“This has happened again,” said Bob Matsumoto about anti-Asian hate.

PHOTO: COURTESY OF AMIKO MATSUMOTO

"A FRESH TAKE"

Art director Bob Matsumoto on the need for creative thinking.

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Harada House Receives $7 Million.

"PAGE 5"

NY/SC Panel Explores the Roots of Healing.
JACL WELCOMES NEW DANIEL K. INOUEY FELLOW ALEX SHINKAWA

By JACL National

JACL is excited to welcome Alex Shinkawa as the new Daniel K. Inouye Fellow. Shinkawa, a resident of California, will be based in the organization’s Washington, D.C., office.

“I am extremely excited to be the new Daniel K. Inouye policy fellow with JACL! I hope that through this fellowship, I will be able to advocate on behalf of the community that has helped to raise me and fight for issues that are important to Japanese Americans as well as other intersected minority groups,” he said. “This fellowship represents an opportunity for me to meet with other accomplished and passionate Asian American advocates and hear their stories and learn from their careers.”

Shinkawa is a recent graduate from the University of California, Santa Barbara, with a double major with honors in Asian American Studies and political science. He was born in Sunnyvale, Calif., and his interests focus on immigration policies and community building.

On campus, he was a member of the Political Science Honors Society, and he worked to spread awareness about the Japanese American community as the culture chair for the university’s Nikkei Student Union. He is also a past member of the Campus United party and worked as a campaign manager for his classmate. During his senior year, Shinkawa wrote a research thesis on the effects of hate crimes on Asian American civic organizations in the California Bay Area during Covid-19.

Shinkawa has a passion for community development and has worked as an intern for the Japantown Community Congress of San Jose to fight gentrification and promote community safety. In addition, he has volunteered at the Asian Law Alliance and helped at-risk members of the community with filing N-400 citizen applications and DACA forms.

On a more national level, Shinkawa is a former development intern for OCA Asian Pacific American Advocates and worked to help with the organization’s 2020 online summit. Shinkawa hopes that this fellowship will give him the opportunity to meet with legislators and activists within the Asian American community in order to hear their stories. He also hopes that he can participate in nonprofit work centered on immigration reform and see new ways to change policy in order to help people.

Welcome, Alex, to JACL!”

P.C. REVEALS DUCKWORTH BOOK DRAWING WINNER

C ontained in the article “Memoir Illuminates Duckworth’s Tragedies, Triumphs” (Pacific Citizen, May 21-27, 2021, Issue) was a note that the Pacific Citizen would hold a drawing to give away one copy of Sen. Tammy Duckworth’s book. The P.C. received letters from Dennis Nakamura of San Carlos, Calif., Miizi Loftus of Ashland, Ore., Alice Matsushita of Evanston, Ill., Michiko Kus of San Fernando, Calif., and Edwin Yamada of Lawai, Hawaii.

Each entrant was assigned a number, and one of the numbers was drawn randomly — and the winner was Matsushima. The book will be mailed via the U.S. Postal Service.

The P.C. thanks its far-flung readership for participating in this drawing.

Olympic Volunteers Strive to Tell Their Earthquake Stories

By Associated Press

RIFU, JAPAN — Atsushi Muramatsu’s handwritten makeiko are the size of a business card, written in several languages. “Welcome to Miyagi Stadium,” one reads. “The gymnastics next door was the largest morgue for tsunami victims.”

Over a decade after the massive earthquake and tsunami devastated northeastern Japan, the Tokyo Games were supposed to offer a chance to showcase how much has been rebuilt. They were even billed as the “Recovery and Reconstruction Games.” And the Olympic torch relay started from Fukushima prefecture, the heart of the nuclear disaster area.

But the coronavirus pandemic means few spectators are coming to any of the Olympic events, including soccer and baseball, being held here. That leaves some Olympic volunteers having to find their own ways to recount their experiences to those rare fans who pass through, as well as members of the media.

“I believe that residents in disaster-hit areas want to express gratitude for support from overseas, and I also want to keep delivering a message that we want to be remembered,” said Muramatsu, who is serving as a volunteer at the Miyagi Stadium media operation center.

”See STORIES on page 5”

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REDEFINING INFRASTRUCTURE FOR A CHANGING WORLD

By David Inouye, JACL Executive Director

I remember in grade school history classes learning about the New Deal and how many of our modern road systems were built as a result, particularly one road that we drove on regularly in Cincinnati to get from our suburban home to downtown. As Congress considers unprecedented amounts of investment in our nation’s infrastructure, we need to rethink how our investment today best addresses the possibilities and the challenges that we will face in the future.

Roads and bridges are what people think of first when talking infrastructure because that is what fueled much of our growth for the past century. We created a car culture from investments we have made in the vast network of roads and bridges. Although we are likely to not lose dependence on cars, the types of cars will be changing. As we move to electric vehicles (EV), the infrastructure to support them must be developed. Right now, EVs remain limited largely to those who own a home with a garage or driveway where the car can be charged overnight.

Practical EV ownership excludes those who rent or park on the street in urban areas. Until charging stations become available for people to charge easily at home or their workplace, EV ownership will remain limited. In between large urban areas, fast-charging stations will be needed to enable long-distance travels. Perhaps even more than rest stops have been a part of highway driving, EV charging stations will establish new points of interest along the highways.

At current charging speeds, a charging stop can typically take over 30 minutes, more than the typical restroom stop, and to get closer to a 100 percent charge, likely up to an hour, enough time for a full meal, when perhaps a five-minute gas fill up would have resulted in a coffee purchase; now, a family might be spending much more time and money at a stop.

This past year of Covid isolation forced many of us to adjust our lifestyles, actually reducing our dependence on our cars to get to work or school, and instead working and learning from home. For my family, it meant upgrading our internet service when our basic-level upload speeds became unable to handle four simultaneous Zoom sessions. While we are all hungry to return to in-person interaction at work, school and socializing, virtual meetings are now entrenched in ways that divided and decimated poorer or minority neighborhoods.

As we make further investments — whether to expand EV adoption, expand broadband access or expand public transit — we must also be in consideration of who will benefit from those expansions. Congress is about to make a huge investment in our future. That investment must be targeted so no child, family or worker is left behind.

