Getting with... the Center

BRANDING (definition) — is the essence of telling one’s own unique story. It’s the process of looking at your company’s past and present… and then creating a cohesive image for a company and its products going forward.

Every company goes through a branding process to establish their own unique brand. When you think of Coke-Cola, Nike or Apple, immediate images come to mind: refreshing/soda, Air Jordans/basketball, innovation/iPhone.

We embarked on an assessment and analysis of a potential re-branding campaign for the Center to get a better understanding of what comes to mind when people think of the JCCCNC.

We wanted to establish a clearer identity of who we are, what we are and how to convey that to others. Part of the challenge was that, because we do so many different programs and activities at the Center, everyone carries a different understanding of the Center depending on the relationship they have with us. Some see us as a place where they play basketball, practice karate, come to eat, take classes, attend lectures or special events and, yet for others, we are a place to come to in Japantown like a second home.

The other issue is that by having 54 letters in our name, people refer to or call us by different nicknames or acronyms; the JCC, the JCCCNC, the Community Center, the Cultural Center, the Center, but never by our actual name.

We conducted surveys and focus groups with various age groups, members, non-members, program participants and donors.

THE THREE MAIN TAKE-AWAYS:

Inclusiveness — Make members and non-members feel that they are partners in the success of the JCCCNC. Make the JCCCNC open and welcome to all.

Our NEW 2017 BRANDING CAMPAIGN GOALS WERE:

▸ To assess our current brand image, branding campaign and perception in the community.
▸ To develop a brand that better reflects how we preserve and promote our Japanese and Japanese American cultural heritage.
▸ To develop a brand to improve our ability to convey our story.
▸ To develop a brand that is relevant and addresses the future needs of an evolving community (demographic, generational, diverse experiences and interests).
▸ To develop a branding campaign that increases our visibility, outreach and marketing to new audiences.
▸ To create and implement a strategic brand campaign roll-out plan.

Defining our brand was like a journey of organizational self-discovery. It wasn’t an easy process. At times it was difficult, time-consuming and uncomfortable. Although the entire branding process took several years to complete, we believe it was all worth it. In the end we think that we got it right. It wasn’t about creating something new, but more re-examining ourselves, from the beginning until now, and moving forward for the next 25 or 30 years. We hope you like what we found…

Sincerely,

Paul Osaki

Communication — Improve the usability and timeliness of the website. Clearly communicate the brand image of the JCCCNC to the public.

Enable the Younger Generation — Provide the next generation with the support to build and continue their enthusiasm, encourage new ideas and foster leadership development.

Mission

The Center 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 Center 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.
The building was beautiful, the floors were shiny, the carpets were fresh, the paint smelled new and everything in the building worked. Thirty-two years later, the Center has shown the wear and tear of a well-used facility. Today things don’t look the same and things don’t work the same.

The gym floor is well beyond its usable life and can no longer be resurfaced, as parts of the floor are cracked and splintered.

“We need to be proud of the Center and take ownership of its future,”
-Paul Osaki, Executive Director

The original heating, ventilation, and air conditioning system should have been replaced over 15 years ago.

Like our own home, we’ve tried to keep up with regular maintenance and repairs to keep everything running efficiently. However, there comes a time when significant renovations and replacements become necessary.

- Broken exhaust systems on the roof.
- The metal on the air system is rusted with holes.
- Rain gets through the broken screens and causes leaks on the conference room ceilings.

“We need to be proud of the Center and take ownership of its future,”
-Paul Osaki, Executive Director
GETting With thecenter

Get with the Center for 2018. Checkout our New look, New brand and New beginning as we celebrate our 45th anniversary next year!

Just call us, the Center... instead of using all these different terms, like the JCC, the JCCNC, the Community Center, the Cultural Center, the Japanese Cultural Center and the Cultural and Community Center. Going forward... just refer to us as theCenter and we will too!

Our new colors reflect our cultural imagery

The essence of our branding campaign was to develop recognition with people, that connects them to our name, logo, slogan, messaging, imagery, even colors.

Our new logo reflects the past but welcomes the NEW:

matcha
aizome
torii
Our vision is to embrace and value the diverse cultural, ethnic and generational needs of our evolving community.

Our belief is by making our cultural heritage relevant and by instilling a sense of community in the next generation; we will ensure the success of our future. The Center is the heartbeat of Japantown and a home that inspires every generation to find its place in the community.”

