




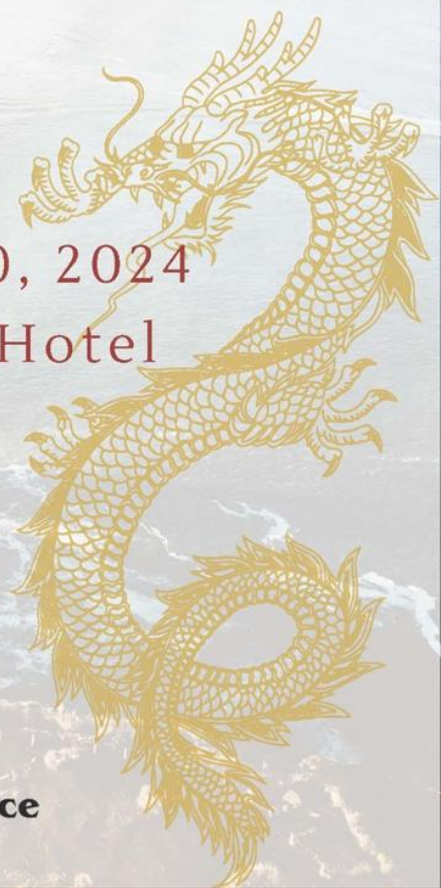
JCCNC presents

THE 69TH ANNUAL NEW YEAR'S PARTY

Saturday, January 20, 2024
Westin St. Francis Hotel



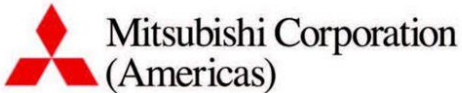
**Japanese
chamber of commerce**
of northern california



謹賀新年

旧年中は大変お世話になり、有難うございました。
みなさまにとって実りの多き年になりますように。
本年もどうぞよろしくお願ひ致します。

令和六年 甲辰 **元旦**



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2024 New Year's Greetings



Nobuyuki Baba

President

Japanese Chamber of Commerce of Northern California

Dear Friends,

Happy New Year!

Following last year, I'm so delighted to be able to present my welcome greeting for this year at the 69th Annual JCCNC New Year's Party, the second in-person event since the onset of the pandemic.

It is my great pleasure to have you join us tonight to celebrate the start of 2024 here at the Westin St Francis Hotel on Union Square.

Over 70 years since its establishment in 1951, JCCNC has grown together with its members. With the strong cooperation and networking amongst our members, we have successfully promoted business, helped revitalize our local communities, and gained mutual understanding and goodwill between the US and Japan. Unfortunately, the global geopolitical uncertainty we all experienced in 2023 cannot be said to be improving. On the contrary, it would not be an exaggeration to say that the situation is becoming opaque and more unstable.

Amidst this, the zodiac sign for the year 2024 is 甲辰 (Kinoe-Tatsu). The character '甲' represents being first and dominant. It also symbolizes a grand tree, standing tall and majestic, straight and dignified, whereas '辰,' among the twelve zodiac signs, is the only mythical creature representing the dragon. Combining these two, 甲辰(Kinoe-Tatsu) suggests good fortune, symbolizing the sprouting and flourishing of success, shaping and forming into a complete and promising form. At the start of the year, in line with what the zodiac signifies, I pray with all of you for a wonderful year and hope to make it a great one together.

Since April, JCCNC has aimed to return to its fundamental principles, valuing internal and external communication. We have focused on ensuring that all members and stakeholders feel fulfilled and achieve a sense of accomplishment throughout the year. I am not just expressing my gratitude for the support everyone has provided so far, but I assure you that we will continue to exert our utmost efforts to achieve our initial goals during the remaining period of activity.

With sincere gratitude to everyone, we have diligently and earnestly prepared for this year's New Year's Party. Please enjoy a fantastic evening of networking, dining, good fortune with the raffle, and Ms. Rimi Natsukawa's exciting performance.

Finally, but not least, I'd like to show my appreciation to all of you for your participation and to everyone who supported this event by sponsoring a table, prize or advertising.

Also, I would like to sincerely thank the New Year's Party Committee Members and volunteers who have worked hard to make it happen.

2024 New Year's Greetings



The Honorable Yo Osumi

Consul General of Japan in San Francisco

Akemashite Omedetou Gozaimasu. Happy New Year!

Congratulations to the Japanese Chamber of Commerce of Northern California on its 69th New Year's Party. It is an honor for me to be able to join this event. I would like to extend my sincere appreciation to President Nobuyuki Baba, Executive Director Keijiro Hora, New Year's Party Committee Chairman Yuki Murayama and to all of JCCNC's leadership team. Thank you all for your steadfast partnership with the Consulate in supporting the Japanese business community in Northern California.

