PACIFIC CITIZEN
SPECIAL NEW YEAR'S ISSUE

Happy Birthday, P.C.!

#3115, VOL. 14B, NO. 1 JAN.-FEB. 5, 2009
WWW.PACIFICCITIZEN.ORG
POSTPAID $2.50
Bringing Our Community Together

For the past 80 years, Pacific Citizen has helped to unite JAs and AAs across the country. Now with more online features, the P.C. can reach an even wider audience.

By MARGIE YAMAMOTO

When I moved from California to Massachusetts 25 years ago, I knew there were things I would miss. Back then, right after Christmas, I was struck with nostalgia for my family’s Oshogatsu celebration. I would remember my Hawaii-born Nisei mother taking days to cook all of the traditional New Year foods. Since I was not supposed to do any “work” on the first day of the New Year, she was always careful to finish cooking before midnight on Dec. 31. The next morning, on Jan. 1, we’d start the day with a breakfast of ozoni and toasted mochi. Then, by noon, out came the real food and a steady stream of family and friends coming to visit and eat.

After complaining about missing Oshogatsu for six years, I finally decided to do something about it right in our own home. That first guest list was made up almost exclusively of non-Asians. In deference to their uneducated palettes, I had a honey-baked ham, roast turkey, bread, potato salad, and for me I made makizushi, teriyaki chicken, daikon namasu, and kinpira, fully expecting it all to be left over. They ignored the ham, turkey, potato salad and bread and ate everything else and asked for more!

Today, 19 Oshogatsu celebrations later, the menu is all Japanese and includes hijiki, kuromame, onishime, kabocha, and more than a dozen other traditional dishes. Mark, my husband, and I prepare almost everything from scratch and it takes us three days to shop for the food and three days to cook it. We have to go to about 10 different Japanese, Korean, Chinese and American stores to find all the ingredients … that’s when I miss California the most. Mark, who is non-Asian, has now become an expert at rolling makizushi and cutting the goho for kinpira.

This year 111 people attended and our guest list was a multi-racial group of friends from all parts of our lives: professional, social, volunteer, and family. More than Christmas, Thanksgiving or even anniversaries, this has become our traditional celebration.

As Japanese Americans, we’re fortunate to have a rich cultural heritage that we can identify, one that brings with it traditions like Oshogatsu that can enrich our lives. But as an ethnic group, outside of California and Hawaii, we are so spread out that it is difficult for many of us to connect with other JAs.

Since becoming a member of the JACL Pacific Citizen editorial board, I’ve come to realize that the Pacific Citizen is part of JACL’s heritage and tradition and it plays an important role in bringing our community together. It’s the only English language Asian American newspaper to be published continuously since 1929. It’s a document that chronicles not just the history of the JACL, but the story of the Japanese in America. Today the P.C. has evolved and expanded to include news about all AAs.

Looking to the future, the P.C. is working to be accessible and appeal to all our members. From our members who prefer to read a printed newspaper to our more technology oriented members who use their iPhones for everything. The P.C. straddles both worlds with a traditional newspaper as well as a Web site providing electronic access.

Next month, the P.C. will introduce new online services that will help bring it to an even wider audience. The expanded Web site will offer more interactive functions including the “My P.C. Contributor” section, a feature that allows JACL chapters and districts to see YAMAMOTO/Page 19

An 80-Year Legacy

As the Pacific Citizen celebrates its 80th birthday this year, we look forward to expanding our online presence.

By CAROLINE AOYAGI-STOM

Perhaps you’ve heard: the newspaper industry is changing. Tough economic times are forcing some papers to shut down; others have chosen to eliminate their print edition while maintaining an online version. Ethnic press are affected by these changes and the same goes for the Pacific Citizen, one of the only national Asian American publications left standing.

As the national publication of the JACL, the P.C. is unique and we’re in a great position to embrace the evolution currently taking place in the newspaper industry. With its niche focus (JACL members and the larger Asian American community) and small overhead budget (just over $206,000 for national JACL in 2009), the P.C. is increasing its online presence while maintaining its print version.

This year is the P.C.’s 80th birthday and in February we will be launching a newly redesigned database content management driven Web site (www.pacificcitizen.org).

For the first time, JACL members and subscribers will be able to receive their entire P.C. online. We realize that some of our readers will want to continue receiving their printed P.C.s — and they’ll still be able to do just that — but we hope to migrate many of our JACL members and subscribers to the online version. The savings in printing and mailing costs will ultimately help JACL’s bottom-line.

www.pacificcitizen.org

The newly redesigned P.C. Web site will contain even more enthralling national JACL and Asian American community news stories and interactive media such as video-streaming and podcasts. Readers will also be able to give their opinions and provide feedback through our comment sections.

A new feature will be our blog: “The P.C. Beat.” This blog will give our readers a behind the scenes look at what goes on at the P.C. including what stories the staff are working on and observations on the latest community news and events.

JACL members and paid non-member sub-

siders will now be able to login to the P.C.’s secure Web site, providing access to exclusive areas of the site. Some of these features will include:

• A downloadable PDF of the entire P.C. printed version.
• Galleries of photos for various events and stories including: JACL conventions, tri- and bi-district conferences, installations, etc.
• A searchable P.C. Archive with past articles and features going back 80 years.
• “My P.C.” Contributors section that will feature sections for the JACL districts. Districts and chapters will be encouraged to submit items and stories for these sections.

“A My P.C.” Contributors training sessions to learn the basics of newspaper reporting. At these sessions, contributors will learn how to get their events publicized, how to write a lead, how to get the best quotes, etc. Training sessions will be held both in person and through online videos.

Funding

In 2009 the P.C.’s operating budget is $408,375. The JACL funds $206,375 while the remaining $202,000 is funded entirely by the P.C. through general advertising, the annual Holiday Issue, non-member sub-

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PACIFIC CITIZEN (ISSN: 0030-8579) is published semi-monthly except once in December and January by the Japanese American Citizens League, 250 E. First Street, Ste. 301, Los Angeles, CA 90012 OFFICE HOURS — Mon.-Fri. 9 a.m.-5 p.m. Pacific Time. ©2009.

Annual subscription rates: NON-MEMBERS: 1 year—$40, payable in advance. Additional foreign postage per year (1st class) — Canada and Mexico $55, Japan and overseas (Subject to change without notice) Postage paid at Los Angeles, Calif.

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POSTMASTER: Send address changes to: Pacific Citizen, c/o JACL National Headquarters, 1765 Sutter St., San Francisco, CA 94115.
2008: The Year in Review

We are not without challenges and difficulties, but we are better equipped and organized to solve the problems before us.

By FLOYD MORI

This past year saw many very visible changes in our nation. The “change we can believe in” was embodied in the election of Barack Obama to the Presidency. Other new faces also emerged to reflect a fresh air of generational change.

