

**JLGC UPDATE**

## United States Conference of Mayors' Annual Meeting, 2005

by Seth B. Benjamin  
JLGC Senior Researcher



*Masthead: The Asagao, or Morning Glory, is one of the most popular summer flowers in Japan. It opens in the morning and closes in late afternoon. In the language of flowers, it signifies short-lived love.*

This year, the United States Conference of Mayors (USCM) held its annual conference in Chicago, the 'Windy City', from 11th June to 14th June. We were welcomed by some of the hottest days the city has experienced this year. As usual, many of the nation's mayors from cities with a population of over 30,000 attended. Chicago was an excellent host and provided those attending with many fine events to enjoy the city's heritage and culture, not least of which was the city's annual Blues Festival. It seemed as though half the country had descended on Chicago for the event.

As usual, the Conference covered many issues that America's larger cities face. Apart from plenary sessions that had a single theme, there were many workshops and topic specific committee meetings. This year guests from overseas included the mayor of Cheongju City in South Korea, who is also the vice president of the Korean Association of Mayors. From Japan, the mayor of Osaka City came. He was invited as a special guest of the mayor of Chicago, Osaka's sister city.

In the plenary sessions the big subjects were addressed. The secretary of the U.S. Housing and Urban Development Department spoke about the Community Development Block Grant (CDBG). That programme is one of the few where financial aid is given directly to local governments from the federal government. In another plenary session, the mayors of Seattle (WA), Trenton (NJ) and Sugar Land

(TX) gave a stimulating report on the state of infrastructure in the nation's cities. Then, the mayor of Chicago talked about another pressing issue that many of the older urban cities face. These cities often have lost people and jobs to their surrounding suburban cities and towns. Nevertheless, the 'core' city and its surrounding region need each other. One's prosperity is dependent on the other. So, regional co-operation is essential to ensure the health of all the communities. The mayor of Chicago and two mayors of suburban Chicago described how they co-ordinated their services. The mayor of Denver described a similar approach that has been taken in the large conurbation around Denver, consisting of almost two-thirds of the population of Colorado. Finally, the mayor of Toronto, Canada, described the worldwide effort to think regionally. One of the highlights of the Conference was the address given by the secretary of the Homeland Security Department. He paid tribute to the excellent work done by America's large cities in protecting their communities from attack. There is no question that the cities are in the forefront of providing security from terrorism.

Of course, the Conference was not all work. The city of Chicago provided several excellent social events for those attending the meeting. Everybody had a wonderful time at the Chicago Navy Pier, including a boat ride to watch a splendid display of fireworks. One night the participants went to Chicago's famous aquarium.



*United States Conference of Mayors (USCM) was held in Chicago in June 2005*

Chicago's new Millennium Park was the background for a delightful luncheon and in that evening everybody was entertained by the celebrated Chicago Blues festival. All in all the Conference was a successful opportunity to meet officials and discuss with them matters of relevance to cities all over the world.

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# JETAA CANADA NATIONAL CONFERENCE 2005



by Takao Aharen  
Assistant Director of JLGC

This year, the JET Alumni Association (JETAA) Canada National Conference took place in Montreal, Canada, from May 6 to May 8. Blessed with mild weather during the conference, every participant could share ideas to pursue their goals and make efforts to develop their chapters, as well as being able to enjoy the city itself. JETAA Canada has seven chapters: Ottawa, Toronto, Montreal, Winnipeg, Calgary, Vancouver, and Northern Alberta. This national conference is held annually in rotation among the chapters.

A total of 19 representatives from every chapter got together at the conference. In addition, delegates from Japan Local Government Center (JLGC), including Mr. Naofumi Hida, the Director, took part. The Consulate General of Japan at Montreal sent Mr. Nobutaka Shinomiya, the Consul General, and other delegates. The conference was organized and moderated by members of the Montreal chapter, acting as the conference host.

Before the opening of the conference, the Council General of Japan at Montreal held a cocktail reception on May 6, where people could get to know each other. This contributed to the frank opinion exchange and smooth running of the conference later on.



