

Torrance Sister City Association



<http://torrancesistercity.org/>

October 2014

President's Message

Full is upon us and TSCA is gearing up for the recruitment of student ambassador candidates for its summer 2015 cultural exchange program.

Steven Ihde will be chairing the student selection committee again and the application is being updated.

Presentations at all Torrance public high schools will be taking place soon and applications will be available at the counseling office of each school and on our website. Please let eligible high school students know about this great opportunity.

Thank you to the Nominating Committee headed by **Jill Maroney** and supported by **Donna Dunlap and Reiko Higa**. They contacted members who would like to serve on the board starting in January 2015. The five members and their bios are on the ballot that needs to be returned on or before the next Association meeting on October 13th.

Nominating Committee

Please be on the lookout for your 2014/2015 Board of Directors Ballots in the mail. Vote for five new board members, and either mail the ballot back to us or bring to the board

I forgot to thank **Toni Sargent and Marilyn Rubin** who created the beautiful centerpieces at our square dance event and Sayonara banquet. Their flower and plant arranging talents are most appreciated!

Thank you to **Shirley Tanaka** for her support on the Sayonara Banquet committee and to **Cindy Scotto** for her assistance in washing the square dance dresses. We appreciate your help!

TSCA is now assigned to work with **Carl Kaemerle** in Cultural Services. He will be assisted by department secretary **Debbie Collins**. We look forward to working with both of them and Eve Rappoport, Cultural Services manager. Their office is in Torrance Art Museum across from the police department. Thank you to **Gina Bullock** for her support of

meeting on October 13th in the West Annex. Ballots must be received by 7pm on the 13th to be counted.
- Jill Maroney, Donna Dunlap and Reiko Higa

TSCA from the West Annex.

Thank you to **Gail Roulette** for her interesting member profile article and for summarizing the two student ambassador reports for this issue.

Three members have generously made financial contributions to TSCA and I would like to thank: **Ted and Nikki Allred, Craig Bauer and Mona Wong**. Craig and Mona donated through their employers. We appreciate their kind support.



Lori Chong Eurich,
TSCA President

Upcoming Events

October 3, 17, and 31
City Hall closed

October 13
TSCA association meeting, 7:00 pm

November 10
TSCA association meeting, 7:00 pm

November 15 & 16
TSCA Cafe at the Torrance Craft Fair

What's Inside?



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Membership News

New or renewed memberships:

Kelley, Daniel

Gray Family

If you have any questions please call Ron Kimmel at (310) 530-2382 or email at tscamembership@gmail.com

Please contact TSCA at: info@torrancesistercity.org for general information inquiries.

TSCA News

- * Condolences to the family of Jean Wilder, who passed away recently. Jean was a longtime member of TSCA.
- * Congratulations to Jay Matsumoto, 2013 exchange delegate who won a scholarship from the Japanese Cultural Institute (JCI). He is now attending Cal Poly, San Luis Obispo.

Dear TSCA team,

I just wanted to send a note to say thank you very much for sending the TSCA newsletter to our office in Washington DC. I love reading about your strong relationship with Kashiwa, Japan and especially the student exchange program you have built and supported over so many years.

Keep up the great work!

Mary D. Kane | President & CEO
Sister Cities International

To my dear TSCA friends,

I cannot thank you enough for the heartwarming send off. The priceless skit, the beautiful bouquet and the gorgeous orchid lei. I was completely overwhelmed. I cannot express how much it meant to me. The TSCA is a phenomenal organization with the best volunteers EVER! I have so enjoyed my many years of working with your group and will forever cherish my special memories.

Thanks to each one of you -- and best wishes to the TSCA for all future endeavors. You are such a gift to the community.

Love,

Suzie Wand

Note: Suzie was our Community Services Dept. liaison for over 20 years and TSCA is deeply appreciative for all of her support, dedication and attention to detail. She will be greatly missed. Her work responsibilities have changed and TSCA will now be working with Carl Kaemerle.



Newsletter Editor-in-Chief: Linda Kranz

Newsletter Distribution: Donna Dunlap

We welcome your comments and submissions to the TSCA newsletter.

Please send them to: tscanewsletter@gmail.com

KIRA Festival



KIRA Festival was held on Sep. 21st under the blue sky. It is the biggest event for us. We had a Torrance booth. So many people came in our booth, and enjoyed shopping and conversation with us. It was a great day!
- Mike Arai

Focus on Member: Joe Rust

Joe Rust, former TSCA Treasurer, was born in Jersey City, New Jersey. After attending schools in the Garden State, Joe graduated from Rutgers University with a major in Economics and a concentration in Accounting. At Rutgers he met his true love Carol, and they were married in September 1985 a year after graduation.

Joe passed the New Jersey State CPA exam, then worked in Manhattan for ten years with Prager Metis. When the firm needed someone to run their West Coast office in 1994, Joe moved to California. He and Carol first lived in Redondo Beach for a few years, but in 1998 found a nice family enclave in Torrance, where they still live.

Family includes daughter Danielle, who was an exchange student to Kashiwa in 2007. She graduated from Cal State Long Beach with a major in Japanese and is now interviewing for a job in Torrance with a company XEED that does localization of Japanese content.

Son Joe is a senior at the University of LaVerne with a Business major. He interned with his dad's firm this

summer, and is leaning toward a career in financial services. Young Joe's summer included experience in community service.

