



# JLGC NEWSLETTER

Japan Local Government Center (CLAIR, New York)  
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*2014 JETAA REGIONAL  
CONFERENCE*

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## *The 2014 JETAA Regional Conference in Boston*

As many people were creating personal goals and resolutions to start the new year, thirty-four JETAA delegates from fifteen chapters across the U.S. and Canada gathered for the 2014 JETAA Regional Conference. This year's Conference was sponsored by the Japan Local Government Center (CLAIR NY), the Consulate General of Japan in Boston, the U.S.-Japan Conference on Cultural and Educational Interchange (CULCON), Ministry of Foreign Affairs Japan (MOFA), and the Edwin O. Reischauer Institute of Japanese Studies (RIJS). The New England JETAA Chapter (US 03) played host to this year's conference and organized a series of discussions, workshops, and seminars under the theme of "Membership Management." The conference took place from January 10th to 12th.

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The conference began on Friday night with a Welcome Reception graciously hosted by the Consul General of Japan in Boston, Akira Muto. Kind remarks of the honored guests emphasized the importance of membership in JETAA, as well as the presence of Japanese culture and art in America, and set an ambitious tone for the rest of the weekend.

With this year's conference being a working conference, the atmosphere of the seminars reflected a collaborative and active atmosphere. Several sessions focused on strengthening organizational structure.

Featured topics included overcoming geographical challenges, by JETwit founder Steven Horowitz (Aichi '92-'94), the establishment of subchapters, the use of social media tools, and the JETAA Initiative- the creation of a national JETAA USA umbrella organization, led by founding JETAA member Paige Cottingham-Streater (Mie '88-'89) from CULCON and Laurel Lukaszewski (Kagoshima '92-'94) from USJBF.

The JETAA Initiative, a continuing focal point of discussion, could potentially facilitate greater collaboration and ease communication among chapters. It would also provide several advantages to JET alumni who relocate to another area, aid in informational exchanges such as announcements for employment opportunities, and could potentially benefit the fundraising efforts of individual chapters.

Delegates also reviewed how other alumni groups approach these same topics during a panel



*JETAANC Chapter presentation on a membership pipeline*



*A breakout discussion about creating sub-chapters*

discussion featuring representatives from Teach for America, AmeriCorps, and the University of Michigan Club of Greater Boston. Solutions found to some common problems currently facing alumni groups included organizing local events away from chapter hubs, using subchapters, and engaging people before they join, during their experiences, and after they complete their time in their respective programs. The second evening was highlighted by a delicious dinner sponsored by CLAIR at the local O Sushi Restaurant & Bar in Cambridge.



The seminars on the final day began with two breakout sessions, with one group learning about supporting professional development opportunities for their membership, led by JETAANY Vice President, Pamela Kavalam (Shiga '07-'09). The other group had a discussion on effective use of Mailchimp, a tool used to organize and monitor mailings to members, led by NEJETAA Treasurer and conference organizer Patricia Frisoli (Hyogo '05-'08).

The final two workshops outlined a strategic plan for increasing membership through a membership pipeline model and brainstormed transnational initiatives between the US and Canada.

The weekend yielded interesting and productive discussions on tips and tools for providing value to current members and reaching potential members. As is often a highlight of JETAA conferences, delegates also enjoyed the opportunity to reconnect with old friends and had ample opportunity to socialize, reminisce, and rediscover many natsukashii moments of their time in Japan. The conference ended with delegates energized to bring back these new ideas to improve their membership management in 2014. JETAA members should continue to look forward to some exciting changes to come in the future of their chapters.

### **New England JETAA (Boston)**

\*This story was originally written by Tim Ogino for [the Jan. 19, 2014](#), edition of [JQ magazine](#), a publication of [the JET Alumni Association of New York](#)"



*The delegates to the 2014 JETAA Regional Conference*

## **JAPAN LOCAL GOVERNMENT CENTER (CLAIR, NY)**

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## New York Times Travel Show 2014

This year's New York Times Travel Show was held from February 28 to March 2, at the Jacob Javits Convention Center. Over 500 exhibitors from around the world took part in this big event, directly pitching travel information to travel agents or future- travelers. We, CLAIR NY, also took part in it as the exhibitor of the Japan Booth. Our staff introduced Japanese travel information along with sightseeing map and brochures, to a lot of people who are interested in Japan.



*I attended the Travel Show on Sunday, March 2nd. As soon as the event started, a lot of people who love Japan came to our booth. They were interested in not only popular sites for visitors, such as Tokyo, Kyoto and Hiroshima, but also Nagano, Matsue, Wakayama, and so on. They also wanted to get information about Japanese gardens, hot springs and the season when cherry blossoms are in bloom. I was impressed that the idea of travel to Japan was attracting so many people.*

*Shinichiro Sakai, Assistant Director*

*It was the first time for me to join the New York Times Travel Show. Many people came to our booth and picked up our brochures. Some of them plan to go to Japan in the near future, and some of them have already visited Japan. They asked me about specific issues such as how to buy a Skytree ticket and what is the most convenient transportation from Narita to Tokyo. Meanwhile, there were also people who had been to Japan and missed Japanese foods. I talked to many visitors to our booth who love Japan, and I believe many places and foods in Japan can attract travelers from the US.*

*Rie Imazeki, Director*





## CLAIR Fellowship Exchange Program 2013 was held from October 27 to November 5 in 2013

This program has been affording senior state and local government officials an opportunity to experience Japanese government administration first hand. This year the program was held in Tokyo and Tokushima Prefecture.

