happenings at JCCCNC.

We would like to thank all of our donors and supporters for your generous contributions whether those contributions are in monetary form or contributions of time. Your contributions are greatly appreciated and enable us to maintain the Center and its programs and to continue to serve the community.

We hope to see you and your families at the JCCCNC. I hope that I will get an opportunity to meet you if we haven’t already met. Again, thank you for your support!

Donna Ong-Kimura
President, JCCCNC Board of Directors

Mission Statement

The JCCCNC is a non-profit organization which strives to meet the evolving needs of the Japanese American community by offering programs, affordable services and administrative support and facilities for other local organizations. The JCCCNC also provides educational, cultural and recreational programs that meet and address the interests and concerns of the community. Our goals remain rooted in preserving the Japanese American cultural and historical heritage as well as fostering the foundation for future generations of Japanese Americans.
NEW: Holistic in our perspectives, inclusive in our definition, innovative in our approach

Through many of our recent projects, such as the Japanese American Cultural Heritage Photo Contest, program evaluations and membership surveys, we have identified the need to reach out to a new target population beginning to emerge here at the JCCCNC. While the mission of the organization remains, there exists an understanding where which the demographics, interests, and needs of our community are continuing to change, leaving us with overarching questions, “Do the people of our community look and sound the same as they did 40 years ago? Do they still share similar values and identities? Are we doing what we can as an organization to meet those needs and interests?”

So what are we doing about it? Our first step to searching for these answers is conducting focus groups and implementing programs that will inform strategic planning for future programming, membership recruitment and retention, and marketing tactics that will hook and hold our users… because our understanding of the community must always be holistic in its perspectives, inclusive in its definition, and innovative in our approach.

If you are interested in participating in a focus group, or have questions regarding our efforts around the analysis and/or implementation of new initiatives, contact Aya Ino at aino@jcccnc.org.

What’s cooking at the JCCCNC?

Seasonal cooking not only is good for you, but is also great for the environment. You all have asked for more cooking workshops and the JCCCNC has quite the Japanese culinary lineup for you. Themed around the four beautiful seasons, capturing the fresh flavors and ingredients, our cooking workshops look to keep your mouth watering throughout the year.

Spring

Spring Kaiseki Workshop
Enjoy spring mountain vegetables and the flavors of the season as Larry Tiscornia and Soko Takechi lead the cooking demonstration workshop.

Introduction to the Japanese Pantry: Dashi and Umami
Dashi is the foundation of Japanese cuisine. Visiting Dashi maestro, Mamiko Nishiyama of Yagicho, Tokyo and Common Grains’ Sonoko Sakai will give a 2.5 hour hands on seminar and workshop on the art of Dashi and Umami. You will do hands on sushi and dashi making, and tastings of soups made with dried bonito, sardines, konbu seaweed and shiitake mushrooms, and learn how to make umami rich dishes.

Summer

Summer Kaiseki Workshop
Cool down during the summer with cold somen, aosudofu and shiso gohan.

Summer Homemade Sushi
Sonoko Sakai will be back to teach you how to make chirashi sushi and flower maki sushi. They are easy to prepare at home, and make a festive summer supper with family and friends. We will make a fragrant suimono soup with spring vegetables and a Japanese style fruit compote for dessert.

Make sure to check out the rest of our 2014 cooking workshop lineup in our next newsletter!
JCCNC Staff Retreat Allows for Evaluation of 2013, Preparation for 2014

At the end of 2013, the staff at the JCCNC spent two and a half days at a home in Noe Valley with a goal, a voice, and an open mind. The purpose of the retreat was to engage in a collaborative and reflective process in evaluating our work from 2013, then using that to inform our planning for 2014 looking forward. Additionally, the structured activities allowed for staff bonding, a time for us to understand each other’s capacities and share personal stories about what our work at the Center means to us.

After a staff curry dinner, a magic window activity, three team-building exercises, and nine break-out groups, the staff came up with five themes to represent our work for 2014: COMMUNITY, CULTURE, EDUCATION, COLLABORATION, EMPOWERMENT.