Joe became active in TSCA when Danielle went to Japan. He attended Board meetings, and says we can thank Butch Ihde and Ray Roulette for being instrumental in his involvement. While serving on the Board for 6 years, Joe was on the Budget Committee, was Treasurer for 2 years, and served as chair of the Nominating Committee for 3 years. He continues to volunteer at Bunka-Sai and still does the tax reports for TSCA.

Besides TSCA, Joe serves on the Advisory Board at the University of LaVerne. Some client contacts have resulted in his involvement with the Johnny Mercer Foundation (promoting arts and medical research); Parker Foundation (for benefits of police officers); Spirit of California (fundraiser to benefit American Cancer Society), and so on.



For recreation, Joe is a numismatist (coin collector), home brewer (not in the bathtub), and works out on a regular basis.

Thank you, Joe, for the capable service you have given TSCA. You truly represent the spirit of volunteerism that is vital to our organization.

- Gail Roulette

Student Report: The Marketing of Japanese Business

Being an International Relations of Economics major, nothing could interest me quite as much as learning first hand what the driving force behind the Japanese economy is. Among the many possibilities, I have decided to focus on the single most outwardly pronounced aspect of Japanese business and economics—Marketing.

As soon as I stepped off the plane and entered Narita airport, it was as if I was washed over with a wave of constantly, colorfully stimulating advertisements that pulled my attention to every direction. Advertising was near unrelenting anywhere we traveled save for more rural areas and natural and spiritual havens such as Kyoto and Miyajima.

With Japan being the second largest capitalistic economy in the world, and with its small area of space available,

Japanese businesses have to do a fantastic job marketing. Here are some of the ways consumers are enticed into buying products:

Thousands of advertisements literally plastered to walls and windows;

Mega screen ads in the main streets of Tokyo;

Standard posters and flyers;

Stickers and handouts distributed among the public on the streets;

Uchiwa – ads on Japanese fans or pocket tissues;

In crowded train stations and shopping centers people yelling aloud about a particular product;

In the train where ads will line the interior and hang from the ceiling;

In a private car where live TV is

available, you will be subject to many commercials on the go.

From the shortage of space in Japan was birthed many creative and efficient methods of advertising to the public. In the Japanese economy, unused space is wasted space, and running out of space means finding new ways to get a message across. This, in part, has led Japan to become a worldwide example of capitalism.

- Adam Jordan, 2014 Torrance Exchange Student



Student Report: Kimonos - Connecting Past to Present Through Threads

Fashion has been a subtle interest of mine for quite a few years now, especially modern Japanese street fashion. Only recently did I begin to grow fond of the other side of the cultural coin: traditional Japanese clothing, worn for over 1,000 years in Japan. The style shows a more refined look, one that personally captivates me. Thankfully, the Torrance Sister City Association gave me the incredible opportunity to research the topic up close and personal in Japan.

Japanese traditional garments are called kimonos, which literally translates to “thing to wear.” Originally, the word “kimono” referenced all clothing, but in modern times it is used for traditional clothing. Kimonos today are mainly used for special occasions. Different types of kimono are worn based on marital status, age, or gender. For instance, an important event in a

child’s life is the Shichi-Go-San festival. Parents take their child when they turn 7, 5, and 3 to a shrine in order to thank the gods for keeping them healthy. During this time, the children wear kimonos.

When young people in Japan turn 20, they celebrate Coming of Age Day for their passage into adulthood. On this day, girls wear decorated furisode and boys wear haori with their family crest decorated on them. Furisode are strictly worn only by unmarried women. Once married, the bride dons a white shiromuku at her wedding to signify a new journey.

The kimonos that the delegates and I wore in Japan are known as yukatas, an informal summer wear. Yukatas are worn to special events such as fireworks lighting and

festivals, such as the Kashiwa Matsuri which we attended.

Influenced by Western dress in the 1800s, kimonos are no longer commonly worn by most in everyday life in Japan. However, the women performing the tea ceremonies we attended were all wearing kimonos. They told me that they wear kimono every day in order to stay connected with traditional Japanese culture, both internally and externally.

- Megan Oliveros, 2014 Torrance Exchange Student





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TORRANCE SISTER CITY ASSOCIATION 2014 Membership Application

Except for the Life Membership, all dues are in effect from January 1st to December 31st.

Name _____ Individual \$20 per year
 Address _____ Family \$40 per year
 City: _____ State: _____ Zip Code: _____ Supporting \$75+ per year
 Benefactor \$125+ per year
 Life member \$2000+(one time donation)

Telephone () _____ e-mail address _____

My membership is: NEW RENEWAL I do not want to be listed in the TSCA directory

Directory Update: New address__ New telephone number__ New e-mail address__

I am interested in participating in TSCA activities. _____

Enclosed is a donation to TSCA (in addition to my annual dues) in the amount: \$_____ Total enclosed: \$_____

Make your check payable to TSCA and mail with this form to: The Torrance Sister City Association
 c/o The Community Services Department
 3031 Torrance Blvd.
 Torrance, CA 90503

If you have any questions about your membership, please call Ron Kimmel at 310-530-2382.

TSCA meetings are held on the second Monday of each month, except in August and December, at the Civic Center West Annex Commission Room 7:00 p.m.