This past November, the APEC (Asia-Pacific Economic Cooperation) Summit was held in San Francisco. On this occasion, Prime Minister Kishida; Foreign Minister Kamikawa; Former Minister of Economy, Trade and Industry Nishimura; Minister of Economic Revitalization Shindo; and State Minister of Finance Yagura visited the city. A wide range of important topics were discussed, including future economic development, trade promotion, innovation, and sustainable development.

Various events took place during APEC. Japanese Prime Minister Kishida visited Stanford University jointly with South Korean President Yoon Suk Yeol, where PM Kishida highlighted the importance of encouraging innovation through startup support. PM Kishida also attended a promotional event to expand exports of Japanese marine products, where he met with famous chefs and local dignitaries to boost the appeal of Japanese marine products. Foreign Minister Kamikawa visited San Francisco Japantown and had an intimate conversation with the leaders of local Japanese American community. Minister Kamikawa also addressed the symposium on WPS (Women, Peace, and Security) and Innovation, and interacted with young Japanese Americans.

Former Minister of Economy, Trade and Industry Nishimura attended the opening ceremony of the Japan Innovation Campus, a base that will support Japanese startups. Minister Shindo, who attended the CPTPP Ministerial Meeting, went to Japan Night, an event hosted by the Bay Area Council, where he spoke about the importance of the CPTPP's role. In addition, State Minister of Finance Yagura had a fruitful discussion with JCCNC vice presidents who are actively involved in future startup support and Japanese company support.

Throughout APEC, delegations not only from Japan, but also other countries around the world, gathered in San Francisco, making it a truly fascinating week. I would like to thank JCCNC and everyone involved for helping APEC conclude successfully.

JCCNC has been instrumental in facilitating critical connections between companies and communities in Northern California and beyond. With nearly 280 members, JCCNC has long-worked with the Consulate to connect Japanese businesses with California government and industry. JCCNC has also contributed to strengthening the political, cultural, and economic ties between Japan and California. Supporting the Northern California Cherry Blossom Festival and volunteering at the Japanese Cemetery clean up in Colma are but a couple of their many contributions. In the years ahead, we would further like to work with JCCNC to uphold and promote Japan's relationship with Northern California in political, business, cultural and educational affairs.

I would like to convey my sincere gratitude to all for your efforts in deepening the relationship between Japan and California, and indeed the overall Japan-US relationship. Wishing you all a very happy and prosperous new year!

2024 New Year's Greetings



Yuki Murayama

Chairperson

JCCNC New Year's Party Committee

Happy New Year!

I am very pleased to welcome you to the JCCNC's 2024 New Year Party. On behalf of the New Year Party Committee, I extend my heartfelt greetings to all attendees tonight.

Today marks the 69th JCCNC New Year Party. Continuing this tradition is thanks to the generous service of the members supporting the New Year Party, especially the Committee members who sacrifice their time away from their regular work and business. I express my utmost gratitude and appreciation to the New Year Party Committee members for their dedication and diligence.

I would like to extend my gratitude to our Guest of Honor, Consul General Yo Osumi, for taking time from his busy schedule to join us today. And special thanks to Ms. Andrea Nakano, who graciously volunteered to emcee again this year.

Finally, I express my sincere appreciation to member companies who supported the New Year Party through table and prize sponsorships, the volunteers assisting us today, and JCCNC Executive Director Keiji Hora and his team for their support behind the scenes.

We are honored to have Rimi Natsukawa join us as our featured entertainer today. She is a renowned singer in Japan and Asia. Her widely recognized song "Nada Soso" is a timeless masterpiece that resonates with everyone. Please enjoy her magnificent and heartwarming performance tonight.

I wish you a year of success and fulfillment!

2024 Committee Members

Yuki Horie	Cross Nations, Inc.	Atsuko Watabe	KPMG LLP
Yoshishige Hanaoka	Daizu Inc.	Keita Yamamura	KPMG LLP
Yoshie Amano	Ernst & Young LLP	Daisuke Kawaguchi	Mitsubishi Electric US, Inc.
Shuhei Fukui	Ernst & Young LLP	Keiko Jochi	Prager Metis CPAs LLP
Sumiko Sheaffer	Flagstar Bank	Yushi Okabe	Sumitomo Corporation of America
Kazunobu Kono	Hitachi America, Ltd.	Toshiko Tassone	Sumitomo Corporation of America
Ryusuke Fukumoto	Hitachi Vantara LLC	Mikako Nakano	SCREEN SPE USA, LLC
Marika Arai	ITOCHU International Inc.	James Robinson	Silicon Valley Fudousan
Stephen Katayama	Japan Airlines Co., Ltd.	Emi Takizawa	Sungenix Energy Solutions
Chikahiro Honda	Japan Airlines Co., Ltd.	Yuta Naka	TAK Development, Inc.
Toru Ashizaki	JETRO San Francisco	Hiroki Baba	The J. Morey Company, Inc.
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New Year!