David Gregory became the new moderator of “Meet the Press.” Speaker Nancy Pelosi completed her first term as the first woman to be the Speaker of the House. The Phillies won the World Series. There was a revitalization of so many facets of our society. Diversity and youth were themes that seemed to prevail.

The JACL, an organization that has a rich tradition in its people and its mission, was not exempt from change and revitalization. The changes that we are seeing are significant and provide immense opportunity for the future work and mission of this great organization.

Some changes that may seem negative and pessimistic can be turned into tools to build and reconstruct. Falling membership has given us the incentive to base funding mechanism has forced us to look to innovative measures to finance new programs and initiatives. The narrowing of policy alternatives allowed us to develop a new drive toward programs that will benefit and involve members for generations to come.

The institutional shift from a biennial to an annual convention will trigger a new era of better communication and awareness among members and chapters. In fast changing times in funding, membership and programs, an annual convention will allow quicker response to a dynamic nonprofit environment.

The mobility of today’s membership requires a different approach to organizational problem solving. Youth and young professionals will have the tools and motivation to become more involved in programs that will enhance leadership and build meaningful relationships with the Asian Pacific American community and its causes.

There has been a new shift in staff responsibilities that focus on programs that benefit membership. The two main areas are youth and health. These programs involve members and their families and help them move towards individual excellence and a renewed understanding of the cultural values that enhance their own lifestyle and that of those around them.

New fellowship and internship opportunities have broadened experience and increased commitment to community and to a nation free of intolerance and inequality while at the same time giving support to an overburdened full-time staff.

We are not without challenges and difficulties, but we are better equipped and organized to solve the problems before us. With this “New JACL,” we will use the best technology available to us along with the continued dedication of members, leaders, and staff members to break ground we have heretofore felt unreachable.

We merely have to lengthen our stride just a little towards our goal of developing better Americans for a better America for us as individuals and as families.

Thanks for your support of the JACL. Wishing you the best this New Year. ■

Floyd Mori is the JACL national director.

Happy New Year 2009

Redress was a phenomenal achievement, but our job is not done.

By LARRY ODA

As the Japanese American Citizens League begins to celebrate its 80th year as an organization, I recall the past year and reflect on who we are.

Two significant anniversaries for JACL were marked in 2008. Thirty years ago at the 1978 national convention in Salt Lake City the Redress campaign officially began. It was Edison Uno who proposed a resolution to the national council to seriously pursue Redress. With the adoption of Uno’s resolution, John Tateishi was hired as Redress director and the movement began.

Twenty years ago in August 1988 during the Seattle national convention, HR 442, the Redress Bill — the culmination of a 10-year battle — made it to President Reagan’s desk for a signature.

Redress was a phenomenal achievement. This was the very first time in the history of the United States where a small group of people, who were victims of injustice at the hands of the government, were successful in having their case heard before Congress — and prevailing. This was a significant accomplishment that we have a duty to pass on to others. Unless we are vigilant to ensure that the government cannot make decisions based on racial prejudice, hysteria or inept political leadership, another community may be victimized.

Going forward, we expended this considerable effort to prevent any other group from suffering as we did, but we are losing ground. As much as we celebrate the great grassroots effort that was Redress, in the same way that we develop immunity to some drugs, there are those who find ways to circumvent laws.

The USA Patriot Act and Military Commissions Act have changed the landscape of civil liberties and enable authorities to examine library records or tap phones. American citizens can be declared enemy combatants, be stripped of their rights and be held without charges for an indeterminate time.

While we may have been successful in preventing another group from being placed in camps as we were, it has not stopped the government from targeting ethnic groups for extraordinary treatment. We must remain vigilant and stand up for our constitutionally guaranteed liberties whenever anyone tries to abridge them because of political expediency, racial prejudice or momentary hysteria.

JACL has evolved from looking after our own community to engaging the larger community. We are trying to accomplish this while our own community is shrinking. We continue to engage the larger issues that confront us with diminishing resources. The realities that are becoming evident for the rest of the nation and the world are affecting us, and maybe to a larger degree because we are losing our constituency.

The national board has a job that is being repeated by many nonprofit organizations throughout the nation, that of adjusting the expectations of the organization in the face of the economic downturn. We have existed for 80 years to protect our community and we will continue to do so.

The national board is thankful for your support and looks forward to a productive year for JACL. I am proud of the accomplishments of our board and committees. As the various regulatory agencies demand an increasing amount of accountability for organizations such as ours, we have been able to demonstrate that JACL has shown the appropriate level of prudence in the handling of its affairs.

I guarantee that we will continue to demonstrate responsibility, due diligence and fiduciary responsibility — with which the membership has entrusted us — while protecting our civil rights and preserving our cultural heritage.

On behalf of the national board, thank you and Happy New Year! ■

Larry Oda is the JACL national president.

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A youth revolution is happening everywhere in the JACL.

By JOSH SPRY

Normally, the secretary/treasurer uses this space to talk about our falling investments (they're still falling). Or falling membership (falling). Or falling investments (they're still falling). My hope is that you can plan and implement at least one activity during this biennium, and I especially challenge the JACLO/C D.C. Leadership Conference alumni to use what they have learned and lead the way.

The Program for Action can be realized by educating voters about candidates or issues through forums presenting all sides, conducting voter registration or volunteering as an Election Day poll monitor. You can educate your representative in your state capitol or in Washington, D.C. about the issues that matter most to your community. You can organize a work camp or internal or external representation. You can help health care issue like Hepatitis B. You can present the history of your local Japanese American community, their contributions, their small businesses and civic involvement.

You can sponsor a matsuri, bon odori or a forum on Hollywood Asian Pacific American images at an APA film festival. You can create and mold the future leaders of this organization by having a "board 101," "membership recruiting 101" and "fundraising 101" sessions.

This coming biennium, your national board has four people younger than 25. ...That's an incredible amount of young people in the top leadership positions of JACL!

A New Year's Resolution for All of Us

The Program for Action is a road map for districts and chapters to build coalitions, outreach and recruit new members.

By SHELDON ARAKAKI

"During the 2009-2010 biennium, the JACL will continue its role of promoting civil rights and social justice through programs of advocacy and education. These programs will monitor and respond to issues that threaten civil and human rights and the dignity of affected communities. The programs will also educate the public about the historical experience of Japanese Americans and Asian Pacific Americans, including efforts to preserve our historic legacies. Finally, the programs will begin to address the actual disparities in social justice that exist for Asian Pacific Americans."

The JACL recognizes the need to develop and maintain a sustainable source of effective leadership that will act for positive social change for Asian Pacific Americans and for the community at-large. The JACL will commit resources to programs that encourage leadership opportunities especially for our youth in networking, advocacy, coalition building and education about community issues. The JACL also recognizes the need to strengthen our current leadership by offering internal training opportunities that reach all levels of the JACL so that we remain a vital and contributing organization in our society.

The above excerpt is from the Program for Action, which the national council passed at July's Salt Lake City national convention and is the guide for your JACL life in this biennium.