Look for our New Logo on Center Gear
What Does Your Cultural Heritage Mean To You?

That was the theme of our Nikkei Photo Contest this past summer. What does the Japanese/Japanese American cultural heritage mean to you? How does it impact our lives and who we are? How did you learn about it, experience it and what makes it special and unique to you?

The contest was an opportunity to celebrate and share the meaning of our cultural heritage with others and to inspire thought. Cultural heritage continues to change over time, experiences, generations and our environment. We wanted to see how our community defines it and feels about it today. Participants were asked to submit a photo that represents cultural heritage to them and write a description answering the question, “What does Japanese American cultural heritage mean to you?” The contest ran from June 24 to July 22, 2017.

The following are excerpts written by individuals of all ages, backgrounds, experiences, geography and generations who participated in the contest. Some of their thoughts, opinions and stories might challenge you; some you might identify with, others not; some might provoke thoughts, change your opinions, and others open new doors; regardless, they all represent who we are as a Japanese American community. They celebrate our history, traditions and, most importantly, how to celebrate and embrace the preservation of our cultural heritage.

Since their incarceration during World War II, the Japanese American community has been resilient and transparent towards promoting the ideals of freedom and respect for everyone. To me, Japanese American culture means educating, empowering and uplifting others, especially those in marginalized communities.

-Brandon Morio Ishikata
Celebrating Girls Day with Grandma’s hinamatsuri dolls brings together our family and keeps alive cultural traditions. Growing up we would always break out the hinamatsuri dolls and eat yummy mochi and sweets, but it wasn’t until I had a girl of my own that I realized how important it is to celebrate our heritage.

-Colleen Oinuma

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-Colleen Oinuma

The pure happiness that is captured in this photo as my daughters pose in their jinbei gives me a sense of pride as a Japanese American Nisei. As a father, I strongly believe that it is important to pass down aspects of Japanese culture to my children. With so many American cultural influences in my children’s lives, I make a conscious effort to teach them about their Japanese heritage. It is my hope that my daughters will find joy and appreciation in such traditions and in turn, develop a deep sense of pride as Japanese Americans.

-Kevin Kitsuda

To me, Japanese American cultural heritage means the values and traditions passed down from generation to generation, beginning with the Issei generation. Japanese American cultural heritage has allowed me to be proud of my identity because I am able to recognize my background as well as embrace the changes that my generation has made.

-Tomi Eijima

The Nikkei Photo Contest was organized by our summer interns Stephanie Doi, Grant Eshima, Keith Eshima and Kenneth Kitahata as a project for the Kase Nikkei Community Scholarship Program (Kase Program). The Kase Program provides youth with financial support for their college education and an opportunity to obtain work experience supporting a Japanese American community nonprofit organization. The program is sponsored through the generosity of G. Kase.
In this issue of the Center’s newsletter we would like to highlight our Zumba Gold instructor Janet Cordova.

Janet has been teaching Zumba Gold classes here at the Center since January 2017 and brings her energy and enthusiasm every Sunday during her weekly class held from 10:30-11:30 a.m. Janet’s Zumba journey began in 2010 when she attended her first class and little did she know that it would become a life changing event. In 2014 she decided to take her Zumba journey a bit further by becoming a Zumba instructor and has since been leading weekly classes at various locations.

Janet’s Zumba Gold class is ideal for entry level students, active older adults or those individuals who have had injuries and are interested in getting back into a low impact fitness routine. Her class provides a welcoming and encouraging environment for all students regardless of their fitness level and provides the perfect mind and body workout that focuses on all elements of fitness, such as cardiovascular and muscular conditioning, flexibility and balance. Zumba Gold at the Center provides an ideal entry-level environment, especially for those who have never participated in group exercise or those who might be intimidated by large, competitive group exercise classes at fitness clubs. At the Center, there are no lines or divas jockeying for the first row of class but rather a community of Zumba participants that provide an encouraging social experience and opportunity to develop long-lasting friendships while working towards individual fitness goals.

We are extremely lucky to have an instructor like Janet and couldn’t be happier having her join the Center’s family. Come try out her class and see if Zumba Gold is for you! The first class is free of charge. To learn more about the class, check out the class listings in the newsletter or visit www.jcccnc.org.