David Inouye is executive director of the JACL. He is based in the organization’s Washington, D.C., office.

A common-ly mispronounced Japanese word is udon, pronounced “oo-dohn.”

PHOTO: GIL ASAKAWA

A PRONUNCIATION GUIDE FOR JAPANESE WORDS INCLUDING PANKO, UDON, SAKE, ANIME AND KARAOKE

By Gil Asakawa

I originally wrote this article as a blog post in 2009, and it’s been the most popular post on my site ever since. I’ve updated it because of the 2020 Tokyo Olympics, now being held a year late because of the Covid pandemic.

I assume the broadcastgers got coached on pronouncing Japanese words, but many have been mangled, or are sometimes spoken correctly, sometimes not — often by the same anchor or reporter, within the same report. “Tokyo” is probably the word that gets the most varied treatment.

Here are some words that I often hear mispronounced and how they should be spoken (note to my Japanese-speaking friends: I know I say some of these words with an Americanized accent . . . what can I say, I’m Japanese American!):

• Anime — Japanese animation is not pronounced “A-ni-may” like “animal” — it’s “ah-ni-meh.” The differences might sound subtle or trivial, but if you say it the “American” way in Japan, people might not understand you.

• Bonsai — The art of crafting sculpture out of trees is mispronounced a lot as “banzai,” but that’s a Japanese cheer. The correct way to say it is “bohn-sigh.”

• Daikon — The pungent Japanese radish, which seems to be more and more available in American supermarkets’ produce sections, is often pronounced “DYE-comm.” Try saying “dai-kohn,” where the subtle difference in the first syllable is a softer “eye” sound, and the second syllable rhymes with “loan,” but cut off short.

• Gyozu — The Japanese word for the Chinese “potsticker” dumpling is sometimes spoken as “ghee-YO-za,” instead of “gyo-zuh.” Westerners seem to have an innate need to add extra syllables. They also do it to Tokyo, which should be just two syllables, “Toh-Kyo” but is often stretched into “Toe-kee-yo.”

• Hiroshma — The city in southern Japan that suffered the first atomic bomb explosion, leading to the end of World War II, is today pronounced by Americans as “Huh-ROE-shih-muh,” but it’s actually “Heh-roo-shih-mah,” with shorter syllables and no emphasis. The “R” should be a little trilled, not a Western “R” sound like “roe.”

• Kamikaze — The word was popularized after WWII because of the suicide missions by the desperate Japanese military toward the close of the war. Today, I hear it in names for drinks or silly sushi rolls, and it’s often pronounced “kaw-maw-KAW-zee” instead of “kayb-mee-kayb-zee.”

• Karaoke — This one gets me, but it’s already so established, it sounds forced if someone says it correctly. It’s like saying “bu-ree-toh” Spanish-style in a Taco Bell. Americans universally say “car-ry-oke,” but the Japanese pronunciation is “kara-oh-keh.” The “R” in the “kara” part is trilled almost like an L, so it should rhyme with “kah-lah.” Karaoke is a shortened combination of two words (Japanese love to do this with words), “karappo,” which means empty, and “okestora,” which is a trans-literation of orchestra. Literally, karaoke means “empty orchestra” — music with no band. Cool, huh?

• Karate — While we’re at it, I should add this popular Olympic sport, a Japanese martial art that was first introduced at the 1964 Olympics, the first time the games were held in Japan. Like karaoke, “kara” is short for “karappo,” or “empty.” “It” is simply, “hand.” So, karate is fighting with an empty hand.

• Kobe — The word wasn’t often pronounced in the States until the rise of the city’s namesake superpremium beef and the rise of Kobe Bryant, the Lakers’ basketball superstar. Now, everyone says it like the late NBA player, “KOE-bee” instead of the more subdued “Koh-beh.”

• Manga — With Japanese comics and animation becoming so popular in the West, I often hear both anime and manga mispronounced. The word for comics is “mahn-gah,” not “MAN-guh.”

• Napa — The long-leaved cabbage is pronounced “nah-pah,” not “NA-pah.” That’s the Northern California valley where they make wine, or the auto parts company. Sometimes, the differences sound subtle, like the differences between “hat” and “hot” for my mom.

• Panko — Japanese breadcrumbs, often used as a coating instead of flour batter for dishes such as fried shrimp or, in Wendy’s case, its now-long-gone fish sandwich. Instead of “PAN-koe,” try “pahn-koh.”

• Ramen — Yes, one of the most familiar of all Japanese words, is a combination of Chinese students’ diets everywhere, is often pronounced “raw-MEN” or “RAW-men” by non-Japanese. But the dish is actually a Japaneseized version of the word for the traditional Chinese noodle, lo mein, and should be pronounced with more of a rolled “R” sound and no strong emphasis on either syllable: “rah-ten.”
THE U.S. House of Representatives passed a bill to make Amache, a Japanese American incarceration camp in Colorado during World War II a National Historic Site by the count of 416-2 on July 29.

The Amache National Historic Site Act, a bipartisan effort to preserve the legacy of the incarceration camp, was first introduced in April by Rep. Joe Neguse (D-Colo.) and Rep. Ken Buck (R-Colo.). It now heads to the Senate.

In a statement, Neguse said he was “extremely” excited that the bill passed, describing its success as “an important step in terms of ultimately ensuring that this important story that is told by the Amache internment camp is preserved for future generations.

“I’ve always believed that the landscapes, the cultural places, the stories we choose to protect, really reflect our values as a country and in that vein the story of Amache is such an important one,” Neguse said.

Concorded Buck, who represents the area where Amache is located, in a statement: “Our nation is better today because of the lessons we have learned from our past. The Amache National Historic Site Act is important because it recognizes the horrible injustices committed against Japanese Americans and preserves the site for people throughout Colorado and the United States.”

Amache, or the Granada Relocation Center, was one of 10 prison camps where 120,000 people of Japanese descent were incarcerated following the signing of Executive Order 9066 by President Franklin D. Roosevelt following the bombing of Pearl Harbor.

At least 7,000 people were imprisoned in Amache, and more than 10,000 spent time there during the duration of World War II. Amache also had the most Japanese Americans to voluntarily enlist in the U.S. military.

The Amache bill is drawing upon strong bipartisan support.