We are very happy to be able to present further reflections on this year's exchange by each participant, following the those in our previous issue.



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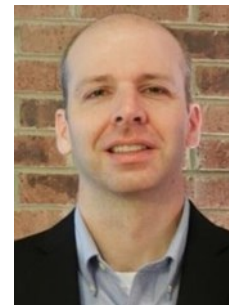
### Mr. Cahl POMINVILLE, President, Association of Municipal Managers, Clerks and Treasurers of Ontario

On behalf of the Association of Municipal Managers, Clerks & Treasurers of Ontario (AMCTO), I want to thank CLAIR for the opportunity to participate in your Local Government Exchange and Cooperation Seminar 2013. This was my first opportunity to visit Japan and what a positive experience it was! I also wish to thank the Ministry of Internal Affairs & Communications and the Tourism & International Affairs Bureau of Tokushima Prefecture for hosting the opinion exchanges at which time we were able to discuss opportunities and challenges that face local governments on both sides of the ocean.

One of the highlights for me was the homestay with my family. Masa and Takayo & children So-Ichiro (4) and Kana (2) were wonderful hosts. We became instant friends and were eager to learn from each other.

Japan is a beautiful country with a long history and numerous natural attractions. The CLAIR staff put together an amazing tour schedule to ensure that we were able to fully experience life in Japan. I wish CLAIR continued success in your promotion and exchange of ideas as it relates to local government administration and management.



**Mr. Jason MOSELEY, General Counsel, Council of State Governments**

Taking part in the 2013 CLAIR Fellowship Exchange Program was an outstanding experience and increased my understanding of Japan's governance both at the national and prefecture level. The opportunity to discuss both historical and current governing issues with national and prefecture officials provided great insight into the similarities between the U.S. and Japan as well as the differences. Our travels through both Tokyo and Tokushima Prefecture gave us a glimpse of Japan's magnificent metropolitan areas as well as the natural beauty of one of Japan's southern prefectures. From the history present in the architecture of the towns, the arts celebrated by all its residents, and the amazing diversity of the agricultural operations, there was something to be discovered in each area we visited.

At each stop, we were greeted with impeccable hospitality by both officials and residents. The assistance provided by the CLAIR staff was exemplary, beginning with the New York staff as we prepared for the trip and extending through the Tokyo staff that assisted us through our last day of the program. The homestay portion of the trip provided an opportunity to step into the life of a family living in Tokushima and experience the many great aspects of their community in a more personal way. My host family was very gracious and opened their home to me, allowing me to take part in their activities as well as show me around their favorite places in Tokushima.

Since returning from the trip, I have had the opportunity to speak with several groups about the CLAIR program and my experience traveling throughout Japan. From the great tourist destinations to the ways in which local history and resources have been used to create business opportunities and positive economic impact for the area, there is much to be learned and experienced. I cannot thank CLAIR enough for the opportunity to take part in the program.

**Mr. Victor CARDENAS, Assistant City Manager, City of Novi**

I am so very appreciative and grateful to have been a part of the CLAIR exchange to Japan. The experiences shared with CLAIR staff, representatives from Tokushima and travel colleagues are unequaled. Japan is a country with amazing history, culture and landmarks of which I feel fortunate to have learned about.

The homestay experience is one I'll cherish forever. Tokushima is a beautiful prefecture and I've been eager to share my amazing experience and many lessons with my work colleagues. The City of Novi is home to the largest Japanese population in Michigan and includes numerous restaurants, businesses and retailers. Due to the abundant number of Japanese businesses in Novi it is easier, for me, to continue to enjoy the Japanese culture here in the United States. I look forward to sharing my Japan travel experience throughout the Novi Community.



## Japan Week 2014

Japan Week 2014 took place at Grand Central Terminal's Vanderbilt Hall from March 6 to 8. This event promoted Japanese culture, cuisine and tourism, and was organized by the Japan Tourism Agency and Japan National Tourism Organization. There were many exhibit and performance, and a lot of people who are interested in Japan came and enjoyed it.



*I had an opportunity to be a member of the "Visit Japan" booth at the Japan Week event. At the booth, I was in charge of the Japanese brochure counter and helped visitors to collect information about Japan, and I was able to explain many things about Japan to them. Through this role, I could also introduce them to my hometown, "Matsue City" in Shimane Prefecture. I guess probably this is the first time for Matsue to promote itself at a world-class famous venue like "Grand Central Station", even though Matsue has a long history of more than 400 years. I really hope some of those visitors who received our city's brochure will visit Matsue one day.*

*Yukio Yoshikawa, Assistant Director*

*In short, Japan Week was a really great event as an introductory gateway to Japan. For example, you could enjoy many kinds of Japanese style box lunches, or "Eki-ben", there. "Eki" means station and "ben" is short for "bento", meaning a box lunch, so "Eki-ben" means a box lunch sold at a railway station. In Japan, it is a tradition to buy and eat "Eki-ben" when people take a long journey by train. So, if you go to Japan and take a bullet train ("Shinkansen"), you'll see a variety of box lunches sold at stations. Also, there were many other wonderful things, including sake and green tea ice-cream, all of which you could enjoy during Japan Week without actually visiting Japan yourself. However, now that you have had a taste of Japan at Grand Central, and most especially if you missed that chance, it is time for you to go to JFK and fly to Japan to experience all of these great things at their source – along with our famous "onsen", or hot springs, which make food, sake, and green tea ice cream even better, but which we, unfortunately, could not bring to Grand Central for Japan Week.*

*Atsushi Inumaru, Deputy Executive Director*

