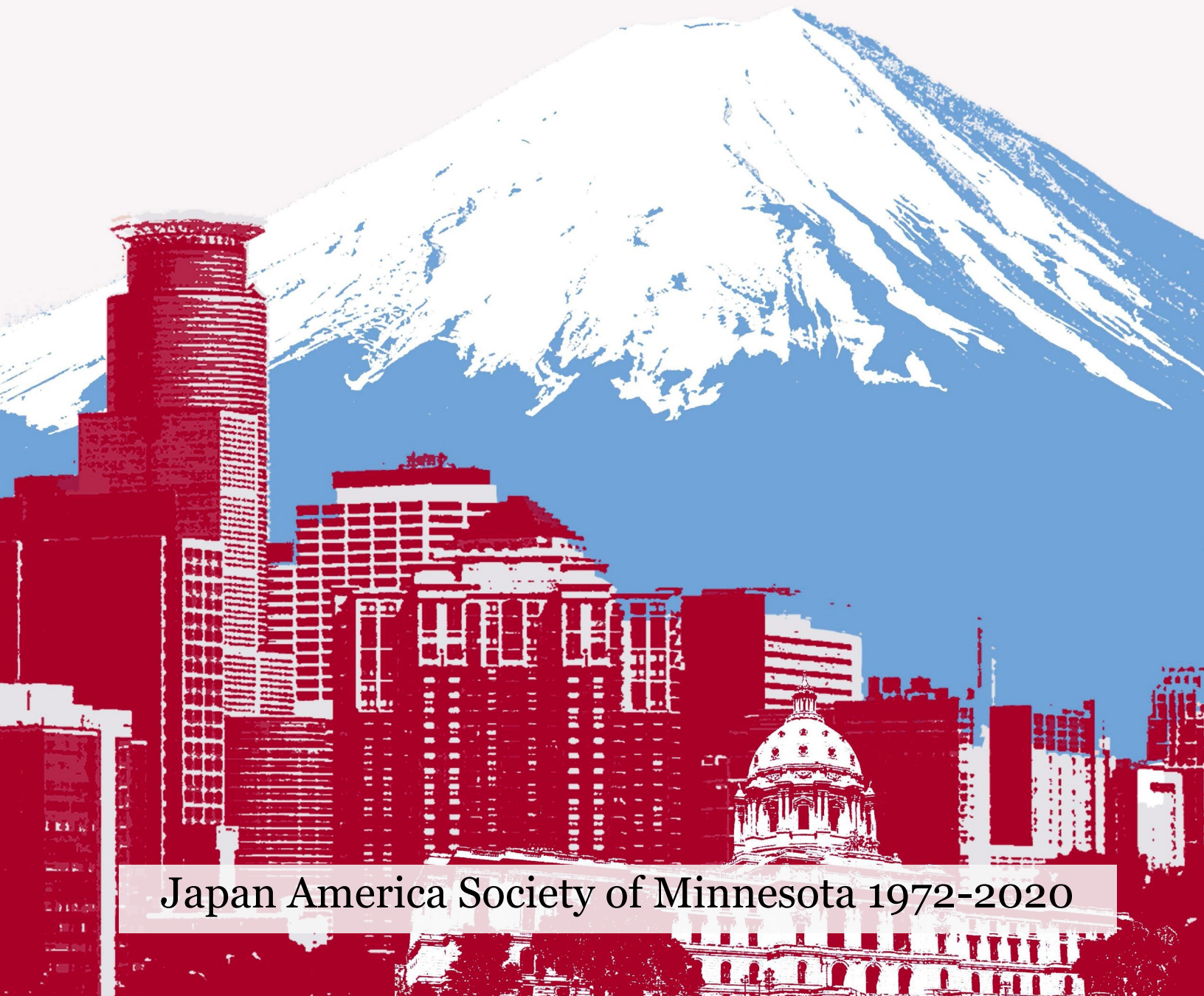


JASM



2020 Annual Report

2020年次総会



Japan America Society of Minnesota 1972-2020

A letter from the President



Elizabeth Fehrmann
JASM President

Dear JASM family and friends,

You must be sick of hearing this by now, but I hope you'll indulge me one more time: it's been an unprecedented year. The COVID-19 pandemic has swept across the world, and I don't think there's been a single facet of our lives that's been left wholly untouched in its wake. There were many things we all were hoping to do in 2020 that were sidelined by necessity, superseded by our obligations to ensure the health and safety of our community.