The Program for Action is not just for the national staff or board to implement. The Program for Action is for each of us to implement at the chapter and/or the district level. This is an opportunity for community outreach, coalition building and membership recruiting.

The Program for Action is a broadly written document that gives you the flexibility to organize activities. My hope is that you can plan and implement at least one activity during this biennium, and I especially challenge the JACLO/C D.C. Leadership Conference alumni to use what they have learned and lead the way.

The Program for Action can be realized by educating voters about candidates or issues through forums presenting all sides, conducting voter registration or volunteering as an Election Day poll monitor. You can educate your representative in your state capitol or in Washington, D.C. about the issues that matter most to your community. You can organize a work camp or internal or external representation. You can help health care issue like Hepatitis B. You can present the history of your local Japanese American community, their contributions, their small businesses and civic involvement.

You can sponsor a matsuri, bon odori or a forum on Hollywood Asian Pacific American images at an APA film festival. You can create and mold the future leaders of this organization by having a "board 101," "membership recruiting 101" and "fundraising 101" sessions.

This coming biennium, your national board has four people younger than 25. ...That's an incredible amount of young people in the top leadership positions of JACL! A young person, my interests changed frequently, but the JACL gave me opportunities to meet people that shared my interests. By having a wide spectrum of programming, the JACL offers something for everyone, and makes our organization dynamic to young members. Chapters and districts are also incorporating youth into normal events. The NCWPN district holds youth meetings in conjunction with the district quarterly meetings. Day of Remembrance programs have portions dedicated to and run by young people. Almost every chapter picnic or scholarship banquet has youth fundraisers. By making young people regular fixtures of JACL—and giving them greater responsibility—chapters and districts are developing commitment from their youth. The hope is that this commitment extends beyond their teens and 20s and these people will become lifetime members.

So, what's next? Creative and dedicated non-youth started this programming by asking, "what if we did this?" To the many, many people and chapters that have been coming up with creative programs, thank you. Don't stop, and tell other people about what you're doing.

For any of you who have seen rising average ages on your chapter boards, it's okay. Talk to the young people in your chapter and ask them what they want. It might sound strange (I've come up with some things that were really out there), but it might be crazy enough to work!

Happy New Year to you all. The next time I write (when I wear my secretary/treasurer hat), I hope I can tell you about our investments soaring and huge budget surpluses (a big New Year's wish, I know). But my second New Year's wish is to meet many of you in 2009 and hear about the falling average age on your chapter boards.
A Movement to Revitalize the JACL

Our choice is to let the membership numbers continue to wither or to proactively work together to grow them.

By RYAN CHIN

Last summer, the Eden Youth Group members went on a big trip to Morro Bay, Calif. It's an annual tradition that deepens friendships.

As a result, I have created a membership center on the JACL's Web site (www.jaclmembership.org). These Web pages contain a set of membership tools that chapters can download at anytime. I encourage chapters to do this as soon as possible.

Aside from the membership center, I have also been working actively with Tim Koide, JACL membership coordinator, on developing other things for chapters and districts. Of note, we have created membership kits, booth kits and have made the 75th anniversary books available as free gifts to new members.

The membership kits - folders with slots for your JACL business card - include: a membership brochure, benefits brochures, program brochures and a copy of the Pacific Citizen. Please request these through national JACL. We have a limited amount of these available, so it may be helpful if you have an idea of how you will use these, so you know how many you’ll need.

The booth kits - an excellent way to reach potential members - can be used to establish a JACL presence at public functions. To facilitate this effort, we have developed kits which you can check out from national JACL by contacting Tim at mbp@j acl.org. These kits contain a 3 ft. x 6 ft. vinyl banner, JACL posters with backing boards, Pacific Citizen copies and numerous brochures (membership, benefits, programs). Think about how you can leverage these materials for public events coming up in 2009.

The 75th anniversary books were originally published to celebrate the JACL's 75th anniversary. These picture books detailing the history of the organization were originally sold for $35. We still have a limited supply left, so we're offering them as free gifts to new members. This is an excellent way to offer new members an added bonus for their dues, as well as offering them additional information on the storied past of the organization. They're only available while supplies last!
New Year, New Progress in 2009

With the support of members and volunteers, our organization will continue its growth.

By DAVID KAWAMOTO

Please let me wish all of you the happiest of new years. Thank you to all the chapters and members for their work on regional programs and for their grassroots support of key issues affecting our community. JACL has always been a membership organization and relies on the selfless efforts of many volunteers throughout our great nation. Please know that your efforts are noted and appreciated.

Like many people and organizations, national JACL is suffering from the effects of the financial recession. I am pleased to report that there has been little diminution in the efforts of our chapters and members for our grassroots support and relying on the selfless efforts of many volunteers throughout our great nation.

I'd like to report on the progress made in several of my office’s programs.

Scholarships

As many of you are aware, my wife Carol and I have voluntarily coordinated this program for the JACL for the last seven years. With valuable input from the members, we have worked to grow and improve this program. We have added JACL involvement as a scoring criterion. We have increased communication to the chapters on scholarship recipients from their chapter and to the chapters proximate to the schools the recipients attend. The JACL efforts to keep the recipients involved in the organization have resulted in greater involvement by the recipients at all levels of our organization. It is noteworthy that there are five former national JACL scholarship recipients presently serving on the national JACL board.

During 2008, Carol and I voluntarily conducted a membership and fund-raising drive targeting JACL’s scholarship recipients. We were pleased to obtain several membership renewals, and were overwhelmed by the generous donations from past recipients to the scholarship endowment. The solicitation raised over $10,000 for the scholarship endowment.

Please join me in thanking the Seattle and Lake Washington chapters, and the Chicago chapter for volunteering to evaluate the scholarship applications for the 2009 National JACL Scholarship Program. We had lined up several possibilities for helping make the event another success for the JACL. In addition to adding needed funds, this year’s event provided recognition to two young public servants, Nathan Shinagawa and David Inoue. The JACL is already planning for the 2009 Gala, which will honor our community’s military veterans.

JACL/RECA Washington, D.C. Leadership Conference

State Farm Insurance continues its role as the primary sponsor for the JACL’s most successful program. It is with great pride that I mention that I am a graduate of the JACL’s Washington, D.C., Leadership Conference. The graduates of this program are now JACL leaders at the chapter, district and national levels.

Among many other things, the program is a great opportunity for some of our chapter members to learn how they can become more involved in the JACL’s national grassroot efforts. The 2009 program runs from March 6-10. Anyone interested in attending should contact his or her JACL district council.

Mike M. Masaoka
Congressional Fellowship

The JACL is presently accepting applications for the 2009 Mike Masaoka Fellowship. Applications can be found on the JACL Web site under the “Leadership” heading. The chapters are urged to encourage their qualified members to apply for this wonderful program.