Thank you to our volunteers, members, and donors for allowing us the time to take off and not only focus our work, but rediscover the meaning of our roles within this caring and supportive community.

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**MIKA SHIMIZU**

I was born and raised in Japan. I am currently a resident in a foreign country. I have no family or relatives here, but I have gradually started to feel that the JCCNC and the JA community is my second home.

Beside my daily duties, what I do and what I would like to do for the center is to create a place for people like me, who were not born here and have gone through similar experiences to feel welcomed. I felt lonely, excluded and disconnected from others. I’d like to provide a comfortable place where we can support each other, share how we feel and let people feel cared for. I have been working to build bridges between Japanese nationals and Japanese Americans/American in some ways. I believe that it’s my duty to do.

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**MATT OKADA**

Growing up in the small town of Selma, California we didn’t have a community center or a place where the community could go to participate in classes and programs. I remember wishing that I had a place to go hangout after school or on the weekends. Now that I’m working here at the JCCNC I enjoy being able to provide opportunities for the community to participate in a variety of programs that I wished I could’ve been a part of growing up. I also love working and interacting with people of all ages. Seeing people come through our doors each and every day enjoying their time at the Center makes me realize how much people care about this community and the Center. Its great knowing that I work for an organization that many people hold dear to their hearts.

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**RUBY HATA**

I grew up going to Japanese School at Kinmon Gakuen and going to Christ United Presbyterian Church. After junior high school, I did not come down to Japantown very much. In 1997, I became involved with the Shinzen Goodwill Program as my husband was the coach for the boys’ basketball team. Until then, I had no idea what the Japanese Cultural Center was about. I was so impressed with the work of the JCCNC staff and its programs that I applied for the accounting position. I have been working for the JCCNC now for the past 15 years. I truly believe in the mission and feel that it is crucial for the Center to be self-sufficient financially so that it can continue to share Japanese culture and preserve the history of the community.
New JCCCNC Website Coming Soon!

Designed with a fresh new look and user-friendly navigation, the JCCCNC staff has been hard at work with Flair Designs for a 50-plus-page collaborative project. Launching in April, the new website focuses on the mission to provide our constituency with the accessibility and technology capable of addressing the future needs of our community.

3 features you’ll love about the new website:

1. **Online Registration**
   In just one click, you can sign up for a workshop, become a member, or donate to our support drives.

2. **Calendar**
   Preview all upcoming JCCCNC events and sync it to your phone! Now, you’ll never miss out on fun activities in Jtown!

3. **Search**
   Powerful, yet simple search feature, to help you find what you’re looking for!

We hope you will stay tuned for updates regarding the launch and look forward to providing you with the access you need at any time of the day!
Northern Japan Earthquake Relief Fund Summary Report to be Published Next Month

Soon we will share with you a Fund Summary Report for the Northern Japan Earthquake Relief Fund (Relief Fund/NJERF).

In this report, you will see how the JCCCNC immediately established the Relief Fund to support the survivors in three phases – Relief, Recovery and Rebuilding; and how the campaign - a community and volunteer driven effort – quickly grew to become the largest Japanese American community based relief fund in the United States with over 12,000 donors, 25,000 members on Causes.com and supported by more than 125 events which raised over $4 million dollars.

As we approach the third anniversary of the Great East Japan Earthquake and Tsunami, we are reminded of the devastation that took place on March 11, 2011, but are excited to share with you the wonderful stories of how the fund became so successful – from young children selling their toys to organizations and companies stepping up to help; and the remarkable work and accomplishments of all of the Non-Government Organizations (NGOs) in Japan that received support from the NJERF, all of which are still working to help rebuild communities in Tohoku.

If you are interested in receiving an electronic copy, please contact the JCCCNC at (415) 567-5505 or email earthquakerelief@jcccnc.org.

As we continue to look at ways to improve what we do here at the JCCCNC, a thought came up at our recent staff retreat to create a “suggestion box.” We are eager to hear directly from members, donors and programs participants what is working and, more importantly, what isn’t.