In the statement released by Neguse’s office, “in urging members to vote for the bill, Representative Rep. Bruce Westerman of Arkansas, ranking member of the committee, described the ‘powerful’ testimony from Amache survivor Bob Fuchigami as part of his decision to support the bill.”

Westerman continued, “Sites like Amache help to remind us of the challenges our nation has faced and the mistakes we have made as we have endeavored to form a more perfect union. I urge my colleagues to support this bill so that, in Mr. Fuchigami’s own words, ‘We can help shine a light on this forgotten history.’

Tracy Coppola, Colorado program manager for the National Parks Conservation Assn., said in a statement: “As America’s storyteller, what the National Park Service chooses to preserve and the stories it chooses to tell reflects our values as a nation, and Amache challenges us all to act toward a better future where justice, equity, diversity and inclusion are America’s top priority. We urge Congress to keep the momentum going and look forward to swiftly getting this bill through the Senate and to President Biden’s desk.”

The Amache Act now heads to the Senate, where Neguse and Buck are hopeful the bill will also be passed swiftly.

A $7 million state budget allocation will help restore the National Historic Landmark.

RIVERSIDE, CALIF. — A $7 million state budget allocation will ensure the structural rehabilitation of the Harada House, which is key to opening the National Historic Landmark to the public and sharing like never before the story of how a Japanese American family in downtown Riverside successfully fought against discrimination.

City officials gathered on Aug. 2 with Assemblymember José Medina, who shepherded the allocation through the state budget process, to celebrate the funding success and look forward to additional progress.

“This funding is crucial to the successful completion of the complex process of structural rehabilitation for Harada House,” Mayor Patricia Lock Dawson said. “This nationally important historic house cannot be opened to the public until rehabilitation is completed, so we are grateful for the additional resources.”

A historic preservation architect will be selected this summer, and more than four years of work is expected to start next year, starting with the foundation and working upward through the structure using advanced technologies to preserve as much of the historic fabric of the house as possible.

The funding also ensures the completion of the Harada House Interpretive Center, which is next door to Harada House, located at 3356 Lemon St. in downtown Riverside.

“I am grateful that the Governor (Gavin Newsom) and Legislature recognized the importance of the Harada House to Riverside and the entire State,” Medina said. “The Harada House memorializes both the triumphs of, and the injustices against, Japanese Americans. The social justice message at the heart of this house remains crucially relevant today.”

Harada House, originally built in 1884, earned its National Historic Landmark status in 1990 because it had been the subject of a civil rights court case in 1916-18, the People of the State of California v. Jukichi Harada et al., in which the Superior Court of California upheld the 14th Amendment rights of the American-born children of Japanese immigrants Jukichi and Ken Harada against California’s Alien Land Law targeting Asians.

The Harada case was the first test in the United States of the constitutionality of these exclusionary property and immigration laws. Decades passed before alien land laws were repealed in California, but in 1918, the racially motivated criminal prosecution of Jukichi Harada ended in triumph for the Harada family.

“This is so meaningful — the money, the investment, the work being done by the Museum of Riverside to share the Haradas’ story so that people around the country can learn from our history,” City Councilmember Erin Edwards said. “The ripple effects will be enormous.”

Harada House, the subject of this court case, was deeded to the City of Riverside in 2003 by Harada family heirs so that it could become a site for education and dialog relating to civil rights. However, termites, water incursion and other factors caused the house to be deemed unsafe until a costly rehabilitation could take place.

“The state funding is transformative,” Museum of Riverside Director Robyn G. Peterson said. “It acknowledges the importance of proceeding with this project so that the Museum of Riverside may make Harada House and its relevant stories accessible to the public. Harada House remains as timely today as it was over a century ago, with its messages that go to the very heart of the ideal of ‘liberty and justice for all.’”

PHOTO: COURTESY OF THE MUSEUM OF RIVERSIDE

PHOTO: NANCY TAKAYAMA

PHOTOS: NANCY TAKAYAMA

PHOTOS: MARI ASKLIPIADIS

PHOTOS: ATHENA MARI ASKLIPIADIS

PHOTOS: COURTESY OF THE MUSEUM OF RIVERSIDE

PHOTOS: MICHIKO YOSHIMURA AND JUDY LEE
NY/SC PANEL EXPLORES THE ROOTS OF HEALING
Matsumoto mulls the modern muddled mess of mindfulness.

By P.C. Staff

Can something once confined to an ethnic culture that crosses over and finds mass acceptance lose its roots and original meaning?

When an idea or concept once associated with a particular community undergoes commodification by the greater community, should that automatically be viewed askance?

Is it “cultural appropriation” when a practice that was associated with a subculture is adopted by the masses?

Those questions and others could have been the larger and unasked subtext to the virtual panel titled “When Healing Is Home: The Japanese American Roots of Mindfulness and Community Care,” which took place on July 16 at the 2021 JACL National Convention and was hosted by the JACL’s National Youth/Student Council.

Mariko Rooks, NY/SC representative for the JACL’s Eastern District Council, served as the panel’s facilitator, introduced the panel’s main speaker and presenter, Devon Matsumoto.

Rooks emphasized that Matsumoto would discuss the Japanese and Japanese American roots of “practices that might seem trendy” and “really understanding . . . what that history is and how that affects our present and . . . how that relates to our identities here today.”

In her introduction, Rooks described Matsumoto as a San Francisco Bay-area denizen who resides on “unceded Ohlone land” and works in juvenile justice, having earned a master’s in social work from Seattle University and whose organizing work focuses on understanding the complexities of Asian American Buddhist identity.

“Of course, at JACL, we are nondenominational, and we understand that a lot of different religions play a really important part in our community’s identity, but Devon will be taking a little bit about some specific practices that originate from some specific parts of our community that hopefully can still be applicable to everyone,” Rooks added.

Matsumoto began with a land acknowledgment that he lives on Ohlone and Muckwennu nations’ land — and noted that it also was an acknowledgement that a land acknowledgement was “not enough” — but it was nevertheless a form of mindfulness, which was the part of the panel’s title.