Planned Giving

Change is in the Air: Unique Opportunities for JACL

A rebirth of community and political activism provides new and unique opportunities for the effectiveness of our organization.

By RON KATSUYAMA

Having had recent opportunities to meet with members of college and community organizations on topics such as health care disparities, hate crimes and bias related incidents, and community outreach, I have recognized a growing activism among these leaders.

More recently, there has been a major change in attitudes concerning the need for greater government responsibility, and the call for social change becomes more powerful among a variety of grassroots organizations. The recent economic meltdown seems to have consolidated feelings that our government agencies must once again serve all people and not just the privileged few.

As examples of the inaction or questionable policies of federal regulatory agencies (e.g., FDA, FCC, and EPA) and departments (e.g., Justice, Homeland Security, Interior, etc.) have come to light, it is not surprising that calls for widespread change resonated so strongly with voters in November’s presidential election. As an agent of change, Obama’s “Yes We Can!” mantra appears to continue its resonance in the airwaves, internet communications, public and private conversations, and the psyche of the general public.

Perhaps the current political and social climate bears some resemblance to that of the 1960s and early ‘70s, wherein major institutional changes were implemented under the “Great Society.” While a depressed economy hinders fund-raising for nonprofit causes, including JACL’s educational and civil rights initiatives, nevertheless, a rebirth of community and political activism provides new and unique opportunities for the effectiveness of our organization.

More youth seem to be seeking volunteer opportunities for community service, and more young professionals are choosing careers based upon the potential for satisfying social opportunities. As JACL develops new programs to further its worthy mission and goals, our organization can derive immense benefits from current and future members who seek such meaningful service that JACL can provide through strong education, civil and human rights, and service programs.

It is critical that we build upon JACL’s current strengths, including our nationwide network of chapters, history of previous successes, and recognition for future success among certain agency leaders and elected officials at all levels. As JACL evolves in order to focus on the most promising programs with measurable outcomes, we will be ensuring an increasingly viable and effective organization, one that promotes more responsive social and governmental institutions and helps facilitate the full participation of all residents in our democratic processes.

Ron Katsuyama is the JACL vice president of public affairs.
Just Getting Started: A New Beginning

With four national board members 25 or younger, the future is bright.

By KIMBERLY SHINTAKU and BRANDON MITA

Aketashite omedeto gozaimasu! Happy New Year! This time of the year we not only look back on the past, we can use this opportunity to look forward to 2009, making a fresh, new start.

During the past few years the youth programming has come a long way. With the constant turnover of active youth in all areas of JACL, one would think that it is simply because we are not getting any new young people interested in our organization. In addition, young people get older and eventually age out of the student/youth age range.

Where is the upside to all of this? Take our national JACL board for example. Four of our current members are under the age of 25. Three of them had previously held a youth position and the other is a former JACL Fellow.

How do we attract new youth to JACL to become our future leaders? We find ways to work together to get young people involved and keep them interested. This new year is an opportunity to take a step in new directions. We encourage chapters and districts to add at least one new young person into a leadership position. Not just a youth position either — we want to bring new members into this organization as a whole, not just youth programming.

Now that we have a goal, we need a plan on how to get there. From past experience, such as the 2007 JACL National Youth Conference, positive feedback for youth events comes from youth planning. This sounds like a chicken and egg scenario, which comes first? Well, there are a lot of current programs for youth and we can use them to get in touch with more youth.

Our scholarship programs — whether national, district, or chapter — are a great way to find young people who have been active, are interested in becoming active, or know what JACL is and have even more of a reason to want to give back to an organization that has helped them in continuing their education. They may or may not be living near your chapter or district, but why not get in touch with them, find out what they’re doing, and help them get in contact with JACL near their new home?

Personal contact, that personal touch, may just sound like warm fuzzies but in the end it can make the difference between a member continuing to stay and feeling like they have a reason to stay or finding another organization to commit their time to. This is not a project that will require years or even months of time, just a few phone calls or e-mails. You can also get together for dinner to find out more about their interests and invite them to the next JACL event.

We’re excited about and hope to see a lot of new faces at this year’s JACL National Youth Conference hosted by the Twin Cities chapter at the end of June in Minnesota. The theme is “IMPACT” Your Community, Your Generation, Your JACL. We hope that the youth conference will encourage the building of our community through passionate participation in the JACL and greater society.

This is just an outline, the shorthand notes of how we can get started. Who knows where this can put us in the next few years, maybe we’ll have a 24-year-old district governor. Oh wait, we’re already there!

We want to do what we can to help so please contact us if you have questions, want help or need help getting started. Not everyone will be successful in bringing in a JACL leader of tomorrow, but we hope that everyone will try their best to ensure a future for this organization.

Kimberly Shintaku is the national youth chair and Brandon Mita serves as the national youth representative.

Amazing Grayce and Hiroshi

The husband and wife team exemplify extraordinary service to the JACL.

By KRISTINE M. MINAMI

There are several names in JACL history that denote extraordinary service to and achievement on behalf of our community — Masao, Uno, Kido, Inagaki to name a few. We have honored these leaders’ contributions and enshrined their legacies by naming buildings, programs, awards and scholarships after them. Generations to come will hear these names and learn about the contributions of these men and, in doing so, also learn about our community’s history.

But they are just a few of those who have built the JACL. There have been countless men and women throughout the decades of JACL history who have played vital roles, both small and large, in fighting for our community and for civil rights.

It would be impossible to recognize them all, but the Eastern District Council wants to highlight another name: Uyehara. For the 20th anniversary of the Redress campaign, the EDC launched an internship program to honor the grassroots activism and contributions of Grayce and Hiroshi Uyehara. This program will provide a stipend for a college student to serve in the Washington, D.C. office of the EACL to learn about legislative advocacy.

The Uyeharas are JACL’s own example of grassroots organizing at its finest; how the hard work and dedication of a few can make a difference; and that big things come in small packages. They are role models for the credo of “Better Americans in a greater America.” They remind us that where there is a will, there is a way.

Grayce and Hiroshi have been active leaders in JACL at the chapter, district and national levels for more than 50 years. They were charter members of the Philadelphia chapter when it was formed in 1946. Both have served as chapter president and EDC governor, have held various other positions and were steadfast convention attendees for decades.

In 1969, Grayce became EDC governor and the first woman to serve on the national board. She was elected national vice president in 1972. For many veteran JACLers, Grayce may be best remembered for her years of leadership in JACL’s successful Redress campaign. She was deeply involved in formulating and executing a strategy to win support in Congress by mobilizing JACL’s network of chapters to repeatedly lobby key members of Congress.

She served for two years on the National Redress Committee before joining the board of the Legislative Education Committee (LEC), which was split off from JACL to focus on lobbying. In 1985, Grayce was “hired” on a nominal salary as executive director of the LEC. For three years, she commuted weekly from her home outside of Philadelphia to Washington, D.C. to realize the Redress campaign.