Instructor Highlight
Janet Cordova

A New Class in 2018
The Art of Screen Printing

We are happy to announce a new class, The Art of Screen Printing, with instructor Richard Tokeshi that will begin on Saturday, January 13, 2018 from 1-3 p.m.

This four-week course will teach participants both basic and advanced screen printing techniques and will educate participants about the screen printing process. Participants will be able to create a custom screen print using basic techniques such as cut paper stencil and a more advanced technique using photo stencil. Instructor Richard Tokeshi has many years of screen printing experience and was a former instructor of Japantown Art & Media (JAM) a nonprofit community based art organization that opened in 1977 and closed in 2000. Richard started teaching screen printing at JAM in 1980 and also taught drawing and graphic design. Richard enjoys seeing participant’s colorful images emerge from under a polyester mesh screen and encourages participants of all skill levels to join. The Art of Screen Printing will be held on an ongoing basis, and additional enrollment dates will be available throughout the year. The cost of the class is $60 for members and $70 for the general public. There is an additional cost for materials that will range between $10 and $20 or pending on the complexity of participants custom screen prints. Register today for the January 13 class by visiting bit.ly/jcccnccscreenprint.

For more information please visit www.jcccnc.org or give us a call at (415) 567-5505.
Throwing Back Sake Day to Japantown

After two years at the Armory in the Mission district, the event that is “all things sake” was back at the Center where it had been since 2010 when Beau Timken, owner of True Sake, was searching for the “right” venue. For seven years, Beau has donated the proceeds from Sake Day to the Center. Last year was a record year, and the Center received $20,000 to support our ongoing programs.

On September 30, we sold out Sake Day 2017 and hosted over 500 guests and 50 vendors who poured over 190 different sake. It was a night to learn, taste and enjoy sake from San Francisco, Sonoma, Oregon and all across Japan, some not even available for purchase in the U.S. This year, although the capacity of our venue was much smaller, we anticipate the proceeds to exceed $20,000. Special thanks to Beau, Mei, Tamiko and True Sake for their dedication and commitment to making Sake Day 2017 a huge success!

The Center was also fortunate to have Michelin-star Chef Greg Dunmore of The Japanese Pantry. He prepared a variety of Japanese comfort foods including Dashi Braised Pork Ribs and Daikon, Shio Koji Trout with Oyster Mushrooms and Shungiku and Spicy Chilled Black Sesame Noodles. We were also the beneficiary of food sales, so a huge arigatou to Chef Dunmore and the crew from The Japanese Pantry! Check out thejapanesepantry.com for delicious recipes and amazing products.

We appreciate the support and generosity of the many sake brewers, vendors and volunteers that make this event so special:

The Center Celebrates Tabemasho 2017

The Center’s annual fundraising event, Tabemasho 2017: Celebrating the Taste of Osaka, held on Saturday, September 16, hosted a sellout crowd of over 550 in the Henri and Tomoye Takahashi Community Hall. Thank you to everyone who celebrated the Taste of Osaka with us featuring special guest chefs from Japan joined by some of San Francisco Bay Area’s favorite restaurants in tribute of the 60th anniversary of the San Francisco-Osaka Sister City relationship.

This year the Center’s annual event celebrated Osaka’s enthusiasm and obsession with food with 15 different Japanese food stalls called yatai, similar to what you might see on the streets of Japan selling quick-to-eat hot foods. We are deeply honored to have had famous culinary guests from the City of Osaka who possess a deep knowledge, unique skills and mastery of their craft, spending decades working to perfect their talents.

AMEZAIKU
Sadaharu Ishiwari, Chairperson, Amezaiku Preservation Association

Amezaiku are beautiful pieces of edible sculpture that come to life when a culinary artist takes a handful of hot mizuame (sugar syrup made from rice or potato starch) and within seconds transforms it into a work of art. These one-of-a-kind candy sculptures are said to have originated during the Heian Period (794-1192) when it was used to make offerings for temples.

OKONOMIYAKI
Akira Kashimura, Chef and Director of the Global Business Division of Chibo Holdings Co., Ltd., and Manager of Chibo in Honolulu

Kanji Nakamura, Chef and General Manager of the Global Business Division of Chibo Holdings Co., Ltd., Osaka

Okonomiyaki is a savory pancake containing a variety of ingredients, prepared and eaten on a grill (teppan) and topped with items such as mayonnaise, bonito flakes, ao nori and the special sauce of the restaurant preparing the item. There are two main styles of okonomiyaki based on region – Osaka and Hiroshima – but without a doubt, Chibo is one of the most recognized okonomiyaki restaurants in all of Japan.