In that spirit, Matsumoto then led a grounding exercise that included breathing, relaxation, visualization and listening. This, too, was a real-world example of a practice of mindfulness, a term that has gained mainstream popularity in recent years and therefore has definitions that have, despite its Buddhist roots, morphed to mean different things to different people, groups and even corporations that might offer mindfulness sessions after “80-hour work week” to squeeze even more productivity from workers.

“How does mindfulness and caring relate to community care? Or does mindfulness even relate to caring at all?” asked Matsumoto. “For me, I like to quote Mitsuye Sugino, who is a leading Buddhist teacher, anti-racist teacher as well, who really looks to see the roots of mindfulness within Asian communities and within Buddhist Asian communities.

“And so, what she talks about is that ‘mindfulness becomes not a strategy to alleviate suffering but an exercise in complacency, of turning away from ethical questions,’ and that ‘capitalism co-opts questions of racial justice and reformulates them as aesthetic cultural productions.’

Matsumoto added that in the Buddhist origins of mindfulness practice, the purpose was “to seek out the causes of suffering and to alleviate them.”

» See NY/SC on page 9

STORIES » continued from page 2

The stadium has a capacity of 49,000, but because of the pandemic, it’s one of the few venues that allow up to 10,000 spectators.

Another volunteer, Mieko Onuma, wants to return the favor to all those who supported the reconstruction by sharing her experience with Japanese visitors to Miyagi at a storytelling center set up near a shuttle bus station.

“When the disaster happened, I was working as a teacher at an elementary school. I felt a sense of duty to tell what happened that day, so I tell my stories here,” said Onuma. Toshihiro Umeki, 14, came to see the soccer game with his father, but also joined Okuma’s storytelling session.

“Back then, I was 5 years old, so I barely remember the disaster. So, it wasn’t like recalling back my memories but rather learning new things,” said Umeki. “There were so many shocking things I didn’t know.”

On March 11, 2011, the magnitude 9.0 quake sent a tsunami that triggered meltdowns at the Fukushima nuclear power plant. The disaster heavily damaged coastal areas of Miyagi prefecture and took more than 18,000 lives in all, with around 10,000 people killed in Miyagi prefecture. Muramatsu said he observed hundreds of dead bodies being cleaned after their recovery from the ocean, then carried to the gymnasium.

Being exposed to such scenes every day and hearing about the deaths of his friends, Muramatsu said he felt there was no line between life and death. What motivated him to stay alive was the daily conversations with foreign rescuer workers, who helped lift people’s spirits with a joke or a kind word.

“I want to pass on the message to the next generation that we have received so much support from overseas, and we shall never forget that support,” Muramatsu said.

PHOTO: FACEBOOK

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BOB MATSUMOTO WILL NEVER STOP ASKING, ‘WHAT’S THE BIG IDEA?’

The art director on carrying on the legacy of kindness, combating anti-Asian hate and the need for creative thinking.

By Lynda Lin Grigsby, Contributor

Bob Matsumoto is the patron saint of creativity. The advertising art director, whose name and work continues to echo in the minds of industry trendsetters long after his retirement, is famously averse to retreading old ideas. He is always looking for what he calls a “fresh take.”

A former student at the ArtCenter College of Design in Pasadena, Calif., where Matsumoto taught for eight years, said in his advertising concept class, she created cool visuals but was often sent back to the drawing board to find the “big idea.”

“Again and again,” said Marian (Monsen) Bell, 70. “I learned to board to find the “big idea.”

Vestiges of the same demand for out-of-the-box thinking revealed itself when Matsumoto, 83, called before our scheduled interview to ask for the idea behind this article. This is not uncommon in the journalism world when jittery subjects (or their gatekeepers) like to get a feel for the kinds of questions going to be asked and perhaps set up a few boundaries, but Matsumoto’s question was sincerely about the idea.

At the Pacific Citizen, articles often circle around variations on the same theme: the shared history and intergenerational impact of the World War II incarceration of Japanese Americans. It’s a part of Matsumoto’s own narrative as a 4-year-old incarcerated at Manzanar, but it’s a story he has already told to reporters for other media outlets, so once again, he asks, “What is the big idea?”

The idea might be that Matsumoto blazed a trail in advertising during a time when Asian American presence was scarce. A self-described Oakland-born scrapper should not have been able to garner so many career accolades and respect if it weren’t for the kindness of mentors and what Matsumoto says is just pure luck. Tracy Wong, an influential advertising art director of the WongDoody Agency, calls Matsumoto “a legend.”

Every person who ascends to a higher order than his/her birthright can cultivate connections with the higher ranks, but the truly exceptional ones authentically bond with superiors and inferiors — the latter, who like Bell, just want to be a part of his world. It’s a gift that if one is lucky enough to have, can light the way for other talent to achieve success, and Matsumoto has it.

Proof of his exceptionalism can be seen in photos — in a black-and-white one, a young Matsumoto grins joyfully next to Helmut Krone, a pioneer of modern advertising whose Volkswagen Beetle campaigns in the 1960s are timeless.

Krone’s stern demand for perfection made people who worked for him question if he ever relaxed. But in the photo, Krone has an arm casually slung around Matsumoto and the faintest upturn of a smile. It is a portrait of a legend and mentor.

In other photos over his many years in advertising, Matsumoto smiles just as exuberantly — this time as a mentor — next to former students, who have become successful art directors and creative entrepreneurs still chasing the next big idea.

Paying it forward

On the day of our first chat over Zoom, he can only afford an hour of time to talk about himself. Matsumoto has been up since 4 a.m. with visuals for his latest project dancing in his head. Some people think in words; Matsumoto thinks with visuals.

He likes to say every creative person needs to keep their minds well-oiled. He is wearing glasses and an impeccably crisp polo shirt like he is ready to flee to the golf course at any moment. While he talks, his email inbox incessantly pings with incoming messages, and his home phone line competes for attention.

Matsumoto is in demand. He is the first to admit his life would be radically different if it weren’t for the kindness of higher-ups who invested time and money in him. In Sacramento, Calif., young Matsumoto landed an apprenticeship in the art department at KCRA-TV, the city’s NBC affiliate where he met Bob Kelly, a legend in broadcasting.

For the lucky, meetings like these can be seen in photos — in a black-and-white one, a young Matsumoto grins joyfully next to Helmut Krone, a pioneer of modern advertising whose Volkswagen Beetle campaigns in the 1960s are timeless.