First, while it's been difficult to connect with others due to the requirements of social distancing, I want to draw attention to and acknowledge the hard work of the JASM office team. They've gone to great lengths to stay flexible and responsive and continue to provide us with opportunities to gather (remotely) and nurture and celebrate our ties to Japan. Our Executive Director, Rio Saito, Program Manager, Yoko Ueno, and their team of interns have managed remarkably well, and have managed to keep forging ahead and evolving with each new challenge. We are especially pleased that we were able to follow through on several long-standing youth Japanese learning programs this year despite the pandemic: we hosted our annual J-Quiz competition; facilitated the inaugural award of the Takuzo Ishida

Memorial Scholarship; awarded Mondale Scholarships to two driven young college students; and even launched a brand new scholarship—the Ken Port Scholarship—to help cover costs of the J-Quiz Level 4 winner's trip to Washington, D.C. for the national Japan Bowl (though it was held remotely this year). Thank you to everyone who helped us support our next generation of Minnesota-Japan ambassadors through this difficult time!

Next, as the JASM office team sustained day-to-day operations even as society started shutting down, both the board and the staff took the opportunity to evaluate how and why we carry out our mission. It's been a year and a half in the making, but through collecting and reviewing your feedback, and through careful introspection via strategic planning facilitated by Mirja Hanson, we've identified ways in which we can and will serve you better. We look forward to putting some of our plans into action over the next few years. A number of the changes will take time and persistence, so I ask for your patience and welcome your participation!

Finally, as it has been an unprecedented year, coming together as a community to stay engaged has been critical to our survival, and you have all stepped up; for that, we are truly grateful.

We are grateful to our national partners like the National Association of Japan America Societies (NAJAS) and the Japan Foundation for providing assistance and guidance through the uncertainty that has defined these past eight months.

We are grateful to our Midwest partners Consul General Okada and his team at the consulate and Director Inforzato and his team at the JETRO office—both based in Chicago—for their outreach and support during this time of unrest and instability. In particular, we'd like to extend our thanks to Dick Stahl for his past five years of service as Honorary Consul General of Japan at Minneapolis. He was recently recognized for this contribution, as well as other achievements throughout his deep and broad history with Japan-US relations, with a conferral of the Order of the Rising Sun. Congratulations, Dick, on this well-deserved honor! Please also help us give a warm welcome to our incoming Honorary Consul, Ron Leonhardt, who is a longtime JASM member and community leader. Best of luck, Ron, and we look forward to working with you more in your new role in the coming years!

We are grateful to our local partner organizations in and across Minnesota, from government to corporations to non-profits, for collectively sharing in our commitment to doing what we can to stay together, even apart.

I am grateful to my fellow board members and all the individuals of our extended leadership team, who have shown nothing but enthusiasm in their respective roles championing the JASM mission. Special thanks to board members Yoko Torigoe and Bob Luck as Crisis Response Team members, and to past President Marc Blehert, member Joe Montgomery, past Executive Director Ben van Lierop, and Bob (again) as Membership Committee members, for devoting extra time and attention to JASM this year.

Last, but certainly not least, we are grateful to you, our members. We wouldn't be here if it weren't for you. Thank you.

Even though 2020 has been a particularly trying year, I hope you all share a least a bit of the sentiment when I say I am cautiously optimistic for the future. At JASM, we have a creative, capable office team; a focused, energized leadership team; and a dedicated, resilient membership. I have no doubt we'll take what we've learned this year and find new and better ways to keep growing through these difficult times and beyond.

Wishing you all the best,

Elizabeth Fehrmann, President of the Board

Financial Report

	Jan.– Nov. 2019	Jan.– Nov. 2020
Membership	\$35,715	\$37,874
Donations	\$13,731	\$31,986
Grants	\$30,246	\$18,300
Programs	\$100,359	\$34,559
Banking & Investment	\$2,466	Insignificant
Publication Revenue	\$1,040	\$972
Total Income	<u>\$183,557</u>	<u>\$123,691</u>
Employees	\$79,991	\$79,598
Office	\$26,609	\$18,868
Programs	\$58,061	\$21,216
Total Expense	<u>\$164,661</u>	<u>\$119,682</u>
Net Income	<u>\$18,896</u>	<u>\$4,009</u>