TSUKUDANI
Sachiko Tani, Owner, Tani Shoten

Culinary chefs around the world now recognize the essential fifth flavor of “umami,” found in many Japanese dishes. One of the most recognizable dishes
representing this umami flavor is tsukudani, where food is preserved by slowly boiling down its ingredients with shoyu and then typically served over hot rice. Tani Shoten has been in business for 70 years and is known throughout Japan for producing the finest quality tsukudani using only the finest strands of konbu kelp and the freshest seafood and vegetables.

The 15 yatai consisted of the three guests from Osaka and twelve popular dishes and restaurants from San Francisco Bay Area as well as two community chefs, which included Spicy Burdock and Lotus Root Salad from Delica; Deviled Ramen Eggs from Noodle in a Haystack; Hibachi Chicken Rice from Benihana Monterey; Tonkotsu Ramen from Ramen Yamadaya; Katsu Curry from JapaCurry; Wagyu from Bashamichi Steak and Seafood; Hiyashi Chuuka and Soy Sorbet from Kirimachi Ramen; Shichimi Spiced Chorizo from Hopscotch; Yakitori, Yakisoba and Gyoza from YamaSho; Cebiche Nikei from La Mar; Chirashi from Chef Mark Gyotoku and Jeff Wun; and Osaka Hot Dogs from Chef Kyle Tatsumoto.

The program was emceed by Jan Yanehiro, Director of School of Communications and Media Technologies at Academy of Art University and John Sasaki, Communications Director for the Oakland Unified School District, and began with a kagami wari celebratory sake toast by Deputy Consul General Shoichi Nagayoshi. The evening featured a presentation on the Center’s branding and a silent and live auction which included a Trip for Four to Osaka, Japan and a Five-Night Stay courtesy of Japan Airlines and Kintetsu International, the Center’s Board of Directors’ 2017 Wine Cellar Collection, Omakase Dinner for Four at Hashiri restaurant in San Francisco and Toto Washlet S350e.

The program also included the Okamoto Community Leadership Award presented to Misako Sack, Executive Director of San Francisco-Osaka Sister City Association, for her almost 20 years of leadership and involvement with community organizations.

The program concluded with the sweepstakes drawing with the following winners:

**Prize A**
Two Round trip Airline tickets to Asia and a Three-Night Stay in Japan. *Courtesy of Japan Airlines and Kintetsu International*
Winner: Tony Zaloom

**Prize B**
$1,000
Winner: Giichi Sakurai

**Prize C**
Two-Night Stay at San Francisco’s Donatello Hotel and Dinner at House of Prime Rib.
Winners: Hiko and Susan Shimamoto
What's Happening at the Center

Greetings from the Center’s Programs Department! We welcome you to peruse the list below of all the fun and enriching cultural and recreational classes that we offer. The first class session is free for any first-time participant (materials costs for select classes still apply). We encourage you to try something new! For more information or to register for a class, please visit our website jccsnc.org or call (415) 567-5505.

Arts and Culture

Asian American Senior Writing
Preserve the stories and memories of our Asian American community by sharing and writing about the experiences of you, your family and others. This class welcomes both new and experienced writers.

Instructor: Genny Lim
When: Mondays, 10 a.m.-noon
Cost: $44 M/$50 NM/monthly
$14 M/$16 NM/drop-in

Basic Drawing
This eight-week course will teach you basic drawing skills and techniques. Join instructor Rich Tokeshi, an original instructor of Japan-town Art and Media (JAM) which flourished in the ’80s and ’90s. The class is open to all skill levels. Single date drop-in classes are available.

Instructor: Rich Tokeshi
When: Saturdays, 10 a.m.-noon
Cost: $70 M/$90 NM (eight consecutive weeks)
$11 M/$14 NM drop-in

 Ikebana–Wednesday Class
Learn the traditional art of Ikebana flower arrangement. Create a harmony of linear construction, rhythm and color. You will create your own Ikebana flower arrangement each week. Participants are encouraged to bring a vase, but it is not required.