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The “original” Matsumoto ad was a collective of Japanese American business owners asking the community to recognize their humanity. PHOTO: COURTESY OF BOB MATSUMOTO

BOB MATSUMOTO (front row, left) was only 4 years old when his family was incarcerated at Manzanar.

PHOTOS: COURTESY OF BOB MATSUMOTO

Matsumoto is a mentor and a friend. He is pictured here in 1992 with student Julian Ryder’s son, Christian.

PHOTOS: COURTESY OF JULIAN RYDER

The Matsumoto family attended a 2019 Father’s Day event at Dodgers’ Stadium in 2019. (From left) Brayden Rorick, Bob Matsumoto, Maya Rorick, Amiko Matsumoto and Robin Rorick.

PHOTOS: COURTESY OF AMIKO MATSUMOTO

A Block 30 group photo at Manzanar that includes the Matsumoto family.

PHOTOS: COURTESY OF BOB MATSUMOTO

Julian Ryder’s son, Christian. Premiered in 1992 with student payers and creatives, his eyes are still chasing the next big idea. The Nisei farmer grew up with nine siblings working the strawberry fields in Elk Grove, Calif., before losing everything during WWII. It was an opportunity he could not afford his son. For Matsumoto, the gesture planted a seed of kindness he would spend the rest of his life paying forward.

George Matsumoto’s eyes. The Nisei farmer grew up with nine siblings working the strawberry fields in Elk Grove, Calif., before losing everything during WWII. It was an opportunity he could not offer his son. For Matsumoto, the gesture planted a seed of kindness he would spend the rest of his life paying forward.

The “original” Matsumoto ad was a collective of Japanese American business owners asking the community to recognize their humanity. PHOTO: COURTESY OF BOB MATSUMOTO

Julian Ryder's son, Christian. Premiered in 1992 with student
“What Bob Kelly did for me is ingrained in me,” he said.

While teaching advertising concepts at ArtCenter, Matsumoto learned that his student, Julian Ryder, wanted to become an art director, so on weekends, he worked one-on-one with Ryder to prepare his portfolio.

“I would show up at his house on Saturday mornings, and we’d sit at his kitchen table working on my ads while his wife, Linda, would be giving their new baby a bath in the kitchen sink,” said Ryder, 75, founder and chief creative officer of a creativity education and training firm.

The list of successful creative thinkers to flourish under Matsumoto’s mentorship reads like a who’s who of the advertising industry, including Bell, who credits Matsumoto with helping her land her first advertising agency job. He even took her portfolio from Los Angeles to New York’s Madison Avenue, where all the major advertising agencies were concentrated.

Matsumoto was the first Japanese American at DDB, perhaps the second Asian American, and one of just a handful working in the industry.

“You know, you creative people have all this talent. Don’t keep it here at the agency. Go out and make a difference,’” he said.

In his retirement, Matsumoto is doing his most important work. He’s leaving a legacy by channeling his creativity toward people, not products.

AN EXISTENTIAL CRY FOR ASIAN AMERICANS

There is an ad that hangs in Amiko Matsumoto’s house that has personal meaning to the family. After Japan bombed Pearl Harbor, George Matsumoto and other Japanese American business owners bought an ad in the Jan. 18, 1942, issue of the Sacramento Union to proclaim, “Yes, we are Americans.”

It is an existential cry of a petrified Japanese American community begging their country to recognize their humanity.

“The ad reminds me of their patriotism and dedication to our country, of what can be lost when we, as a country, are not vigilant to live up to the ideals upon which the nation was founded, and how important it is that we learn from history and remain committed to fighting for justice for all,” said Amiko Matsumoto, 50, a Washington, D.C., JACL member and Bob Matsumoto’s daughter.

Matsumoto thinks about the “Yes, we are Americans” ad often.

In 2018, it inspired him to design “Remembrance,” a poster with three simple elements — three lines of barbed wire in red, white and blue set to a black background to symbolize the darkest days of American history. Matsumoto has also licensed the design for merchandising on T-shirts, hats and mugs. The poster hangs in the offices of lawmakers and on walls of JACLers.

For Matsumoto, “Remembrance” is a symbol of loss and a reminder of his love of country with all its imperfections. In front of his Burbank, Calif., home, an American flag flaps in the wind. In his living room hangs a picture of an American flag made from baseballs and bats.

“You don’t know how to live unless you’re patriotic,” he said.

To reconcile his patriotism with the injustice his family suffered during WWII, Matsumoto has a mission: Do everything he can to make sure it never happens again.

In the time of anti-Asian hate, Matsumoto thought about the “Yes, we are Americans” ad again.
Young Professionals Caucus Hosts Debut Programming at JACL Convention

Participants share their thoughts and reflections after hosting inaugural convention conversations.

By Young Professionals Caucus

At this year’s virtual JACL National Convention, held July 15-18, the Young Professionals Caucus was honored to host its very first convention programming, including an open community space and a plenary workshop. In addition, the YPC’s closed discord server allowed its participants to socialize and provide mentorship to first-time convention attendees and to its kohai in the JACL’s National Youth/Student Council.

Titled “Transitioning Into the Workforce From an Anti-Oppressive Lens,” the discussion featured YPC members Rob Buscher, Laura Espinoza, Elizabeth Fugikawa, Jamie Morishima, Vinicius Taguchi and Matt Weisbly as they recalled their experiences as young professionals from within a variety of workforce industries, as well as shared how they have utilized anti-oppressive practices within all of their individual careers.

The YPC is an affinity group within the JACL that was first conceptualized as a successor to the National Youth/Student Council as a way to help young adult members above the age of 25 remain engaged in the JACL and create an intentional space for this distinct peer group to interact with one another.

Our debut couldn’t have gone better, in our minds. Thank you to all the attendees and JACL National staff (especially Bridget Keaveney) for making it such a success.

Following are reflections and thoughts from YPC members who attended this year’s convention.

Members of the Young Professionals Caucus met virtually to share an open community space and plenary workshop.