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Special Guest Artist

夏川 りみ **Rimi Natsukawa**



Rimi Natsukawa debuted in 1999 with the single "Yūbae ni Yurete" (Swaying in the Sunset). In 2001, she released her third single, "Nada Soso" (Tears of Sorrow), a smash hit song that remained on the charts for 116 consecutive weeks. 2002 marked her first appearance in Kohaku Utagassen where she appeared consecutively for five years. In 2003, she won the Gold Medal at the 45th Japan Record Award for "Warabigami" (Child of the Gods). She followed that success with the Best Vocal Performance Award for "Ai yo Ai yo" (Love, Love) at the 46th Awards in 2004.

In 2018, Ms Natsukawa held her first South American tour, performing for two days in Brazil and one in Peru. She drew a total of 5,000 fans over the three days. In 2019, her first original album in five years, "Churasa Kanasa", won the Japan Record Award for Outstanding Album. In 2021, "Nada Soso" was honored with the Long-Run Hit Award at the 2021 Japan Composer's Association Music Festival. Her vocals continue to be highly acclaimed not only in Japan but also in Asia and South America.

Master of Ceremonies

Andrea Nakano



Andrea Nakano is an Emmy award-winning sports and weekend anchor and reporter for KPIX 5.

Before KPIX 5, Andrea was a sports anchor and reporter at KING 5 in Seattle. Andrea's on-air career began in Eureka, California at KIEM-TV covering news. She also worked at KRCR-TV in Redding, KION-TV in Monterey, and San Diego. In San Diego, she made the switch to pursue her career in sports after more than three years at KFMB-TV.

At XETV, she extensively covered the San Diego Padres and Chargers, receiving multiple Emmy awards for sports reporting during her time there.

Andrea Nakano has a wealth of world experience. Born in Honolulu, Hawaii, Andrea has lived in Japan, Belgium, and England. She eventually made her way back to California, where she graduated from San Francisco State University with a degree in broadcast and electronic communication arts.

Program

4:30PM	Registration / No-Host Cocktails
6:00PM	Doors to the Grand Ballroom Open
6:20PM	Greetings from JCCNC President, Nobuyuki Baba Greetings from the Consul General of Japan in San Francisco, The Honorable Yo Osumi Greetings and Sake Toast from New Year's Party Committee Chair, Yuki Murayama
6:30PM	Dinner Door Prize Drawing by Cherry Blossom Queen, Hannah KC Mukai
8:00PM	Entertainment Featuring Rimi Natsukawa

Dinner Menu

BREAD SERVICE:

Artisan Rolls & Sweet butter

SALAD:

Baby Sonoma Greens

Shaved fennel, radishes, cranberries, candied pecans, pear gorgonzola vinaigrette

ENTRÉE:

Grilled Filet of Beef

Mashed potatoes, roasted carrots, wild mushrooms, zinfandel reduction

VEGETARIAN:

Risotto style sundried tomato orzo pasta, roasted squash medley, Genovese basil, crème fraîche

DESSERT:

St. Francis Cheesecake

Philadelphia cream cheese, almond crust, seasonal fruit garnish, cinnamon cream anglaise

COFFEE SERVICE:

Freshly brewed Starbucks coffee and assorted Tazo teas with half & half, nonfat milk & soy milk

NOTE: Please don't drink and drive.

About the JCCNC

The Japanese Chamber of Commerce of Northern California (JCCNC) was founded in 1950 to promote business, mutual understanding, and goodwill between Japan and the United States.

In 1951, JCCNC was incorporated as a California nonprofit.

JCCNC is the only chamber of commerce for Japanese businesses originally founded by Japanese Americans. One of its unique qualities lies in the fact that it comprises of Japanese and Japanese American businesses, corporations and organizations, all with ties between Northern California and Japan.

JCCNC provides assistance to businesses from Japan wishing to open a Northern California office. It also works in conjunction with the Consulate General of Japan to convey information. In the U.S., volunteerism and corporate responsibility is considered an important part of business.

JCCNC members support local communities, organizations, and programs as a means to encourage corporate responsibility.

JCCNC continues to promote goodwill and friendship between Japan and the United States. It provides networking opportunities as well as informational seminars that educate Japanese corporations about doing business in California.

A History of the JCCNC New Year's Party

According to the late Mr. Steven Doi, Past President of JCCNC, the Japanese Chamber of Commerce of Northern California was established and supported mostly by Japanese American businessmen who were likely born in the 1890 to 1918 era. They banded together for mutual aid in business and for socialization with events such as the New Year's Party and community picnics in Golden Gate Park.