Instructor: Chizuko Nakamura
When: Wednesdays, 6-8 p.m.
Cost: $70 M/$90 NM/monthly
$22 M/$28 NM/drop-in

 Ikebana–Saturday class
Instructor: Chizuko Nakamura
When: Second and fourth Saturdays, 1:30-3:30 p.m.
Cost: $70 M/$90 NM/monthly
$22 M/$28 NM/drop-in

 KEY
 M = Members
 NM = Non-Members

Tougei: Ceramic Art
Learn various ceramic techniques including hand-building, wheel throwing and surface decoration to create unique sculptures and/or functional wares. During this eight-week class you will also learn glazing techniques to create personalized pieces.

Instructor: Tomoko Nakazato
When: Tuesdays, 6-9 p.m.
Cost: $175 M/$225 NM (eight consecutive weeks)

Washi Ningyo
Discover the art of Japanese paper doll making and create your own beautiful Japanese washi paper dolls. Learn the basics, or perfect your skills, in this class of all skill levels. First-time participants must register by phone by the first Saturday of the month. Class fees include all materials. For ages 18+

Instructor: Rochelle Lum
When: Third Saturday each month, 9 a.m.-noon and 12:30-4 p.m.
Cost: $10 M/$15 NM (+$10-$25 materials fee)
$30 M/$40 NM/First time participants

Watercolor
Learn the basics of watercolor painting. Open to all skill levels.

Instructor: Wendy Yoshimura
When: Mondays, 10 a.m.-noon
Cost: $40 M/$48 NM/monthly
$11 M/$14 NM/drop-in

Dance

Hula: Beginning
Learn both Auwana (modern) and Kahiko (ancient hula). You will experience anaerobic (low impact) exercise while learning to dance. No dance experience required. (Class participants also must join the Hālau, Hālau Ka Liko Pua O Kalani‘akea, for an additional fee.)

Instructors: Denise Teraoka and Alice Jeong
When: Wednesdays, 6-7:30 p.m.
Cost: $32 M/$48 NM/monthly
$10 M/$15 NM/drop-in

Hula: Gracious Ladies: Experience low impact exercise while learning to dance hula

Hula: Gracious Ladies (Adults)
Learn both Auwana (modern) and Kahiko (ancient hula). You will experience anaerobic (low impact) exercise while learning to dance hula. (Class participants also must join the Hālau, Hālau Ka Liko Pua O Kalani‘akea, for an additional fee.)

Instructor: Mary Leong
When: First and third Thursdays, 5-7 p.m.
Cost: $45 M/$55 NM/monthly (Saturdays)
$60 M/$75 NM/monthly (Thursdays and Saturdays)
$14 M/$17 NM/drop-in
**Hula: Keiki (Youth)**
Give the gift of hula to your child. S/he will learn coordination, grace and teamwork through both modern and traditional hula. For children ages 5+. Classes are for both boys and girls.

**Instructor:** Mary Leong

**When:** Saturdays, 10:30-11:30 a.m.

**Cost:** $30 M/$48 NM/monthly
$9 M/$14 NM/drop-in

**Hula: Kupuna (Seniors)**
Learn ancient and modern hula while keeping your coordination and memory sharp. (Class participants also must join the Hālau, Hālau Ka Liko Pua O Kalaniākea, for an additional fee.)

**Instructor:** Mary Leong

**When:** Saturdays, 9:30-10:30 a.m.

**Cost:** $45 M/$55 NM/monthly
$14 M/$18 NM/drop-in

**Line Dancing**
Learn dance steps to smooth R&B and pop music and keep in shape while making new friends. This fun anaerobic (low impact) dance class is open to all skill levels. No dance experience required.

**Instructor:** Alan Kitashima

**When:** Tuesdays and Fridays, 1:15-2:45 p.m.

**Cost:** $4 M/$5 NM/drop-in

**Martial Arts and Fitness**

**Karate—Monday and Wednesday Class**
Karate is an Okinawan martial art meaning “empty hand.” Develop self-defense skills and strengthen yourself mentally and physically. Our class is part of the International Karate League (IKL) which instructs a modified Shorin-Ryu style of karate. This class is open to all skill levels age 6+.