*Representatives exchanged ideas on various topics.*

On May 7, the opening session started with speeches from Mr. Shinomiya, followed

by Mr. Hida. Then the representatives from each chapter introduced themselves and presented a brief introduction of their chapters. A lot of topics were covered that day. The new Canada Country Representative began her official duties and updated voting procedures for the Country Representative were adopted. Each chapter shared reports of chapter activities, where some chapters stressed their efforts to involve Japanese people, the larger community, and older JETAA members to their events. The keynote speaker, Mr. Pao Quang Yeh, talked about fundraising and sponsorship. There was also a presentation on the JET Program Today by Ms. Diane Polis, JET Coordinator at the consulate. Finally, all representatives unanimously decided on Vancouver as next year's conference venue. That day ended with the reception hosted by JLGC.

On May 8, Mr. Matthew Gillam, of JLGC, and Ms. Dian Polis, each made a presentation on funding by their offices. The next session discussed how to involve more members and other people in chapter activities. Many ideas were suggested, such as diversifying events to attract members and providing at least two newsletters per year to publicize events effectively. The last session was devoted to agreeing on a national action plan. Every representative agreed on the importance of beefing up



*The national action plan was talked at the end of the conference.*

communication among chapters, and they decided to improve their current national webpage. With this, the conference was finally brought to a close.

The conference was successful, and all the chapter representatives exchanged opinions throughout the sessions, and outside of the sessions as well, which made their relationship much stronger. The Montreal chapter did a very good job of organizing and managing the conference.



*Some of the participants at the conference*

# 2005 JET Alumni Association US Conference



by Matthew Gillam  
JLGC Senior Researcher

The US chapters of the JET Alumni Association held their 4th annual conference at the Consulate General of Japan in San Francisco on Friday and Saturday, June 3rd and 4th. This year's conference focused mainly on strategies for fundraising and community outreach.

The conference began early Friday morning with brief welcoming remarks by Tim Morey, one of the conference co-chairs, and Cerell Rivera, the chapter president. Then Eileen Sugai, Program Director with the Japan Society in San Francisco, gave the first keynote speech. She spoke about several aspects of fundraising and community outreach, including the need to thoroughly research both your potential

and calendar, career forums, a Kimono Day event, and "JET Awareness Day: The Japan Experience"

In the afternoon, Professor Jennifer Amyx of the University of Pennsylvania, who is currently at Stanford University's Asia Pacific Research Center, spoke on "US – Japan Relations in the Context of a Rising China", giving a comprehensive overview of the current political, economic, and security situation in Northeast Asia as this relates to the United States. Professor Amyx was on the JET Program in 1991-92, and has gone on to build a successful career in academia.

There was a generous reception hosted by the consulate in the evening.

Saturday morning began with a final activity report by the two outgoing country representatives. Michael Barrett briefed everyone on an essay contest he's been coordinating for alumni in the US, and Jeff Huffman talked about the new US JETAA logo. Then, Millie Linville, from the Atlanta chapter, and Warren McAllen, from the Heartland chapter in Kansas City, were elected as country reps for the coming year.

The second keynote speaker for the conference was Mari Ellen Reynolds, Director of Development for the Community Foundation Silicon Valley, talking about "Effective Fundraising for Chapters of All Sizes". She emphasized the need to make people feel passionately interested in the cause for which you are seeking support, and gave advice on the merits and difficulties of obtaining tax exempt status, along with strategies for organizations that do not.

The morning finished up with chapter



*Workshop*

reports, with participants speaking on events and activities in their chapters that have proven successful – or not so successful. Activities have included informal social gatherings, talks by guest speakers, fundraising and PR activities, hikes, and food-related events, on top of the services provided for departing and returning JETs like pre-departure orientations and job fairs.

Finally, Jennifer Olayon and Tony McCormac talked about the New York chapter's efforts to achieve non-profit, tax exempt status. This is an extremely complex undertaking, and has been an ongoing topic of discussion for years among the larger chapters that are interested in doing various forms of volunteer and community service work along with supporting themselves through fundraising.

The last event of the conference, on Saturday afternoon, was "The Ultimate Challenge – Urban Edition", in which conference participants from the chapters and the Japanese government were split into several mixed teams and competed in a race around San Francisco, trying to decipher clues and complete a series of tasks that included karaoke singing, three-legged, four-armed monster making, and eating a variety of noxious, but non-fatal, foods. Prizes were awarded and stories swapped at the CLAIR reception that evening, bringing the conference to a close.