It is not known exactly when the JCCNC New Year's Party began, but there is no doubt that it was to celebrate the coming of the New Year with all members' families attending. Many non-JCCNC members, the Issei and Nisei of the local community, also attended and enjoyed the festivities.

The New Year's Party was fairly simple in those days. The Shriner's Hall at Van Ness Avenue and Sutter Street was often used for the parties. Delicious bento boxes filled with traditional Japanese New Year's food were the banquet for the evening. Simple entertainment was provided by local San Francisco talent such as magicians, ethnic folk dancers, operatic and popular vocalists.



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謹賀新年

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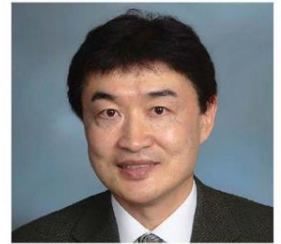
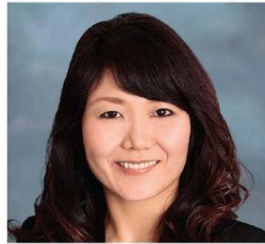


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Wine:	Francis Ford Coppola Winery

HAPPY NEW YEAR



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achieving this milestone.

Wishing you a Happy New Year

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A Brief Walk Down Memory Lane ~

- | | | | |
|-------|--|------|--|
| 1961 | Music, Odori, Musical Number, Flamenco, Comedy Skit | 2003 | Yukari Ito |
| 1962 | Pine United Methodist Church, Skylark Band of San Mateo | 2004 | Sadao Watanabe with Peter Erskine Trio |
| 1963 | No data available | 2005 | Crocket & Tonny Hirota |
| 1964 | No data available | 2006 | Masatoshi Nakamura |
| 1965 | Hanayagi Group, Pianist: Fumiko Yoshimura | 2007 | Junko Ohashi |
| 1966 | No data available | 2008 | Shigeru Matsuzaki |
| 1967 | Music by Wallace & His Orchestra | 2009 | Junichi Inagaki |
| 1968 | No data available | 2010 | Hideki Saijo |
| 1969 | Bar Geisha & Orchestra | 2011 | Ryoko Moriyama |
| 1970 | Taiko Doko Kai, Shinsei Band | 2012 | Taro Hakase |
| 1971 | Don Carle & His Orchestra | 2013 | Anri |
| 1972 | Bob Veters & His Orchestra | 2014 | Chitose Hajime |
| 1973 | Orchestra, Singers, and Magician | 2015 | Masayuki Suzuki |
| 1974 | No data available | 2016 | Kohmi Hirose |
| 1975 | Magician, Singer | 2017 | Tatsuya Ishii |
| 1976 | Paul (Magician) and Shigemi Matsumoto (Soprano) | 2018 | Mai Kuraki |
| 1977 | YUKIKO (Singer) & EMBREE (Magician) | 2019 | Misato Watanabe |
| 1978 | Yasuko Sakaguchi (Singer), EMBREE (Magician), Barbershop Quartet, SF Storm Doors & Whale Oil Co. | 2020 | Kaori Kishitani |
| 1979 | Midori Satsuki, Tsukushikai (Koto Group) | 2021 | Rihaku Inoue (Calligrapher) -Virtual |
| 1980 | Mike Miyake, Kikuko Murakami, Shota Osabe Trio | 2022 | San Francisco Ballet Japanese Dancers -Virtual |
| 1981 | Shamisen, Japanese Classical Dance, Flamenco Dance | 2023 | Shikao Suga |
| 1982 | Na Mele Fula O Hana | 2024 | Rimi Natsukawa |
| 1983 | Massenkoff Russian Folk Festival | | |
| 1984 | Akira Fuse | | |
| 1985 | Wayne E. Stephens (Magician), Hiroshi Kawaguchi, Kenji Hata (Kayo Seitaimosha) | | |
| 1986 | Yoshie Mizutani | | |
| 1987 | Peggy Hayama | | |
| 1988 | Kazuko Matsuo | | |
| <1989 | Cancelled due to the Emperor's illness> | | |
| 1990 | Yoko Kon | | |
| 1991 | Teruo Hata | | |
| 1992 | Pedro and Capricious | | |
| 1993 | Duke Aces | | |
| 1994 | Michiyo Azusa | | |
| 1995 | Saori Yuki & Sachiko Yasuda | | |
| 1996 | Bonny Jacks | | |
| 1997 | The Three Graces | | |
| 1998 | Mieko Hirota | | |
| 1999 | The Wild Ones | | |
| 2000 | The Brothers Four | | |
| 2001 | JCCNC 50 th Anniversary | | |
| 2002 | Kosetsu Minami | | |





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謹賀新年

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2024年もどうぞよろしく願いいたします。



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