**Instructor:** Craig Hamakawa

**When:** Mondays and Wednesdays, 6-8 p.m.

**Cost:** $30 M/$48 NM/monthly
$9 M/$14 NM/drop-in

**Karate—Sunday Class**

**Instructor:** Craig Hamakawa

**When:** Sundays, 10 a.m.-noon

**Cost:** $15 M/$24 NM/Monthly
$9 M/$14 NM/Drop-In

**Senior Chair Aerobics**
Designed for seniors who want to build basic physical strength in a low-impact class. Students will use a chair to participate in exercises to increase flexibility, muscle coordination and strength. Classes end with a hands-on massage to relieve any lingering stress.

**Instructor:** Kaeko Inori

**When:** Mondays, 12:30-1:30 p.m.

**Cost:** $4 M/$5 NM/drop-in

**Workout Taiko**
An exhilarating recreational class to those new to Taiko drumming: young, old or just interested in Taiko. This is an aerobics exercise class in which students will learn commonly used Taiko techniques and drum patterns in the course of a cardio workout with low to high impact movements.

**Instructor:** Melody Takata

**When:** Three Tuesdays every month (call for exact schedule), 5:40-6:20 p.m.

**Cost:** $55 M/$65 NM/monthly
$23 M/$27 NM/drop-in

**Yoga Prema**
Tone your body, heal an injury, lose weight, increase flexibility or relieve stress. Whatever your purpose, once you start and continue practicing, you'll feel more energized as your body condition improves and your mind becomes clearer. This class is open to both the beginner and experienced yogi.

**Instructor:** Ai Tanaka

**When:** Saturdays, 10 a.m.-noon

**Cost:** $28 M/$40 NM/Monthly
$9 M/$12 NM/Drop-In

**Zumba Gold**
Participate in a fun and energetic workout while dancing to upbeat music. Join instructor Janet Cordova as she hosts Zumba Gold classes every Sunday. Whether you are looking for an energizing workout or to make new friends, come and enjoy this fun ongoing class. This class is open for all skill levels.

**Instructor:** Janet Cordova

**When:** Sundays, 10:30-11:30 a.m.

**Cost:** $32 M/$37 NM/monthly
$10 M/$12 NM/drop-In

**Music**

**Chorale May**
Be part of a male chorus group and sing a variety of songs, mainly in Japanese with some English.

**Instructor:** Ruriko Miura

**When:** Second and fourth Tuesdays, 7-9 p.m.

**Cost:** $25 M/$31 NM/monthly
$15 M/$18 NM/drop-in

**Ensemble Shiki**
Be part of a mixed chorus group and sing a variety of songs, mainly in Japanese with some English.

**Instructor:** Ruriko Miura

**When:** First, third and fifth Tuesdays, 7-9 p.m.

**Cost:** $25 M/$31 NM/monthly
$15 M/$18 NM/drop-in

**Minyo/Hauta/Shamisen**
Improve your voice, tone and projection while singing popular contemporary Japanese songs and learn how to play the traditional Japanese stringed Shamisen.

**Instructor:** Hideko Nakajima

**When:** Second and fourth Sundays, individual lessons between 9 a.m.-4 p.m.

**Cost:** $40 M/$50 NM/monthly

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Keiki Hula (youth): learn coordination, grace and teamwork through modern and traditional hula.

Chorale May: Be part of a chorus group and sing a variety of Japanese songs.

continued on page 16
I’m dedicating the re-branding of JCCCN to the late Hats Aizawa. Hats was a good friend and mentor to me and our community. When I first moved to Northern California, Hats was one of the first to openly embrace me into the Japanese community and made me feel like family.

Hats Aizawa was the original designer of the JCCCN logo. I still remember having lunch with him as he described the concept of the logo. Inspired by the Japanese mon, Hats felt that it was important to reflect our heritage through the Japanese mon, reflecting strength and community. He also believed that it was important to create a modern interpretation of the mon to reach out and communicate to our next generations. At the end of our conversation, Hats told me that I should redesign a new logo for JCCCN. I felt honored that he was bestowing his trust on me as a person and designer. Hats was a progressive thinker and I believe this was his way of passing on the generational torch.