Hiroshi, who had retired around the same time that Grayce started commuting to Washington, drove Grayce to and from the Wilmington train station and managed to keep the household functioning on his own and without complaint. Grayce and Hiroshi’s strength and teamwork were crucial to JACL’s success in achieving Redress.

At its gala in Washington in 2006, the JACL saluted Grayce as a “Champion of Redress,” and Hiroshi was there at her side. The EDC also recognized both Grayce and Hiroshi’s contributions to the Redress campaign with the establishment of the Grayce and Hiroshi Uyehara Legislative Internship Program.

The EDC further pledged $10,000 to help fund the program because we believe that future generations need to know and learn from the Uyeharas’ example. We believe that JACL would not be where it is now in part for Grayce and Hiroshi. We believe JACL needs to develop, mentor and provide opportunities for young community organizers to follow in the footsteps of the Uyeharas.

Towards that end, the EDC is actively seeking donations to support this new internship and provide a student with the opportunity to experience legislative advocacy firsthand.

If you are interested in honoring the Uyeharas’ legacy with a donation, please send a check to:

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Ernest & Carol Hida

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MAR 21-APR 6
JAPAN SPRING COUNTRYSIDE TOUR
APR 15-26
EASTERN CANADA TOUR
MAY 3-11
PACIFIC LAND GETAWAY HOLIDAY NOV 8-13
JAPAN SPRING COUNTRYSIDE TOUR
FEB 21-MAR 3
ALASKA HOLIDAY CRUISE
JUL 26-AUG 2
JAPAN OBON FESTIVAL TOUR
AUG 5-16
EASTERN MEDITERRANEAN/GREECE HOLIDAY CRUISE
AUG 22-SEP 4
PANA CONVENTION SOUTH AMERICA TOUR
SEPT
NEW ENGLAND HOLIDAY TOUR
OCT 1-8
OKINAWA-KYUSHU HOLIDAY TOUR
OCT 11-23
CANYONLAND GETAWAY HOLIDAY
NOV 8-13

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Ernest & Carol Hida
Greetings from the Pacific Northwest District!

The PNW is a microcosm of the JACL. We hope to create programs that will meet the interests of the community.

By ELAINE AKAGI

What a year 2008 turned out to be! Right now, the Pacific Northwest is buried under snow and ice. Portland, Seattle and Spokane have seen record amounts of snow this week. Typically, any snow that falls is gone within a few days, but our below freezing temperatures have stuck around for almost two weeks.

Driving on the hills of Seattle is far more challenging than driving in deep snow in flat Detroit. I really thought that I was leaving all the snow behind when I left the Motor City, but it has followed me here.

The country's economy is hitting everyone hard. The loss of jobs in our communities, the drop in the stock market, and the weakening economy has affected us all. It is especially difficult for nonprofit organizations like the JACL to find funding from companies and foundations. Everyone is tightening their belts and hoping to survive this recession.

The national JACL budget that the national council passed in Salt Lake City this past summer has been and will be under scrutiny by the national board. Programs that are funded by grants may not be able to begin.

JACL is a membership-based organization, which means that our budget is based on maintaining or growing our membership. We in the PNW are working to grow our membership through chapter membership drives and making personal contacts with perspective members in the community.

One PNW program that we hope will help grow our membership is our district's Strategic Plan. Headed by Ryan Chin, our new national vice president of membership and services, the committee and consultant are working towards its completion this spring. A community survey was completed almost a year ago, and now we're convening focus groups to help us identify the wants and needs of our community.

Although the Strategic Plan is a district project, it will have ramifications for the national organization. The PNW is a microcosm of the national organization with small, rural chapters, large metropolitan chapters, chapters with few Nikkei, chapters with largely older Nisei members, and areas with many persons of mixed ethnic heritage. We hope to create programs that will meet the interests of the community.

Our nation is on the brink of a new day. With the election of our country's first president of color, our country is preparing for change. The president-elect's proposed cabinet includes people of color, women and a mix of ideals and philosophies. President-elect Obama has said he looks forward to good debates at his cabinet meetings, which says he is willing to listen to all sides and ideas. It is truly a change in our country's leadership, which will make a difference in our country's mindset.

With the new year, we in the Pacific Northwest wish everyone joy and peace. We welcome you to visit and enjoy the wonders of the area from Alaska to Washington and Oregon.

Alekashite omedeto gozaimasu!

Elaine Akagi is the PNW district governor.

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The Importance of Asking the Right Questions

The U.S. auto industry? The Swiss watch manufacturing industry of the '70s? These real-life business examples could shed light on the JACL.

By BRIAN MORISHITA

Watching the current struggles of American car manufacturers and their efforts to survive raises a question: are there lessons here that we can apply to the membership struggles of the JACL?

By equating their continuous market share decline to our diminishing JACL membership numbers, perhaps an assessment of their situation could lend some insight into our situation.

One of the criticisms of the American car industry is that they sometimes seem to be out of touch with both their market base and market factors. Applying this same criticism to the JACL, could we be somewhat out of touch with the needs of our members and potential members?

Could this be one of the reasons our membership does not show a continuous positive trend line?

Another business example that might have some lessons for us is the precipitous loss of market domination by the Swiss watch manufacturing industry in the 1970s. Until then, the Swiss watch making industry dominated the market for precision watches. But with the advent of quartz technology, which the Swiss were slow to embrace, the Swiss lost that market preeminence that was undisputed until then. They did not adjust to an emerging externality by shifting their operating paradigm to accommodate the change.

How could these business catastrophes have been mitigated or perhaps avoided entirely? Using hindsight, part of the solution might have been that of developing and executing a better market and technology sensitive long-term vision or strategy. Without oversimplifying their business complexities, both industries seem to lack good strategic planning that sufficiently equipped them for the changing economic landscape. They also seem to lack the organizational structure that was agile and robust enough to quickly change their path forward.

It is also the responsibility of every member to articulate their needs and perspectives to the various levels of the JACL leadership.

I suspect that I may have posed more questions than answers, and the few solutions I offered might not be specific enough. Given our situation, I believe that it is more important right now to ask the right questions rather than to immediately launch into a solution development mode.

Albert Einstein once said that when problem solving he wanted to spend 90 percent of his time analyzing and understanding the problem and the remaining 10 percent developing the solution. We need to do the same and devote significant energy and time towards understanding what our membership problems are. From this, we may discover some hidden nuggets to help provide a framework for us to retain our current members and add new ones.

Brian Morishita is the IDC district governor.
The elections ushered in a new era of leadership and raised questions about the priority of Asian Pacific American issues.

In electing a new U.S. president, the APA community shed its silent minority label.

Rep. Mike Honda (far left) asserted the community’s presence at the Democratic National Convention, and JACL National Director Floyd Mori (inset) attended both conventions.

But the candidate-less APIAVote Presidential Townhall meeting in May raised questions about APA priority.