“We realized being able to see old friends and meet new friends in person, I still feel so connected to my fellow youth and YPC folks and energized to keep organizing and creating opportunities to work in advance of civil rights and social justice.” — Elizabeth Fugikawa, Mile High Chapter

“I’m proud that YPC was able to accomplish our workshop for convention this year. Most of our work has been done digitally since our inception, and being able to pull off a workshop in a time where everything has been moved to the digital sphere shows this kind of organizing can be done this way going forward.” — Dylan Mori, IDC representative to the YPC and president of the Mile High Chapter

“It was incredible seeing the YPC community come together in full force. Our cross-country online community space developed as a response to coping with the tragic murder of George Floyd during a time of isolation brought about by the Covid-19 pandemic. It was only fitting, then, that our first convention activities centered around sharing our social justice experiences with the NY/SC, reflecting on the JACL’s past, and working to pass the two resolutions in support of the Black Lives Matter movement and condemning anti-Asian hate.” — Karman Chao, New York Chapter

“I am happy I got to attend my first-ever JACL Convention with my fellow Young Professionals Caucus members this year.” — Karman Chao, New York Chapter

“I was so grateful to have this support network when the Atlanta spa massacre happened. Now, as we continue defining what the YPC will become, I am excited to see us finalize our logo, secure a seat on the National JACL Board and learn more about my colleagues as they’re interviewed for the Speaking Nikkei podcast.” — Vinicius Taguchi, MDC representative to the YPC and president of the Twin Cities Chapter

“It was a joy to be back in the larger JACL community after a difficult year — even if only virtually and for a couple of days. I’m eager to see where JACL heads as an organization with the passage of R1 — after a long and close vote — and R2, especially after a year of ongoing anti-Asian racism and never-ending Black Lives Matter protests.

“It was also a bittersweet convention for me as we remembered Ron Katsuyama, one of my mentors assigned to me during my first convention when I was a Philadelphia youth scholarship recipient. Ron showed me the ropes to convention as a fellow 2018 delegate, and I was happy to be back with a workshop with my fellow Young Professionals Caucus members this year.”

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the YPC community. I’m grateful for all the guidance, laughter and encouragement from fellow members during convention. The YPC has been a strong support system for me throughout this very stressful year. Not only have they helped me navigate the JACL organization as a new member, but they also have also provided a space to build community. I’m excited to continue to be in community with such thoughtful and empowering individuals.” — Jamie Morishima, SELANOCO Chapter

The YPC looks forward to seeing you at the 2022 JACL National Convention in Las Vegas. In the meantime, you can keep up with the group’s ongoing projects and meetings, including the Speaking Nikkei podcast, its monthly community spaces, the launch of the YPC website and programming based on the feedback the YPC received in its contact form.

For more information about the YPC, email ypc@jacl.org or visit Instagram @jaclype and Facebook @JACL Young Professionals Caucus.

NYSC » continued from page 5

Turning his eye to the Japanese American communities, “community care” was what led to the formation of Buddhist temples and Japanese American Christian churches, not to mention sports leagues and cultural schools that were reactions to racial and religious discrimination, and white supremacy on American shores.

These groups provided mutual aid in the form of food drives, blood drives and pooling of monies to help those within the Japanese American community, Matsumoto said, and today, these institutions can “still act as places of refuge” even 100 years later in the form of anti-Asian violence that has resurfaced under the Covid pandemic.

Although some practices from the Japanese American community have had cross-overs success, Matsumoto asked Rooks to read a slide that indicated how some healing practices that haven’t been accepted outside the community get labeled as “uncivilized,” “superstitious” or “unscientific” when they can’t be measured or monetized.

Using the chat function, audience members gave examples such as “mochitsuki,” “acupuncture,” “anything Zen,” “obon dance,” “obutsudan” and “chanting.” For Matsumoto, he looked at taiko “as a cultural tool” and “a form of resistance” with therapeutic applications for generations. “However, it was not until recently that the use of taiko has become more and more accepted as an alternative form of therapy because of the growing interest in it from white therapists and white clients seeking its benefits. So, like mindfulness practice, this often leads us to the separating of taiko from the Japanese American experience and the erasure of Japanese American activists, like Rev. Mas Kodani, who are credited with beginning the taiko movement here in the United States,” Matsumoto said.

Matsumoto wrapped up his presentation by throwing to Rooks, who read a passage by Aaron Lee (“Angry Asian Buddhist” blog), who died in 2017 and was quoted by Chenxing Han in her book “Be the Refuge: Raising the Voices of Asian American Buddhists”.

“I thought about what 120,000 Japanese Americans went through, and I said, ‘This has happened again.’”

The idea came quickly.

He created a design with Lady Liberty, the strength and the voice of America with the tagline, “Anti-Asian Hate is not what I stand for.”

In the design, Lady Liberty is staring directly at you, calling on you to put an end to the violence and the fear. To have the Statue of Liberty represent the phrase, how much higher can you go?

Matsumoto’s design has appeared on billboards and buses in New York, Los Angeles and Sacramento. People have hoisted poster versions of the design at “Stop Asian Hate” protests.

Matsumoto’s campaign has also reached millions of Americans through billboard advertising and social media, according to Paul McClure, principal and director of advertising of RSE, who helped facilitate the campaign.

“Bob’s reputation and great work has earned him millions of dollars in donated advertising space to promote this message,” said McClure.

The spike in anti-Asian violence has spurred discussion in the Asian American community about the need for more education and representation. According to a 2020 Morning Consult survey, 62 percent of Asian Americans feel underrepresented in ads.

There’s a long way to go, and for Matsumoto, the fight is personal. “It’s not about advertising,” he said. “In my case, it’s about leaving something that I think will help make a definite positive change.”

IDEA » continued from page 7

“Remembrance,” a simple design of three elements, is a symbol of the loss of freedom and dignity of the Japanese American community. Photo: Courtesy of Bob Matsumoto

Community Care
Buddhist Temples
Sports Leagues
Cultural Schools

“There is a temptation to strive to change what’s outside, rather than focus on ourselves and our own communities. While we still need to articulate our principles, relay our stories, protest injustice and cast our votes, we are most compelling when we are the very refugees we wish to see in this world.”