Social Media and Membership

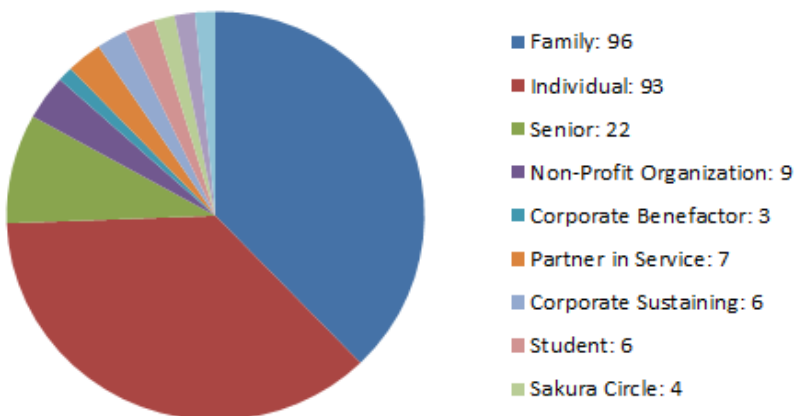
Now more than ever, social media's presence has become a necessity for many organizations and its members, and the Japan America Society of Minnesota has been no exception. Since the beginning of this year, our Facebook group has gained over 250 followers. Social Media, such as Facebook, has allowed us to engage with our members during the Covid-19 pandemic, make connections with new members, and promote our many online events.

This year, we have watched our website grow in the number of contacts we have in the community. Most importantly, we have been able to welcome 46 new members to JASM giving us a grand total of 250 members.

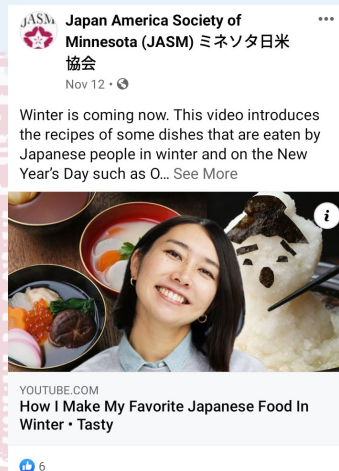
Facebook Statistics

	January 2020	December 2020	
Page likes	1741	1825	+84
Followers	1762	2015	+253
Avg. page views per day	13	5.5	-7.5
Number of monthly posts	9	14	+5
Post type	2020 Average view		
Link	223		
Photo	211		

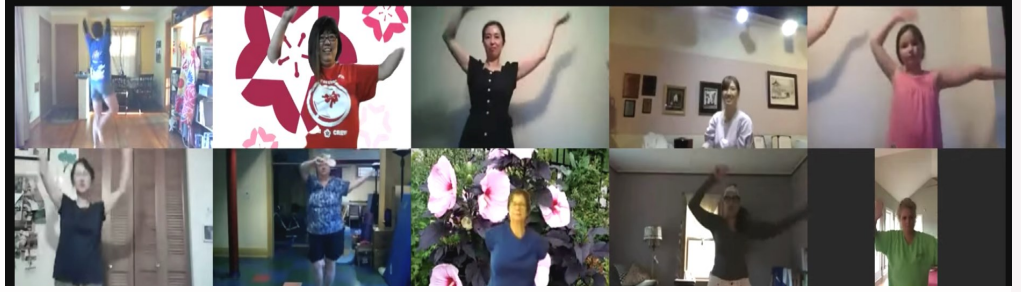
2020 Membership Breakdown



*All figures are as of 12/1/20



JASM Events in 2020



January 26 Shinnenkai

February 15 J-Quiz

March 26 Corporate Roundtable -*postponed*

All of the following events were held online due to the COVID-19 Pandemic.

April 30 COVID-19: The Basics, Webinar with Mio Uchiyama, MD

May 15 Sake Tasting

May 28 Hula with Kumu Kanani Atsuko Johnson- Hawaiian Music in Japanese (Tsuki no Yo wa)

June 11 Hula with Kumu Kanani Atsuko Johnson- Hawaiian Music in Japanese (Pearly Shells)

June 13 Harukaze 2020 –*cancelled*

June 17 Curator Talk for Mia Exhibition 'Yoshitoshi: Master Draftsman Transformed'

June 23 New Member Social 2020

July 9 Playing Taiko with Harisen Daiko!

July 23 Bookbinding: Create your own one-sheet "Magic Book"

August 6 Meditative Moments in Everyday Life

August 20 YOSAKOI Dance Lesson: Bring Summer Festival to Your Home!