New Leaders & Some Familiar Faces

“There is no one more distinguished, more determined, or more qualified…”

— President-elect Barack Obama about Retired Army Gen. Eric Shinseki (right), his nominee for Secretary of Veterans Affairs.

Shinseki, 66, is the first ever APA four-star general. If confirmed, he pledges to fix gaps in veterans’ care.

Steven Chu, (below) Obama’s pick for Secretary of Energy, won the 1997 Nobel Prize in Physics. If confirmed, he plans to defend the earth through energy efficiency and conservation.

Sanjay Gupta (right), CNN’s chief medical correspondent, has been tapped as Surgeon General.

Rep. Anh ‘Joseph’ Cao (above), R-La., took an unlikely journey to Washington, D.C. As a child, he escaped war-torn Vietnam on a military transport plane. In January, he became the first Vietnamese American in Congress.

Take a stroll through memory lane with the year in photos.
In a June 17 ceremony officiated by Paul Arevalo, city manager of West Hollywood, Calif., the ceremony, one of the first after the Calif. Supreme Court legalized same-sex marriages, was attended by friends, family members, and their six-year-old son Aaron.

With the passage of measures barring same-sex marriages in California, Florida, and Arizona, proponents took to the streets in protest and compared the laws to anti-miscegenation laws of the past.

In September, Jerome County Commissioner Jerome Kawahara voted 2 to 1 in favor of allowing an unwelcomed neighbor to move in near the Minidoka National Historic Site in southern Idaho. A coalition has filed a lawsuit to stop the planned 13,000-heifer feedlot from moving about one mile away from the former WWII internment camp site. In 2009, the battle is likely to continue.

"Minidoka deserves a place in our history."
— Diana Obenauer, Jerome County Commissioner.

In 1988, the Redress Movement culminated with President Ronald Reagan signing HR 442, which secured a government apology and a monetary payment for JA internees incarcerated during WWII.

Twenty years later, the community marked the anniversary in many ways. In September, PSW honored some of its own Redress heroes like Harry Kawahara and Marleen Kawahara.

The JACL’s second annual Gala Awards Dinner, "A Salute to Champions," recognized organizations and community leaders like former JACL-LEC Executive Director Grace Uyehara for their contributions to the Redress Movement.

And the Pacific Citizen, the national newspaper of the JACL, dedicated a special issue to Redress.
In '08 redress for WWII Japanese American Latin Americans remained elusive. During the war, they were interned in Army facilities and used for hostage exchanges.

"We have been deterred, but we are not defeated."

— Sen. Daniel Akaka, a strong proponent of the Filipino Veterans Equity Bill, which failed to pass again. The bill would have given a lump-sum benefit to WWII Filipino veterans who fought alongside American forces. Akaka and Sen. Daniel Inouye vowed to continue the fight in '09.

In '08 APAs shattered the glass ceiling in professional sports. Don Wakamatsu (above), a Yonsei, made history as the first APA manager in MLB history when he accepted the post with the Seattle Mariners. And in the NBA, the Miami Heat's Erik Spoelstra (right) became the league's first APA head coach.

I guess you could say I'm the smallest decathlete ...

— Five-feet-eleven Bryan Clay (below, jumping) won the title "World's Greatest Athlete" when he took home gold in the Decathlon at the Beijing Olympics.

GLORY & CONTROVERSY: From the opening ceremony to moving performances of the country's elite APA athletes, the Olympic Games were truly historic.

But the event had its share of controversies including the torch relay protests (right) and the discovery of the Spanish basketball team (inset) and others posing in racially offensive "slant-eye" photos.
THANKS FOR THE MEMORIES
We mourn the loss of these leaders in '08

CHERRY KINOSHITA
She fought for Redress because it was 'the right thing to do,' said her son Kyle in July after the former JACL-LEC member and community leader passed away at the age of 84.

MILDRED LOVING
Her 1967 case Loving v. Virginia changed history when the U.S. Supreme Court struck down anti-miscegenation laws.

YUKIKO SUGIHARA
Sugihara and her husband Japanese Consul Chiune Sugihara issued visas for Lithuanian Jews to escape German troops.

MO MARUMOTO
Marumoto was the first APA to serve at the executive level as part of the Nixon Administration. He later founded the Interface Group, Ltd.

EDWIN ENDOW
Endow, a stalwart JACLer, was the national JACL vice president for membership.

COMMUNITY

At the JACL Biennial National Convention in Salt Lake City, attendees met a real rocket man — NASA astronaut Dan Tani, who keynoted the Sayonara Banquet. Tani, only the second JA to ever visit outer space, is the son of former Topaz internees. One generation later, Tani, 47, said it's remarkable that the government has come full circle, allowing him to float in space under the American flag.

An ad announcing the opening of new Rhode Island restaurant Chinese Laundry ignited a firestorm of controversy in the APA community. The ad featured an image of a naked female torso tattooed with Chinese characters. Community leaders cried foul, while restaurateur John Elkhay (below, inset) defended the ad.

The LPGA drew criticism in August after announcing it would suspend players that cannot speak English well. APA leaders called the policy discriminatory. The LPGA soon after changed its mind.

Chink’s Steaks,” the controversial Philadelphia steak shop sought to expand in '08. Owner Joseph Groh wanted to open up a new take-out location in a higher profile area, but his dreams were dashed.

In February, an opinion piece in the University of Colorado at Boulder’s student newspaper by editor Max Karson (below, inset) called for Asians to be rounded up and 'hog tied.' APA students rallied against the article and demanded accountability.

My parents were so involved with JACL, I grew up thinking this was our organization, our community.'
NEW YEAR'S ISSUE

Happy New Year from the Midwest District Council!

In '09, MDC is launching a new Web site, hosting conferences and so much more.

By LEILANI SAVITT

This year will be a busy one for the Midwest and the Midwest District Council. We've already gotten a head start on the many events and projects that will be taking place in 2009.

With the help of Regional Director Bill Yoshino, the MDC Education Committee has continued to compile the accounts of Japanese Americans who resettled in the Midwest after World War II for the MDC Oral History Project. The project consists of archival research, personal narratives, and a filming of the Midwest after World War II for the Midwest was at Washington University in St. Louis in 2005. The district will also host the 2009 EDC and MDC Bi-District Conference, which will take place later this summer.

The Midwest will also be advocating for the JACL to support the creation of JACL "chapters" on college campuses. This idea was initiated after Matthew Teshima, the current MDC membership chair, suggested starting a JACL chapter at his campus at Notre Dame. The district feels that supporting this measure is important for increasing the presence of JACL on campuses. In the past, college students have taken action in furthering the JACL mission. The district will also continue to support health fairs to address health care disparities in the AP community.

You're invited to attend Central California District Council's Tri-District Conference February 14-16, 2009

Clovis, California

Dedication Ceremony of the Pinedale Assembly Center

"Remembrance Plaza"

Dedication Speaker: Norm Mineta

More info - www.fresnojacLorg

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NEW YEAR'S ISSUE

Celebrating a Legacy

The new year brings new beginnings. CCDC is abuzz.