*Conference*

membership and your organization in order to clearly understand what people want and what you have to offer, as well as how to develop good relations with your membership, the community, and the press.

After the keynote address there were sessions on planning chapter events and on CLAIR funding for chapters. The chapter event planning session produced several ideas for publicizing the JET Program and JETAA, including cooking demonstrations at Williams Sonoma, a photography exhibit

# An Invitation to Osaka



## Outline of the city

Osaka City is in the central part of Japan and has a population of 2.6 million. The region around Osaka, which includes Kobe, Kyoto, and Nara, is called Kansai and is the country's second largest metropolitan area after Tokyo. With a population of 22 million and GRP of US\$ 727 billion, the Kansai region has an economy larger than that of Canada and smaller than that of Italy.

## Osaka's economy

Osaka focuses on three industrial fields for future economic growth: robot technology, health and preventive medicine, and IT-related, knowledge-intensive industries with high added value.

In Osaka, a strong manufacturing base provides fertile ground for the development of new products utilizing robotics. Osaka is home to digital and electric appliances giants such as Panasonic, Sanyo, and Sharp, as well as many research institutions and numerous smaller supporting industries. Various business support services and subsidies are also offered. A world-class robotics cluster is expected to emerge in the Osaka Station North District, now a cargo yard in the heart of the city. The site of this major project, next to the largest railway terminal in western Japan with daily movement of 2.5 million passengers, will incorporate a research center for the development of next-generation robots through collaboration among industry, academia, and government.

In a rapidly aging society, health and preventive medicine is also a field of great potential. The pharmaceutical industry has been strong in Osaka and the city is making great strides towards becoming an R&D center for health and preventive medicine.

IT forms the foundation of next-generation industries, including biotechnology and robotics. A large-scale



*Osaka Castle and OBP Osaka Business Park*

IT project with emphasis on infrastructure development is underway in the city's bay area.

We welcome you to take advantage of the business opportunities in Osaka, particularly in the growing and emerging industries. Please contact us to find out more.

<http://www.osaka-saisei.jp/eng/index.html>

## An Attractive Tourist Destination

For those interested in history or culture, there is plenty to see in Osaka, including Osaka Castle and Shitennoji Temple, the oldest major temple in Japan.

Economic prosperity in the 17<sup>th</sup> century supported the refinement and popularity of the performing arts, such as Bunraku, Kabuki, Noh, and Rakugo comic story telling, in Osaka. Bunraku, for example, was recognized by UNESCO as an intangible cultural heritage of humanity.

At one time, known as the "kitchen of the nation," Osaka was a hub of domestic and international distribution of foodstuff. The variety and quality of ingredients brought here from throughout Japan fostered a gastronomic culture that allows visitors today to enjoy a rich variety of international and local cuisine in countless

restaurants. Make sure to try sushi, udon noodles, tempura, and other popular dishes while in Osaka.

Osaka's location in the center of Kansai enables tourists to experience the numerous UNESCO World Heritage Sites in Kyoto and Nara, both of which are less than an hour away. We look forward to welcoming you, either for business or for pleasure!



*"Vision NEXTA" New Completely Autonomous Bipedal Walking Robot Winner of the Robo Cup 2005 OSAKA*

# The Local Government Employee Overseas Study Program



by Miyuki Chida (Kanegasaki Town in Iwate Prefecture)



*Dr. Brian Nickerson, Lorraine, Director Hida, and JLGC staff at my graduation ceremony.*



*My classmates, on the last day of my first semester.*

My name is Miyuki Chida. I am a local government employee for the Town of Kanegasaki in Iwate prefecture. In 2004, I was given the opportunity to participate in “The Local Government Employee Overseas Study Program” during which I stayed in the United States to study public administration at Pace University. The year I spent in the U.S gave me a lot of new experiences, and through these experiences, I learned many things, such as the concept of American federalism and how aggressive American people are to realize their goals. However, the most valuable thing I learned through the program was the importance to view things with an open mind.

Field trips to such places as the City of White Plains, the New Rochelle School Board and NPO’s afforded me the opportunity to study American federalism. I became very intrigued by the knowledge gained during these excursions, especially with the diverse roles that NPO’s play in American society. I feel that it is wonderful that many people can take part in social activities through NPOs. Furthermore, I admired the volunteerism exhibited by citizens involved with NPOs.