The re-branding of the Center is dedicated to all the generations before us who have sacrificed for the benefit of following generations.
Looking Back at 2017

first row: Nikkei Open Golf Tournament;
second row, left: Hanafuda;
right: Shikishi
third row, left: Children's Day;
middle: Girl's Basketball Summer League;
right: Colma Cemetery Clean-up
fourth row, left: Children's Day;
right: 2017 Kalapana Concert
What's Happening at The Center
CONTINUED FROM PAGE 13

Taiko
Develop rhythm, strength and agility through the matsuri (festival) style of Japanese taiko drumming. A variety of classes are offered for different skill levels and ages (4½ years to adult). Give us a call to find out which class fits your needs.
Instructor: Melody Takata
When: : Mondays, Tuesdays and Fridays (three times a month), call/email for class times
Cost: $55 M/$65 NM/monthly
$23 M/$27 NM/drop-in

Hanafuda
Learn Hanafuda, flower card, a traditional Japanese game dating back over 350 years, with varying styles similar to Gin Rummy.
Coordinator: Bobby Hirano
When: Wednesdays, 12:30-4 p.m.
Cost: $2 M/$3 NM/drop-in

Mah Jongg
Engage in social activity and develop creative strategy skills by playing this popular Chinese tile game.
Coordinator: Yone Higashigawa
When: Tuesdays and Thursdays, 12:30-4 p.m.
Cost: $2 M/$3 NM/drop-in

Sports
Community Volleyball
Create a team for your non-profit/service/interest organization and join us for a league filled with fun, food and volleyball! Each team must consist of either board/staff members or volunteers.
When: Tuesdays, 7-10 p.m.
Cost: $35 M/$45 NM/Season

30 and Over Basketball
Sign up for our Monday Night (draft) League. Participate in games that are competitive, but friendly! See our website for league information.
When: Mondays, 6-10 p.m. (up to 15 weeks per season)
Cost: $90 M/$115 NM/per season

40 and Over Basketball
Get your friends and join the mature, wise and friendly competition in our Wednesday Night (draft) League. See our website for league information.
When: Wednesdays, 6-10 p.m. (up to 15 weeks per season)
Cost: $85 M/$110 NM/per season

Due to gym renovation, all sports leagues will resume in January 2018

Social
Bambi
Meet with Japanese speaking parents and their children for a morning of play.
When: Tuesdays, 10:30 a.m.-noon
Cost: Free

Bridge
Keep your mind sharp while playing bridge in a fun, social environment.
Coordinator: Alice Moriguchi
When: Fridays, 1-4 p.m.
Cost: $2 M/$3 NM/drop-in

Ukulele: Advanced
Emphasis of this class will be primarily on Hawaiian song traditions. This class is for those who already have experience playing the ukulele.
Instructor: Don Sadler
When: Wednesdays, 6:30-7:30 p.m.
Cost: $60 M/$80 NM/monthly
$21 M/$25 NM/drop-in

Ukulele: Intermediate
This weekly entry-level class is for intermediate ukulele players. New students who have no prior experience are encouraged to take a Ukulele 101 workshop (date TBD) to learn ukulele basics before joining the ongoing intermediate class.
Instructor: Don Sadler
When: Saturdays, 11 a.m.-12:30 p.m.
Cost: $60 M/$80 NM/monthly
$21 M/$25 NM/drop-in

Bridge: Play bridge with others in a fun, social environment.

Hanafuda: Learn Hanafuda, flower card, a traditional Japanese game similar to Gin Rummy.

Social
The Center is here to meet your needs.

Do you need a space to host your family gathering, birthday party, meeting, lecture, film screening, conference, workshop or other function?

For more information, please visit our website at jccnc.org/about/facility-rental/rentals or email facility@jccnc.org.
Sustaining Members

Membership is a significant way to show your support for the Center. Joining us as a Sustaining Member means, in addition to receiving special benefits and offers, that you are supporting the Center beyond the general membership level. We thank our Sustaining Members of 2017.

PLATINUM
Mr. Sherman and Mrs. Dori Chan
Ms. Florence Dobashi
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The Center's annual Shikishi Exhibit will be on display beginning January 9 until February. This year’s theme will be year of the dog and will feature shikishi boards designed by many youth and local artists and community leaders from around the Bay Area. If you would like to participate, shikishi boards can be picked up from the Center in December, or you can come to the annual Oshogatsu Festival here at the Center on January 6, 2018. Following the exhibit an online photo gallery will be available on the Center’s Flickr page. For more information, contact Director of Programs Matt Okada at mokada@jcccnc.org.

Save the Date
Mochitsuki 2017

Saturday, December 16
11 a.m.-6:45 p.m.
$15 Members | $20 General

For more information and to register visit http://bit.ly/jcccnccmochi