By MARCIA CHUNG

Happy New Year to all. It has been a very busy holiday season. I'd like to thank all my supporters in my transition to governor. Thanks most of all to Bobbi Hanada, who displayed exceptional leadership as governor of the Central California District Council for four years. She was always willing to go the extra mile.

Here's an introduction to me. I grew up in Dinuba, a small farming town in Tulare County. My father Stanley Nagata was a past CCDC governor. He believed in the JACL and wanted to help those who were not always able to help themselves. He was an avid supporter of Redress and respected everyone's efforts that made it possible. Although my dad is gone now, I hope to carry on his love of JACL.

I am a full-time recovery room nurse at a surgical center. I have two grown sons and a granddaughter who is two and a half. My husband Robert is available for moral support.

This new year brings new beginnings. We have much to be thankful for. Although 2008 was a poor economic year, there are hopes for a brighter 2009. Our new President Obama has much hope for our country. He realizes that the task is not an easy one. But our country is still the best. Where else can you go and have the democracy that we have? It is true that 1st Lt. Ehren Watada stood up for his belief that the Iraq war was illegal. If he lived in another country, he could not have stood his ground in refusing to lead his troops into Iraq. Sometimes we do things that we believe are right and have to deal with the consequences.

Many soldiers have given their lives in the name of democracy. We, as Japanese Americans, are aware of the sacrifices the 100th Battalion and 442nd Regimental Combat Team made during World War II. We remember Feb. 19, 1942, the infamous day Executive Order 9066 was signed into law and uprooted over 120,000 Japanese Americans from the West Coast. With respect to our ancestors we remember this day as the Day of Remembrance.

CCDC invites everyone to join us in our Day of Remembrance/Tri-District Conference from Feb. 14 to 16. It will be held at the beautiful Clovis Veterans Memorial Building and conclude with the dedication ceremony of the Pinedale Memorial.

During the event, we will have three panel discussions on Feb. 15. Dale Ikeda has been instrumental in inviting keynote speakers and the coram nobis team. They were the "big league" lawyers who aided in the passing of Redress. What is coram nobis? According to Judge Ikeda's reference in "Civil Liberties and War," it is a common law writ to invalidate a criminal conviction after the sentence was served to prevent manifest injustice. This team of attorneys fought to have the WWII criminal convictions of Mitsugi Yasui, Gordon Hirabayashi, and Fred Korematsu vacated.

At the Day of Remembrance/Tri-District Conference, there will also be a first class dinner on Feb. 15 followed the next day with the dedication ceremony with our beautiful storyboards. These are unique and there was so much effort put forth by the committee to make these perfect.

Send in your registration forms to Larry Ishimoto today! The registration form can be downloaded at www.fresnojacLorg. See you in Central California in February!
Growing With the PSW JACL

With new staffers, members and programs, we can’t lose momentum.

By ALAYNE YONEMOTO

Happy New Year, JACL! PSW had many exciting adventures in 2008. There were great efforts in election education and JACL PSW’s “No on Prop. 8” campaign. The committee also organized members to attend the APIA Vote Presidential Town Hall event in Irvine, Calif.

In order to keep up with a more robust program and event calendar, the PSW finance committee and executive board worked with our staff to develop a business plan that supports a more complex budget system. This was a growing pain that we were happy to have!

This summer, PSW kicked off a successful membership campaign that raised over 100 memberships. The Venice-Culver chapter provided a summer intern as part of the Francis Kitagawa Leadership Fellow Fund. We were fortunate to have Philip Hirose in the office. But he was not the only new staff person to join us in 2008.

Kristin Fukushima was our intern from the Nikkei Community Internship Program. She worked on a variety of projects that included: Project: Community! and Get Out The Vote items for PSW. She also assisted the district and attended the national convention.

Kenshin Kado joined PSW as our programs coordinator. He has already jumped into the position as our representative on the Day of Remembrance 2009 planning committee. Kene is excited to be working on new programs for the district including Mobilize for Policy, a program to educate and train collegiate youth in policy affecting the Asian Pacific American community.

The JACL PSW Executive Board members, community partners, corporate partners and guests to a social event for the district. This annual tradition is a great opportunity to showcase the district and its programs.

A new committee formed in PSW. Recently renamed the Community Advocacy and Policy Committee, this committee spearheaded district

Focusing on Membership Goals in the New Year

It’s now more imperative than ever that our membership numbers increase in 2009.

By ALAN NISHI

On behalf of the Northern California-Western Nevada-Pacific District, I would like to wish everyone a happy and prosperous New Year!

It is hard to believe that 2008 is now history and that 2009 has arrived. By now it should be clear to everyone that our organization’s top priority for 2009 is membership, especially since these hard economic times will significantly affect our investment and contribution income. It’s now more imperative than ever that our membership numbers increase in 2009 to maintain a fiscally viable JACL.

In recognizing how crucial membership will be to our organization in the coming biennium, NCWNP will be making membership development and retention its top priority for 2009. In early January, our district board will conduct its annual retreat and will be focusing on our district’s strategy to reverse our organization’s declining membership numbers.

I am confident that the leadership of Emily Tenny, our district membership chair and reigning JACLer of the Biennial Award recipient; Ryan Chin, our newly appointed national vice president of membership; and Tim Koida, our national membership coordinator, will help our district in attaining membership goals in 2009.

In conjunction with our district membership program, I would like to acknowledge the activities of our district’s co-youth representatives Megumi Kaminaga and Jenn Suzuki, who were both busy in 2008 organizing and starting up a new young professionals group called “Nakayoshi” or “circle of friendship.” Nakayoshi brings young professionals together to participate in community activities, address social issues and network with each other. This new group serves as a vehicle to introduce young professionals to JACL.

Last June, Nakayoshi began holding planning meetings, hosting social events, and conducting volunteer work. Nakayoshi’s main objective is to create a new image of the JACL for a generation of Japanese Americans who know little about JACL and to provide today’s young professionals, who are in their 20s and early 30s, with opportunities to participate in the JACL and the JA/Asian Pacific American communities.

Since its inception in 2008, Nakayoshi has held eight social events including culinary explorations, mixers, retreats, sporting events and professional development events. In addition, Nakayoshi has done volunteer work at seven community events. They also have their own blog (www.nakayoshi-jacl.blogspot.com) and Facebook group as well as a monthly e-newsletter to reach out to their current and potential members.

With membership being our organization’s top priority, the recruitment of young adults is crucial to the sustainability of JACL, and Nakayoshi is one of our district’s membership strategies.

On a personal note, our JACL family recently lost one of its most valued leaders — specifically in the area of membership — with the passing of Edwin Endow. I had known Edwin ever since I attended my very first JACL meeting shortly after entering the work force in Stockton, Calif. many years ago.