Secondly, through my friends and classmates, as well as field trips, I learned

about the aggressive American approach to realize one’s goals. For example, I made many good friends who were taking graduate classes after their work to get a new career. I also met many people who take an active part in changing their circumstances by being pro-active. I thought I would like to copy this model because I found myself unable to explain my thoughts and needs clearly.

Finally, I learned the importance of seeing things from a broad point of



*Linda, Ginger, Margie on the last day of my internship at Colonial Williamsburg.*

view. For instance, it was useful for me to learn the idea of American federalism. However, it was more beneficial for me to learn the differences between Japan and the U.S. in regards to why the U.S adopted

the federal governmental system, while Japan adopted a unitary one. I learned that these differences were based on history and what people believed would be the most valuable. I also learned the idea of “so many countries, so many customs”, whereby various factors lead to different results. I learned the importance not to be possessed by a narrow mind.

Now I am working to further develop the sister-city relations in my town. After my year abroad, I am a strong proponent of cultural exchange between overseas countries. Therefore, I would like to make good use of my experiences as it applies to my present position.

Whenever I remember my time in the U.S., I am always surprised by the number of people who gave me a helping hand. Without their help, I could not have had such a wonderful experience. I would like to express my deepest gratitude to the faculty of Pace University, the faculty of JLGC, Colonial Williamsburg, Grace Church Community Center, the New Rochelle School Board, the City of White Plains and all the people I met through this program.

Thank you very much.

# Shimane, Japan - a place of traditional culture and history



by Hidenori Umabayashi  
Assistant Director of JLGC

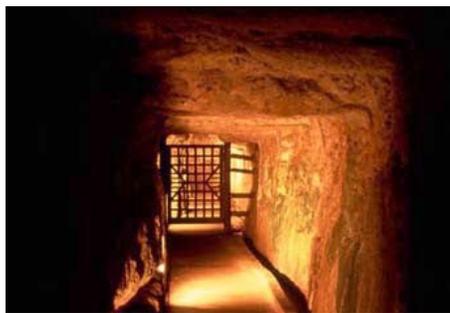
Shimane Prefecture is located in southwest Honshu (Japan's largest island), north of Hiroshima Prefecture, facing the Sea of Japan. Shimane is composed of three regions, Izumo (eastern part), Iwami (western part) and the Oki Islands. Every year, many visitors come to Shimane Prefecture to appreciate its natural beauty, in particular its beaches and hot springs. Shimane is famous for more than 50 hot springs sites. Shimane still retains its rich culture from ancient times. If you want to experience the origin of Japan, Shimane is the best place to visit.



Izumo Shrine

## HISTORY

- Ancient Times - As many of Japan's myths are set in Izumo, it is known as "the home of the Gods". The excavation in 1984 of 358 copper swords from the Kanba Kojindani Ruins and the excavation of 39 dotaku (bronze bell-shaped vessels) from the Kamo Iwakura Ruins have drawn national attention to the ancient history of Izumo.



Iwami Silver Mine

They say that these ruins corroborate the existence of an ancient empire.

- Early Medieval Times, "Iwami Silver Mine"- From its discovery in 1526, the Iwami Silver Mine operated for about 400 years, becoming one of the most prominent silver mines in Japan. During the 16th and 17th centuries, large quantities of silver

were mined. Silver was exported and it was said to have accounted for one third of world silver production. Iwami Silver Mine appears to have been known in Europe, designated on a Portuguese map bearing the words "Silver Mine Kingdom", Iwami. Presently, the silver mine at Iwami is being upgraded as a possible World Heritage site.

- Modern Times - In 1890, Lafcadio Hearn (Koizumi Yakumo) came to Shimane as an English teacher at the Matsue Middle School. With a passionate interest in Japanese traditional culture, he used Matsue as a stage to introduce Japanese culture to the world through his eloquent English writings.

## PICKING UP SIGHTSEEING SPOTS

- Matsue Castle (Izumo area) - Matsue castle was built in 1611. It has a five-storied facade concealing six "fighting floors".

- I z u m o Shrine (Izumo area) - The shrine is dedicated to the God of happiness and marriage.

The giant inner shrine is designated as a national treasure and an atmosphere of solemn dignity pervades the grounds.