Please look for our new suggestion box in late March, but if you have a suggestion, idea or complaint that we can help you with now, feel free to drop it off (anonymously) in our mailbox, located at the top of our outside stairs below the building directory.
Takahashi Youth Ambassador Fellowship Program Seeks High School Students

Applications are now available for the Takahashi Youth Ambassador Fellowship Program (TYAFP). We invite motivated high schools students who are interested in developing leadership skills, wanting to become more active in the community and learning about Japantown and its history to apply. The TYAFP was developed by the JCCCNC in 2011 to encourage young people, particularly those of Japanese American heritage, to learn more about Japanese culture, traditions and the community, as well as their ancestral ties to Japan.

Throughout the 16 month program starting in the summer of 2014, the youth ambassadors will learn about Japanese American culture through projects, community volunteering and the exploration of their own family history. In 2015, youth ambassadors will plan and prepare volunteer activities to be carried out throughout their 12 day trip to Japan in July. The group will visit and volunteer at local organizations in the tsunami hit areas of Tohoku, then learn about Japan's history by living in a Japanese farming village for two days, and end the trip with continued volunteering activities in Kobe.

This unique opportunity provides high school youth the chance to develop as future leaders, learn about their cultural roots, and serve as U.S. ambassadors in helping to create greater U.S.-Japan bonds for the future. Please visit www.jcccnc.org for more information and to download the application form.

Purchase a Raffle Ticket (with a Chance to Win!) to Support Our Community's Youth

Starting March 17th, you will be able to purchase a Nikkei Youth Scholarship Raffle ticket to support youth development programs and the next generation of leaders in our community! Proceeds from this raffle will help support our many youth programs such as the:

**Nikkei Youth Cultural Heritage Program** – a one-month intensive language and cultural heritage program for college students throughout California and across the U.S. The program provides students the opportunity to use and practice their Japanese language skills on a daily basis within the classroom and with their home stay families.

**Digital Leadership Program** – Intergenerational computer classes for community members to get acquainted with and learn more about technology options. Trained high school students will learn how to become instructors and leaders by bridging generations through digital literacy.

**Nikkei Community Internship Program** – A full-time, eight-week statewide program that provides college students the opportunity to gain leadership skills, cultural and professional knowledge, and network with leaders in the Japanese American community.

The Grand Prize is two Round Trip Tickets to anywhere in the Continental United States. Raffle tickets are $5 each, or $25 for 6. Drawing will be held on Saturday, May 3, 2014 at the JCCCNC Children’s Day Festival in Japantown Peace Plaza. THANK YOU for your continued support in helping to build a sustainable pipeline of leaders for our community!

If you have any questions about the Nikkei Youth Scholarship Raffle please contact Aya Ino at (415) 567-5505 or aino@jcccnc.org.
Mochitsuki a Yearly Tradition at the JCCCNC

On December 28, 2013 over 125 participants came to the Mochitsuki Workshops to learn about the process of mochi making, including the steaming process and the pounding of the rice. Each participant got hands on experience and learned how to make the mochi balls. Participants got to taste the different ways of eating mochi like kinako and sugar, shoyu and sugar, and a more modern way with chocolate chips, and even peanut butter and preserves.

WHAT IS MOCHI?

Mochi (餅) is a Japanese rice cake made by steaming and pounding glutinous short-grained rice into a sticky paste and then shaping it into desired pieces. Modern mochi can be made by a machine, but many traditional confectionaries, private families and local festivals still pound it by hand.

HISTORICAL SIGNIFICANCE TO THE NEW YEAR

While kneaded mochi is believed to have originated in China, it began to have cultural significance in Japan during the Heian Period (794-1185) when pounded mochi was served to the imperial court as a New Year’s treat. Nearly 1,000 years later, the Japanese people still maintain this tradition as it is typically eaten as they ring in the New Year and it is traditionally made in a New Year’s pounding ceremony called mochitsuki.