Edwin was very passionate about the JACL and committed to building membership as our national vice president of membership and NCWNP membership chair during my first go-around as district governor in the 1990s. I will miss the many discussions that we had in regards to the JACL and membership issues or ideas on our way to or from a JACL meeting or event.

Edwin’s shoes will be hard to fill, and he will be greatly missed by us all.

Alan Nishi is the NCWNP district governor.

What does war solve?

“A Passage Through SEVEN LIVES is a stunning and perceptive memoir/history of Japanese culture and imperialism before and after the World War II.”

“Kyo Takahashi weaves a majestic tapestry, using the history of Japan and bloody battlefields as the warp, and lives of people who were involved in the war, as the weft. Every fact was blended in carefully with artistic illustrations, creating a shocking and enlightening panorama.

“This book is a valuable addition for those not familiar with Quaker Friends’ supportive actions for Japanese Americans who were sent to the internment camps.” — From Reviews

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KOIDE
(Continued from page 5)

The mission of the JACL and the desires of our youth are congruent. We simply need to find a way to facilitate a marriage between the two. A good place to start is on the chapter level as the Eden Township chapter has done. Create a youth group. Give them some autonomy. Help them plan service. Channel them into the national programs of the organization, and help provide a venue for them to learn and to have fun. The membership will come as a result. But more than that, the JACL will be able to fill a role and a need in the community it belongs to. Everything is easier said than done, but that never stops people from trying. If we feel that we need the youth, let us not also forget that the youth need us. Let’s make ourselves available to them. Let’s give the youth a youthful yet substantive place in our chapters by providing opportunities for them to serve.

Tim Koide is the national JACL membership coordinator.

YONEMOTO
(Continued from page 14)

will work from the PSW office on JACL’s advocacy and public policy awareness/programming, and education during her 10-month fellowship.

Most of all, we are thankful to have Craig Ishii, the PSW regional director in the office. Through his leadership, PSW is an exciting place to volunteer. Craig has suggested some new ideas for 2009. The PSW board will have a retreat this month to prepare for the year.

In the past three years I learned that being governor was one of the best volunteer positions in the entire organization. It allowed me to serve on the national and district levels simultaneously. I’ve met many people that have changed me for the better. I have had a hard-working board and wish to thank them for all of their help.

Alayne Yonemoto is the current PSW district governor.

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KANO NISHIJIMA
A lifelong resident of Sacramento, Kanji passed away peacefully at home. Beloved husband of the late Shizuye, he is survived by daughters, Sally Nishiyama Schurr; her sons, James J. Finucane of Hilo, HI; Susan Finucane of Columbia, MD; five daughters-in-law; more than 20 grandchildren; and great-grandsons. In her later years, she helped raise her grandchildren while she was needed. His generous and gentle spirit reached across the nation and in her community. For those who wish to contribute, visit www.sacjcc.org.

KANJI NISHIJIMA
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YAMAMOTO
(Continued from page 2)

be a P.C. blog, comment sections, and more video-streaming and podcasts. In addition, P.C. subscribers will be offered the option of getting their entire P.C. online.

Personally, I fall into the category of the more traditional P.C. reader. Although I use a computer every day, I still prefer to get my news by reading a printed newspaper. I like to tuck my P.C. into my briefcase or purse and read it when and where I want. Isn't it great that we have a choice! In the past year, I've had the privilege of getting to know the incredible people who produce the P.C. Do you know that just three and a half staff members do all the work of putting out the newspaper twice a month and the P.C. Web site?

The talented and hardworking team is headed by Executive Editor Caroline Aoyagi-Stom and includes Lynda Lin, assistant editor, Brian Tanaka, office/production manager, and Eva Tan-Ling, part-time circulation assistant. Most recently, thanks entirely to our readers' donations to the 2008 P.C. Spring Campaign, the paper has begun looking for a part-time Web reporter.

This column is appearing in the New Year's edition of the P.C., and by tradition I should be writing about the P.C.'s achievements during the past year. The best report I can offer is the newspaper you are holding in your hands. The fact that twice a month, you receive a news-filled P.C. speaks for itself.

For me, it's one of the most valuable benefits of my JACL membership. As the P.C. begins its 2009 Spring Campaign, I hope you'll join me in sending in a contribution. Your support can make a difference.

Margie Yamamoto is the current chair of the Pacific Citizen editorial board. She is a member of the JACL New England chapter.

AOYAGI-STOM
(Continued from page 2)

subscribers and the Spring Campaign. For a total of $206,375, JACL members receive a semi-monthly newspaper, the 120-page Holiday Issue, and a new database content management driven Web site.

The P.C. Web site has been entirely funded by the generous donations of our Spring Campaign donors. Through their generosity, we've been able to redesign the site, build a database and buy software. We also plan to hire a part-time Web reporter.

Online vs. Print

The Newspaper Next Report from the American Press Institute advocates for looking at multiple demographics instead of eliminating one product to go to another. In the Pacific Citizen's case, the largely older demographics indicate a loyal print readership while the online version of the newspaper targets younger, more tech-savvy readers and non-readers who have never heard of the Pacific Citizen or JACL.

Having both a print and online version of the Pacific Citizen will also help to continue two revenue streams for the newspaper. As industry reports have indicated, it will still be several years before online advertising reaches the revenue generated by print advertising.

As we celebrate the P.C.'s 80th anniversary we reflect on the impact this newspaper has had on the Japanese American and larger AA communities. From its important role during WWII as one of the few JA newspapers able to publish, to disseminating information during the historic Redress Campaign to continuing to tell our community's stories, the P.C. has a legacy we can all be proud of.

So check out the new P.C. Web site in early February and be sure to give us your feedback. After all, this newspaper was founded for and is about you.

Caroline Aoyagi-Stom is the executive editor of the Pacific Citizen.

Season's Greetings

Happy New Year! Washing you the best in 2009

Shoji & Grace
Sakurai

HIDE OSHIMA AND FAMILY

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CAROL GANSAK O'DOWD
PETE INOCHI-KIM
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SHEIKONO YUGA
MINISTERS ASSISTANTS

JAN. 16-FEB. 5, 2009

Pacific Citizen's
120-page Holiday Issue,
(Continued from page 2)
As part of Japan's most respected banking group, we have specialized bankers with international business and wealth management expertise ready to help you plan your future. Find out more by visiting one of our local branches:

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<td>408-245-8445</td>
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<tr>
<td>L.A. Main</td>
<td>213-236-7700</td>
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<tr>
<td>Fresno Downtown</td>
<td>559-233-0991</td>
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<td>650-342-9411</td>
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<tr>
<td>Westgate</td>
<td>408-374-2400</td>
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We believe in the power of this simple word. Together, we'll set our sights, pursue our hopes, our goals for the New Year. Here's to all our New Year wishes coming true.

‘Together’ is encouraging. ‘Together’ is exciting. ‘Together’ is fun.

Invest in you