August 26 JASM Summer School Series (ミネソタ日米協会 サマースクールシリーズ)

**This was a five part summer language school series that took place once a week for five weeks.*

September 3 Irankarapte: An Introduction to Ainu Culture in Japan with Dr. Christina M. Spiker

September 13 JASM Brunch Talk: The Story of Soy Sauce/JASM ブランチトーク : 醤油のお話

September 16 Workout with Twin Cities Aikido Center

October 8 JASM Karate Dojo/ JASM 空手道場

November 13 Mondale Award and Scholarship Gala

December 3 Sake Tasting and Ceramics Talk: Thinking Outside the Bottle

December 15 Annual Meeting

Visit our event page: <https://mn-japan.org/Events>

Board

Honorary Chairman

The Honorable Walter F. Mondale

Former U.S. Ambassador to Japan

Honorary Directors

The Honorable Kenichi Okada

Consul-General of Japan in Chicago

Mr. Ron Leonhardt

Honorary Consul of Japan at Minneapolis, *from Aug.*

Mr. Richard Stahl

Honorary Consul of Japan at Minneapolis, *until July*

Dr. Mirja Hanson

Former Honorary Consul-General of Japan

Mr. Takuo Takase

Honorary Trade Representative

Mr. Hiroshi Yamashita

Former Honorary Trade Representative

Emeritus Directors

Mr. John Babcock

Mr. Marc Blehert

Ms. Elizabeth Brailsford

Ms. Irene "Inkie" Brons

Ms. Sheila Cooke

Mr. William Deef

Dr. Mirja Hanson

Mr. James Hoffman

Ms. Shirley Huskins

Mr. Takuzo Ishida

Mr. Geoff Klaverkamp

Mr. Kenneth Port

Mr. David Smith

Mr. Richard Stahl

Mr. William Strang

Officers

Ms. Elizabeth Fehrmann

President

Ms. Yoko Torigoe

Treasurer

Mr. Chris Armacost

Secretary

Board of Directors

Mr. Clint Conner

Ms. Motoko Hioki

Mr. Ron Leonhardt *until July*

Ms. Michiko Smith

Ms. Kate Thersleff *until June*

Mr. Tom Whaley

Ms. Masako Yoshida

Staff

Ms. Rio Saito

Executive Director

Ms. Yoko Ueno

Program Manager

Corporate Membership and Donations

*JASM would like to thank its generous members and those who have made financial contributions.
It is because of their support that the U.S-Japan relationship is strong in Minnesota.*

Major Gifts

Anonymous

Sakura Circle

Mirja and Sam Hanson, Noriko Ishida, Molly and Ron Leonhardt, Hiroko and John Shade

Corporate Benefactor Members

Daikin Applied, MTS Systems Corporation, Sawai Pharmaceutical Co. Ltd., Taiyo International

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Anime Twin Cities Inc., Dorsey & Whitney, LLP

Corporate Sustaining Members

Arctos Law PLLP, Deloitte Tax LLP, Fredrikson & Byron P.A., Hamre, Schumann, Mueller & Larson PC, Japan Lifeline Co. Ltd., Mall of America, Metropolitan Airport Commission, MGK Inc., Nagai Industries USA Inc.

Corporate Contributing Members

Briggs and Morgan PA, IACE Travel, Saint Paul Saints Baseball Club, Satellite Industries Inc., UMEI, Murata Electronics/Vios Medical Inc.

Partners in Service

JK's Table, Kiku Enterprises Inc., Minnesota Trade Office, Origami Restaurant, Saji-Ya Restaurant, Suishin Restaurant, Tomodachi

Non Profit Members

Economic Club of Minnesota, Global Minnesota, JETAA Minnesota, JETRO Chicago, JP Network, St. Cloud State University, Macalester College Asian Language & Culture Department, Minneapolis Institute of Art, Mu Performing Arts, Twin Cities Aikido Center, UMN Department of Asian Languages and Literature Japan Language Program, Winona State University Global Studies Department

Individual Donors (\$100 or more)

Chris Armacost
John Babcock
Peter Bailey
Ronald and Joyce Beauchaine
Marc Blehert
Micah & Chiemi Bly
Charles Breer
Michiko Buchanan
Clint Conner
Kat Dalager
William Deef
Bruce and Tomoko Drake

Elizabeth Fehrmann
Naomi Fujioka
Tomoko Fujiwara
Louis Hill
Kurt Rempe and
Motoko Hioki
Noriko Ishida
Akihito Ito
Honorary Consul Ron
Leonhardt
Bob and Hisayo Luck
Darryl Magree

Honorable Ambassador
Walter Mondale
Fusako Muro
Alan Peterson
Mindy Rechelbacher
Jeff Peterson
Naomi Satoh
Mark Savin
Matt Schoenfelder
David and Olivia Smith
Michiko Smith
Caren Stelson

William Strang
Satoko Suzuki
Kate Thersleff
Jutta Thompson
Elizabeth Tisel and
Sarah Farley
Sanae Tomita
Ben and Chis van Lierop
Sam and Sarah Walbert
David Whitescarver
Akiyoshi Yonehara
Masako Yoshida