- Kuniga Coastline (Oki Islands area) - A rugged coastline with breathtaking scenery. Matengai "Skyscraper" cliffs plunge 284 yards into the sea. The huge rock bridge Tsutenkyo, "Bridge to Heaven", is in the distance



Kuniga Coastline

Shimane Prefecture, with its abundant nature, eternal history and appealing culture has resisted advanced development and prides itself on remaining pristine and traditional. Shimane does promotes tourism and remains accessible to visitors who wish to discover the charm of the area. Local residents volunteer their time and actively participate in showing off their prefecture.

Additional information regarding Shimane Prefecture may be found at: <http://www.pref.shimane.jp/section/kokusai/foreign/kokusai>



Matsue Castle



# FCM's 68th Annual Conference and Municipal Expo™



By Junichi Sawada  
 JLGC Deputy Director

Every year, JLGC sends several staff members to participate in the Federation of Canadian Municipalities (FCM) Annual Conference and Municipal Expo™. Attending as delegates and exhibitors, the conference provides an excellent opportunity to learn local public administration, and to spend time speaking to politicians and administrators across the country.

The main theme of this year's conference, held in St. John's, Newfoundland & Labrador, was "Staying the Course", focusing on the fiscal, social, intergovernmental and sustainability challenges that confront Canada's municipalities.

The first two days of the conference were devoted to speaking with visitors at our exhibitor's booth. It was interesting talking with people active in sister city programs and whose children taught English in the JET Program.

Daily work sessions allowed for discussion and dissemination of information among the participants. For example the cities of Calgary and Windsor have implemented a 311 service. Calgary uses 311 for non-emergency requests for city services. It has proven to be a responsive, efficient and accountable means for constituent communication while measuring and locating needs. The 311 service operates 24 hours a day, 7 days a week and 365 days a year. The number of inquiries concerning problems and requests for information increased to 2400 daily, representing a 50% increase than the year prior to its implementation.

The City of Windsor implemented its 311 service in 2003. Mayor Francis met with senior administrators and the city council supported 311. It was agreed that 311 would elevate the level of public service and properly allocate budget expenditures where needed the most.



*JLGC participated in Federation of Canadian Municipalities (FCM) Annual Conference and Municipal Expo™ in St. John's, Newfoundland & Labrador in June,*

Although not perfect, 311 responds to problems efficiently and effectively. Major challenges remain, including: multi-lingual capability, and responding to federal and provincial inquiries.

On Sunday, Paul Martin, Prime Minister of Canada, spoke about the 'New Deal for Cities and Communities', an important and vital issue for local Canadian municipalities.

Prime Minister Martin summarized the major points of the "New Deal", a program that has received favorable and unfavorable reviews. Its main thrust is to form cooperative partnerships between provincial and local governments in Canada in an effort to relieve the fiscal problems that many local governments are experiencing, while devising strategies on spending money intelligently on national issues such as immigration and health care that impact local communities. The New Deal is the national movement that will provide a safety net where municipalities can expect national financial resources to pursue quality of life issues. The New Deal emphasizes ways to increase financial resources, but more importantly it raises a

keen awareness of how to wisely spend the increased revenues. According to Martin, "It is important for local leaders to have the power and the right to speak to the Federal Government. I have confidence in each generation of Canadian people and we shall continually support our project called 'Canada'".

In concluding, the broad economic ties between Canada and Japan, the growing number of JET alumni in Canada, and ongoing sister city relationships continue to generate mutual interest between Japan and Canada. Attendees to FCM who visited our exhibit booth were encouraged to see that the Japan Local Government Center, Toronto remains actively interested in Canadian affairs, working to keep JET and sister city initiatives healthy and strong. Speaking with many people and answering their questions about Japan was satisfying for me. Initiating, renewing and strengthening the links and bonds between the two countries are an important function of my purpose as Deputy Director of the Japan Local Government Center, Toronto. I anxiously look forward to attending the 2007 FCM conference in Montreal.