The JCCCNC would like thank Mr. George Yamada who has generously donated his time the past 14 years and has shared his mochi making techniques with over 1,000 people. The JCCCNC is extremely grateful to have such a dedicated volunteer.
**150+ Celebrate New Year by Creating Shikishi**

Over 150 community members of all ages decorated traditional Japanese shikishi boards themed around the “Year of the Horse” or “Their First Wish of 2014” for the JCCCNC’s annual Shikishi Exhibit.

![Shikishi created by The Honorable Consul General of Japan Masato Watanabe](image)

The Honorable Consul General of Japan Masato Watanabe was the first to enter his shikishi entitled “Kakeru” (gallop) and with it he wrote, “I strive to run like a powerful horse towards the goal of strengthening the bilateral relationship between Japan and Northern California.”

In addition, the JCCCNC provided multiple opportunities for artists of all ages to decorate shikishi at two Shikishi Pop-Up tables throughout Japantown, one at the Oshogatsu Festival and the second at the Kinokuniya Mall, and hosted a special Shikishi decorating night for young professionals. It is the JCCCNC’s goal that the shikishi exhibit displays the diversity in our community. Thank you to the over 150 artists. The shikishi collection can be viewed online at the JCCCNC Facebook page, www.facebook.com/LikeJCCCNC.

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**JCCCNC Shows Appreciation for Volunteers at Annual Luncheon**

Volunteers gathered for the 2013 Volunteer Appreciation Luncheon at the JCCCNC on Saturday, December 7, 2013. Volunteers were treated to a pasta feast from Pasta Pomodoro, bingo games with tons of great prizes, and an overall good time in appreciation for their over 4,000 hours of service in 2013. Volunteers of all ages, from high school students up to the more seasoned volunteers got to meet each other, relax and get pampered by JCCCNC staff and board members throughout the luncheon. This year the JCCCNC honored the Nakayoshi Young Professionals group for their immense support of not only the JCCCNC, but the greater Japantown community throughout the year.

The passion and dedication of all the volunteers makes the dream of our cultural and community center a reality. With sincere gratitude we thank all the volunteers and look forward to a great 2014.
JCCNC Special Event Group Ticket Purchase Opportunity for the San Francisco Giants 2014 Season
Limited Seats Available - Reserve Yours Today!

FAREWELL TO THE ‘STICK
Thursday, April 10, 7:15p vs. Arizona Diamondbacks
$29.00 JCCNC Members / $32.00 General
JCCNC seats in section 314 (rows 12-13)
Giveaway: Candlestick Stadium Replica & Giants Scarf (first 20,000)

CHINESE HERITAGE NIGHT
Tuesday, April 29, 7:15p vs. San Diego Padres
JCCNC seats in section 318 (rows 12-13)
$23.00 JCCNC Members / $26.00 General
Giveaway: Year of the Horse Themed item

JAPANESE HERITAGE NIGHT
Thursday, May 15, 7:15p vs. Miami Marlins
JCCNC seats in section 317, 318, 319 (varies - rows 12-15)
$20.00 JCCNC Members / $23.00 General
Pre-game Festival in Seals Plaza

WINE FEST #1
Saturday, May 24, Time TBA vs. Atlanta Braves
JCCNC seats in section 314 (rows 12-13)
$45.00 JCCNC Members / $48.00 General
Pre-game Wine Tasting (11-1p)
Giveaway: Wine Tasting / Wine Stopper & Giants Cap (first 20,000)

HELLO KITTY DAY
Sunday, June 8, 1:05p vs. New York Mets
JCCNC seats in section 311 (rows 11-13)
$44.00 JCCNC Members / $47.00 General
Giveaway: Hello Kitty Bobblehead & Hello Kitty Plush (first 20,000)

PIXAR DAY AT THE PARK
Sunday, June 29, 1:05p vs. Cincinnati Reds
JCCNC seats in section 318 (rows 12-13)
$47.00 JCCNC Members / $50.00 General
Giveaway: Pixar Giants themed item

BRUCE LEE TRIBUTE NIGHT
Tuesday, August 26, 7:15p vs. Colorado Rockies
JCCNC seats in section 311 (rows 11-13)
$28.00 JCCNC Members / $31.00 General
Giveaway: Bruce lee themed item

STAR WARS DAY AT AT&T PARK
Sunday, August 31, 1:05p vs Milwaukee Brewers
JCCNC seats in section 311 (rows 11-13)
$61.00 JCCNC Members / $64.00 General
Giveaway: STAR WARS themed Giants item.