September - SCHOLARSHIP Issue
Unable to celebrate graduation in person?
Preschool-Elementary-Middle-School-High School-College-Masters-Doctorate
Celebrate your 2021 grads with a special message!
Prices start at $30 per 2”x1”

November - VETERANS Special
Celebrate or acknowledge the Armed Forces or the Veterans in your life by placing their name and photo in our newspaper and forever saved in our archives!
Prices start at $30 per 2”x1”

December - Holiday Special Issue
Great fundraiser activity!! JACL Chapters get ready!!

Chapters and Districts: remember to use your discounts!

Contact Susan at (213) 620-1767 ext.103
Email: BusMgr@PacificCitizen.org or PC@pacificcitizen.org
**NCWNP**

**Celebration: Poets Honor Janice Mirikaiti**
San Francisco, CA  
Aug 14; 2-3:30 p.m.  Virtual Event  
Price: Free

Poets celebrate the life and legacy of Janice Mirikaiti, a Japanese American poet and activist who, among many contributions to the community, served as San Francisco’s poet laureate from 2000-02. Mirikaiti passed in July. Poet Laureates that will be featured include Tongo Eisen-Martin, Kim Shuck, Avelino Murguia, Jack Hirschman and devovor majas, as well as poets from the Bay Area including Aileen Cassinetto, Susan Kazawa, Lauren Ito, Kiri Sugioka and Nelly Wong.

Info: Visit sfpoetry.org.

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**PSW**

Ventura County JACL Japanese Treasures Upscale Resale  
Newbury Park, CA  
Sept. 18; 1-4 p.m.  
Price: Free

Look through your cupboards, garage, closets and more for Japanese treasures you’d like to donate to this fundraiser. Bring them to the event on Sept. 18 at 9 a.m. There while, you’ll get the opportunity to check out other treasures as well! At the end of the event, remaining unsold items will be donated to a charity to be determined. Volunteers are also needed. As this is an indoor event, please be prepared to wear a mask or face covering.

Info: Please contact Maria Miyasaka to sign up to help or for questions at (805) 699-2177 or email emilialol.com.

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**Mochi Magic — Matcha Madness: Virtual Cooking Class With Chef Kaori Becker**  
San Francisco, CA  
Aug. 14; 1-3 p.m.  PDT  
Virtual Zoom Class  
Price: $15  
Member Discount: $20  
General Public

This new quarterly cooking class will feature Mochi magic instructor and author of the cookbook “Mochi Magic” Kaori Becker. She will teach participants how to make three receipts from her book featuring classic Japanese matcha tea flavor. Workshop Zoom login information, recipes, ingredients/supplies lists will be provided upon registration. The workshop menu includes mochi donuts with matcha glaze, matchi mochi cucupcake and matcha mochi pancake.


**Midori Kai 25th Anniversary Arts & Crafts E-Boutique**  
San Francisco, CA  
Sept. 5-18  
Virtual Event  
Price: Free

Midori Kai, a nonprofit professional women’s organization, will offer its online boutique for 14 days featuring unique Asian arts and crafts, jewelry, clothing, vintage kimonos, pottery and food items from throughout the Western U.S. and Hawaii. There also will be a virtual silent auction. In honor of the event’s anniversary, congratulatory videos from throughout the community will be shown from the community.

Info: Visit www.midorikai.com for more information.

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**CCDC**

36th Annual Toru Nagashi Celebration  
Fresno, CA  
Aug. 7-8:30 p.m.  
Shizen Friendship Garden  
114 E. Audubon Dr.  
Limited seating for 25 guests will be available in the Shizen Garden to celebrate this annual festival featuring the lighting of paper lanterns that will be placed in the Japanese garden’s beautiful water features. Also available to view is the Clark Bonsai Garden.

Info: Visit www.shizenjapangardens.org/news—events for more information about this upcoming event.

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**PNW**

*Camp Harmony* Sculpture  
Puyallup, WA  
Aug. 22; 2-4 p.m.  
Pioneer Park  
324 S. Meridian  
Price: Free

Join the City of Puyallup as it dedicates the “Camp Harmony” sculpture by John Zylstra of Pioneer Park. The artwork represents the wartime incarceration of the Japanese and Japanese American youth who were forcibly removed from the West Coast. Visitors are invited to experience the sculpture in person.


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**ICD**

Tri-State/Denver Buddhist Temple  
2021 Obon Odori  
Denver, CO  
Aug. 21-22  
Pacific Mercantile Bank  
On Lawrence, Between 19th and 20th Street in Downtown Denver  
Price: Free

Don’t miss this year’s Obon Oderi festival that will be held in person! Obon/Obon service will begin at 3 p.m. in the Tri-State/Denver Buddhist Temple Hondo. Food will be available to purchase between Hatesubashi and the Ozu Center and during the Ozu Center. More information will be announced.

Info: Visit www.tsdbt.org for more information.

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**EDC**

Glenn Kaino: *In the Light of a Shadow*  
Thru Sept. 4  
Museum of Fine Arts  
465 Huntington Ave.  
Boston, MA  
Price: Free

Don’t miss this rare behind-the-scenes look at the conservation of seven Buddhist sculptures. Visitors are invited to watch as conservators study and treat the sculptures in a public conservation studio. The wooden figures, images of worship depicting Buddhas, Guardian Kings and a Wisdom King, are decorated with polychromy or gilding and date from the 9th-12th centuries. The conservation project occupies an entire gallery in the museum allowing visitors to observe the techniques employed to carefully clean the sculptures.

Asai, Masomi, 97, Chicago, IL, Feb. 24; she was predeceased by her husband, George; son, John; and brothers, Tom Sakaguchi and Edwin Sakaguchi; she is survived by her children, Cheryl (Bob) Kato, David (Peggy) Asai and George (LeeAnn) Asai; daughter-in-law, Theresa Asai; gc: 10; ggc: 3.

Endow, Frank, 98, Los Angeles, CA, Feb. 26; he was predeceased by his wife, Miyoshi; he is survived by his daughters, Sharon (Donald) Muneno and Evelyn Endow; sister-in-law, Kazuko Endow; she is also survived by many nieces, nephews and other relatives; gc: 1.

Kawai, Herbert Akira, 89, Carson, CA, March 15; he was predeceased by his wife, Ruth; he is survived by his children, Linda (Donn) Okumura, Brian (Cristina) Kawai, Sharon (Jeff) Nagasaki and Todd (Pam) Kawai; gc: 13; ggc: 3.

Matsushita, Yurika, 89, Culver City, CA, Feb. 26; she is survived by her children, Brian, Ron and Joni (Mostert); siblings, Sumi Yonemoto, Masaru Nagasawa and Sachiko Miruma; gc: 2; ggc: 1.

Tosh ‘Peanuts’ Takata

April 9, 1927-July 24, 2021


Okada, Tomiaki ‘Tom,’ 80, Torrance, CA, March 9; during WWII, his family and he were incarcerated at the Poston WRA Center in AZ; he is survived by his wife, Nobuko; children, Yosh (Jackie) Okada and Midori (Stefan) Lammel; siblings, Judy Corbett, Patsy Okada, Herbert Okada and George Okada (Miyoko Okubo); aunt, Sadako Matsumoto; brothers-in-law, Kay (Lila) Nishi and Hiro (Debbie) Nishi; sister-in-law, Sumiko Kato (Arnold) Grant; gc: 4.

Sugai, Akiie Nomura, 89, Pearl City, Hi, June 14; survived by son, Earl (Kari) Sugai; gc: 2.

Tanaka, Kay, 74, Santa Fe, NM, April 28; she was predeceased by her husband, Nobuyuki Tanaka; she is survived by friends Andy and Jaclyn Vigil; Theresa Sandoval and Dorinda McAuland.

Tokeshi, Fred, 88, Torrance, CA, March 20; Korean War veteran; longtime manager of Holiday Bowl; he was predeceased by his wife, Carolyn Keiko Tokeshi; he is survived by his children, Steve (Lynn) Tokeshi and Lisa (Ken) Ito; gc: 3.

Urata, Jane Kazuko, 87, Hacienda Heights, CA, March 20; she is survived by her sisters, Anna Urata and Raymond (Joy) Urata; nephews and a niece; she is also survived by grandnieces and grandnephews.

Wada, Frank Mitoshi, 99, Spring Valley, CA, June 14; during WWII, he was incarcerated at the Poston WRA Center (Camp III) in AZ; Army veteran (442nd RCT, Co. E); awarded the Bronze Star, Purple Heart, Combat Medal with 4 Oak Leaf clusters, Combat Infantryman Badge, Congressional Gold Medal (2011) and National Order of the Legion of Honor (France, 2015); he was predeceased by his wife, Jean (Ito); children, Frank Wada Jr. and Laureen Yasuda; and brothers, Ted and Jack; he is survived by his children, Dorothy Saito, Janet Kobayashi (Mike) and Greg (Roberta); daughter-in-law, Jane Wada; brothers, Henry and Robert; gc: 9; ggc: 10.

Watanabe, Satsue ‘Stella,’ 97, Hi, Hi, April 27; she is survived by her children, Wilton Watanabe, Earlon Watanabe and Lorene Higa; sister, Aiko Fujimoto; sister-in-law, Makiko Ohashi; gc: 4; ggc: 2.

Wong, Henry, 68, Los Angeles, CA, Jan. 13; he is survived by his siblings, Mary W. Okamura (Ronald), Marilyn Wong and Samuel Wong (Suzi); he is also survived by many nieces, nephews and other relatives; gc: 1.
AARP SOUNDS ALARM ON COVID VACCINATION RATES FOR NURSING HOME STAFF

One in five nursing homes meets industry benchmark for staff vaccinations.

By Ron Mori

The latest release of AARP’s Nursing Home Covid-19 Dashboard incorporates new data on vaccination rates among staff and residents, as well as finds that just one in five facilities meets the threshold of having at least 75 percent of its staff fully vaccinated.

Nationally, slightly more than half of health care workers in nursing homes were fully vaccinated (56.7 percent), and about 78 percent of residents were fully vaccinated as of the week ending June 20. Vaccination rates vary widely from state to state, ranging from less than half of staff (41 percent) in Louisiana to a high of 84 percent in Hawaii.

AARP’s analysis found that more nursing homes reported an urgent need for PPE in the last month, increasing from 3.6 percent-5 percent of facilities, and 24 percent of facilities reported a staffing shortage—a problem that has persisted throughout the pandemic.

“More than 184,000 residents and staff of nursing homes and other long-term care facilities have died from Covid-19,” said Nancy A. LeaMond, AARP executive vp and chief advocacy and engagement officer. “This national tragedy cannot be repeated. With cases once again rising across the country and considering the highly contagious Delta variant, every effort must be made to protect vulnerable nursing home residents. AARP encourages residents and staff in long-term care facilities to get a free Covid vaccine to protect yourself, your family and your community.”

AARP sent a letter to the Centers for Medicare and Medicaid Services recently, urging the agency not to become complacent regarding the Covid-19 pandemic, “especially for vulnerable populations like LTC (long-term care) facility residents,” and strongly recommending “that the federal government commit to working with states, long-term care facilities and other entities, as needed, to ensure that those facilities can access and administer vaccines on a continuing basis for the foreseeable future.”

The letter applauds CMS for publishing data on nursing home vaccinations and calls on the agency to offer that data in a more user-friendly format.

AARP has repeatedly urged transparency and public reporting about the impact of Covid on residents and staff in nursing facilities. AARP continues to fight for you and your loved ones, and reports like our Nursing Home Covid-19 Dashboard bring much-needed data to the conversation.

Data from May 24-June 20 reports vaccination data for the first time.

Key findings include:

- Nationally, about 78 percent of nursing home residents have been fully vaccinated. At the state level, the percentage ranges from a low of 63 percent in Arizona to a high of 95 percent in Vermont.
- Nationally, about 56 percent of health care staff in nursing homes have been fully vaccinated. At the state level, the percentage ranges from a low of 41 percent in Louisiana to a high of 84 percent in Hawaii.

There is a strong relationship between vaccination rates of staff and vaccination rates of residents. This means that in states where the vaccination rate of staff is low, there are also more unvaccinated residents who are vulnerable to a resurgence of the virus.

The full Nursing Home Covid-19 Dashboard is available at www.aarp.org/nursinghomedashboard. For more information on how Covid is impacting nursing homes and AARP’s advocacy on this issue, visit www.aarp.org/nursinghomes.

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