# International Environmental Cooperation of Kitakyushu City

By Atsushi Fukuda  
Manager

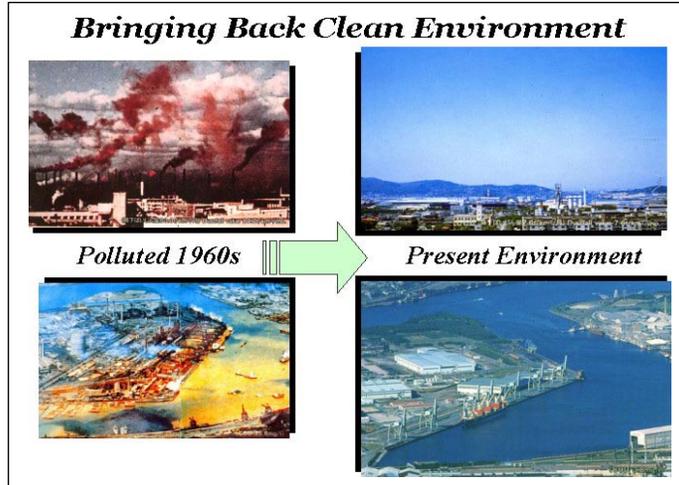
Office for International Environmental Cooperation, City of Kitakyushu  
(Former Assistant Director of Japan Local Government Center)

Kitakyushu City is located in northern Fukuoka Prefecture on the island of Kyushu. In 1963, the five cities of Moji, Kokura, Wakamatsu, Yawata and Tobata merged to form Kitakyushu City. The present city contains seven wards. The development of the Chikuho Coalfield and the formation of the Yawata Iron and Steel Works (Nippon Steel Corporation) provided the impetus for industrial development in the area.

During the 1960s, Kitakyushu City experienced rapid economic growth spearheaded by the steel

and iron, chemical, ceramics, machinery and electrical appliance industries. The downside of this spurt in economic growth was severe pollution. In 1965, Kitakyushu City suffered from record “dust falls”, and in 1966, serious water contamination in Dokai Bay. Dokai Bay located in the center of the city, became so polluted it became known as the “Sea of Death” Virtually all sea life was exterminated from the pollutant discharge that contaminated the water.

Kitakyushu began a long process to overcome serious environmental pollution by partnering with “multi-stakeholders”, residents, companies, universities and local government. During the process, advanced technologies focusing on pollution control and energy efficient production were researched and implemented. In 1971, Kitakyushu embarked on generating policy initiatives and adopted local laws, such as the Kitakyushu City Pollution Control Ordinance to strongly support these measures. An Environmental Bureau was created to administer local laws and regulations even before the national government established its Environmental Agency. In addition, the city has promoted a large scale urban greenery development project under the “Green Kitakyushu Plan”. The city’s polices on strict pollution control and environmental conservation are endorsed and supported by



the private sector. These joint efforts have improved substantially the environment of central city and its environs.

Recognizing that a clean environment is essential to quality of life, Kitakyushu City continues to elicit and conduct international cooperation in the area of environmental protection. Today, Kitakyushu City is actively working to promote international cooperation in the environment by conducting training programs for foreign officials and holding international conferences on the serious environmental issues that affect all industrial countries. International environmental cooperation is among Kitakyushu’s major policies set out in the Kitakyushu Renaissance Master Plan, which delineates the city government’s basic vision for the future.

**International Environmental Cooperation**

Trainees visiting Kitakyushu  
(as of March, 2005)

- 4052 trainees from 145 countries
- 1319 environmental trainees from 96 countries

Experts dispatched from Kitakyushu  
(as of March, 2005)

- 129 experts to 34 countries
- 98 environmental experts to 25 countries

Our efforts to overcome pollution and to promote international environmental

cooperation have won international recognition and reputation, including the United Nation’s Global 500 Award, presented in 1990 by the United Nations Environmental Plan (UNEP), and the United Nation’s Local Government Honors, awarded in 1992 at the United Nations Conference on Environment and Development in Brazil.

In 2000, Kitakyushu City hosted the 4th United Nation’s Economic and Social Commission for Asia and the Pacific (ESCAP) Ministerial Conference on Environment and Development.

ESCAP adopted “the Kitakyushu Initiative for a Clean Environment”, which uses inter-city cooperation as an effective implementation system and encourages local initiatives in partnership with national governments and donor organizations.

Kitakyushu’s determination to contribute to the creation of sustainable societies worldwide through close cooperation with the United Nations and the International Council for Local Environmental Initiatives (ICLEI) continues to bear fruit for the planet and its inhabitants.