For more information or to reserve tickets, visit http://www.jccnc.org/membership/promotions.htm,
call (415) 567-5505 or email membership@jccnc.org.

JCCNC Ticket Purchase Policy: TICKETS ARE LIMITED and are available on a first-come basis. To qualify for member processing: a valid membership card/number will need to be provided. A limit of 4 tickets at the member rate will be allowed. For Family Members - a limit of 6 tickets may be purchased. For Sustaining Members - a limit of 12 tickets may be purchased.

NEW S.F. GIANTS REDEMPTION POLICY FOR 2014 GIANTS SPECIAL EVENTS: In order to access a Special Event giveaway item, each person must present a valid game ticket with the Special Event voucher. If a person is attempting to access more than one giveaway item, he or she must present an equal amount of valid game tickets as Special Event vouchers.
WAYS TO GIVE

If you have any questions about “Ways to Give” please contact Aya Ino at (415) 567-5505 or aino@jcccnc.org

BE A MEMBER

Join us today! Your membership provides support to the JCCNC to create programs that carry out our mission. Be a part of our family where future generations will learn about our community, culture, and traditions. To sign up or to get more information check our website at www.jcccnc.org or fill out our membership form, which can be obtained at the JCCNC.

DOUBLE UP

Did you know that many corporations offer to match their employee’s donations to non-profit organizations or have a workplace giving program? Corporate fund matching programs are a great way to increase your donation and in most cases double your donation. Workplace giving programs make it fast and easy to give a gift because you can have your donation automatically deducted from your paycheck. Consult your human resources department to find out more on how you can support the JCCNC through workplace giving.

GIVE TIME

Give us your valuable time and assist us with special events, programs, and administrative duties. One way to volunteer is with our upcoming Children’s Day school day visits, May 5-9, 12, and 13. For more information contact the Programs Department at (415) 567-5505 x227 or programsevents@jcccnc.org.

LIKE US

You can become a fan of the JCCNC on Facebook. Just log into your Facebook account, search “Japanese Cultural and Community Center of Northern California” and click “like”. Fans get the latest information on events going on, as well as many fun facts about the history and staff at the Center and Japantown.
JCCNC Annual Sponsors

Want to join our donor community?
Get listed in our lobby?
Or make a tax-deductible donation?

Give to our Spring Annual Support Drive launching March 21st and help us sustain the JCCCNC! Your donation will support our general operating budget—a set of funds extremely difficult to secure through corporate and foundation grants. We strive to strengthen our base as an organization and look forward to continue providing you with affordable services and programs for many more generations to come.

Upcoming Events

Cherry Blossom Basketball Jamboree
April 12 & 19  9:00 a.m. – 6:00 p.m.
Buddhist Church of San Francisco
1881 Pine Street

This year marks the 21st Annual Cherry Blossom Basketball Jamboree, an event joining youth basketball players ages 7-11 years from all over Northern California in a fun and competitive Jamboree! The Jamboree helps raise funds that enable the JCCCNC to provide quality programs, workshops and festivals for youth, such as Children’s Day School Visits for 1,000 public school students, our Children’s Day Festival and our annual Track Meet. Come and see the youth in action!

GIVING BACK:
COLMA CEMETERY CLEAN UP

Saturday
May 17
10:00 a.m. - 2:00 p.m.

The JCCCNC is organizing its 5th annual youth and family community Clean-Up Day at the Japanese Cemetery in Colma.

The Japanese Cemetery in Colma is a unique cultural treasure that deserves our attention, our respect, OUR TIME. For many of us, it’s the place where our grandparents, great-grandparents, parents, family and friends are laid to rest. For all of us, the loved ones that rest there represent our history. Free. Lunches will be served to all volunteers.

Register to Volunteer Online: