

## **CWA 20<sup>th</sup> Anniversary Members' Exchange Party**

On Saturday, June 22<sup>nd</sup>, following the General Meeting, a party for Association members was held at Hotel Port Plaza Chiba in Chiba City to commemorate the 20<sup>th</sup> anniversary of the CWA's founding. The total number of attendees was 46.

In his opening remarks, CWA President Yuzaburo Mogi said, "Twenty years have passed since the CWA's inaugural meeting on May 29, 2004, and thanks to the efforts of all concerned, exchange between the people of Chiba Prefecture and Wisconsin has continued during this time. Although there have been interruptions due to the Great East Japan Earthquake and the Covid-19 pandemic, we have dispatched and hosted exchange delegations seven times each. This fall, Chiba Prefecture will send a Goodwill Delegation to Wisconsin for the first time in five years. Looking ahead to the next decade, we hope that this year's visit will serve as an opportunity to further deepen exchange between Chiba Prefecture and the State of Wisconsin."

Guest of honor Prefectural Governor Toshihito Kumagai, then commented, "Over the past 30 years, a total of more than 2,000 people have come and gone between our prefecture and the state, and I feel that the circle of exchange is steadily expanding.

I would like to take this opportunity to express my deepest respect to President Mogi and all of you for your efforts over the years. Now, in light of Russia's invasion of Ukraine and the situation in Israel and Palestine, I am keenly aware once again that multilateral ties will bring stability to the international community. In this context, I am convinced that face-to-face relationships among residents and exchanges between local governments are essential to promote true international understanding and to expand the circle of solidarity. I will continue to promote international exchange with the State of Wisconsin in a wide range of fields, including culture, economy, and education, in cooperation with your association, other international exchange organizations, municipalities, local universities, and others in the prefecture."

Another guest of honor, Ms. Kimiko Miyazaki, a director of Wisconsin Chiba Inc., commented, "On behalf of Wisconsin Chiba Inc., I am looking forward to welcoming this year's delegation, a group of young musicians from Katori City, to Wisconsin in October. I hope this will be a valuable experience for them to experience another world, and a very different culture."

Next, Executive Director Kazuhiko Yoshida expressed his wish for further development and deepening of the exchange in the future, after which a toast was made, and the dinner began in a relaxed atmosphere at each table.

After the meal was over, the entertainment began.

First, Mr. Satoshi Katano, a shinobue (bamboo flute) player and a member of the first Friendship Delegation, played "Sawara-bayashi" (traditional festival music from the Sawara area), which immediately brought a festive mood to the event. He followed with a lively rendition of "Take Me Home, Country Roads," followed by a heartfelt performance of "Amazing Grace," to which all in attendance listened with rapt attention.

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Next was a shamisen performance by the Asanuma Troupe, led by CWA Steering Committee member Akio Asanuma. After a passionate performance of “Jongara-bushi,” Mr. Asanuma sang “Kuroda-bushi,” accompanied by shamisen and drums, followed by “Tsugaru-jinku” and “Shin-Tsugaru-jongara-bushi,” the powerful sound of the shamisen echoed throughout the hall.

Next, ALT Maxwell Kortebein played the electronic piano. His light touch on “The Path of the Wind” from “My Neighbor Totoro” turned the hall into a fantasy world.

The final song was “Stroll,” the theme song of “My Neighbor Totoro,” which was sung by all the participants in a chorus, with collaborative accompaniment by all three of the previous performers. The performance reached its climax when CWA Steering Committee member Yuka Sato called out to the audience, creating a sense of unity between performers and chorus.

The event concluded with a thank-you speech from CWA Vice-Chairperson Mihoko Ohara, who thanked the participants for making the event a success, and concluded with the words, “To the next 20 years and beyond.”

Since both the General Meeting and the party were held at the same venue, a commemorative photo was taken with the General Meeting participants prior to the party.

※A video of the event can be found on the CWA’s website at <https://chiba-wisconsin.net/>



Group picture with General Meeting and Exchange Party attendees

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CWA President Yuzaburo Mogi



Prefectural Governor Toshihito Kumagai



Wisconsin Chiba Inc. Director  
Kimiko Miyazaki



Executive Director Kazuhiko Yoshida



During the dinner

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Mr. Satoshi Katano



The Asanuma Troupe



Maxwell Kortebein



Participants singing along with the collaborative performance

## **Message from the President of Wisconsin-Chiba, Inc.**

Greetings from Wisconsin!

Congratulations on the 20th Anniversary of the Chiba Wisconsin Association.

The first Wisconsin Chiba exchanges were planned together by Wisconsin volunteers and the Chiba government staff after the signing of the sister state by former Governors Numata and Thompson in 1990. In 2004, Chiba citizens formed their own Chiba Wisconsin Association to plan, support, and carry out these exchanges in cooperation with the Chiba government.

Together the volunteers of CWA and WCI have explored one another's culture through the arts and foods, education and health care systems, agriculture and dairy industries, science and technology advances, environmental issues and tourism opportunities. And we hope to continue to expand the scope of these exchanges, life changing experiences, which enrich people's lives and deepen our friendship.

Even though our annual grassroots exchanges have experienced interruptions over the decades - the 2009 H1N1 flu pandemic, the 2011 Great Earthquake & Tsunami and most recently, the Covid-19 pandemic - these moments of pause have not deterred future exchanges from continuing.

This fall, we will once again look forward to welcoming & hosting a young delegation from Katori city, Chiba. Their trip to Wisconsin will include stays with local families and our hope is that as they explore their new surroundings, they will gain confidence to venture out, to immerse themselves in a different culture, to learn other ways of doing ordinary things, from shopping in different stores to preparing & eating new foods, all in English. But most importantly, our hope is that though they come as strangers, they will become members of their host families, and leave as friends. Together, we hope to create mutual understanding and empower participants to live boldly and peacefully with one another.

This 20th anniversary marks the passage of time, remembering all the good these years have brought and the sense of community that each participant has helped to create. We express our appreciation and gratitude to the people of Chiba who have supported our Goodwill Delegation exchanges over the years.

Again, on behalf of Wisconsin-Chiba, Inc. we congratulate you, CWA, on your 20th anniversary and thank you for helping to cultivate genuine friendships and lasting goodwill between the citizens of the State of Wisconsin and the Prefecture of Chiba.

Sharon Rae Landergott Durtka

President

Wisconsin-Chiba, Inc.

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### Fiscal Year 2024 Board of Directors Meeting

The FY2024 Board of Directors Meeting was held on Saturday, June 22nd at Hotel Port Plaza Chiba in Chiba City, attended by 1 advisor (proxy), 11 directors (including 3 proxies and 7 directors who submitted proxy forms), and 2 auditors.

At the beginning of the meeting, Chairman Yuzaburo Mogi said, “Due to the Covid-19 pandemic, we have not been able to have face-to-face exchanges for the past four years, but this year we will send a Goodwill Delegation to Wisconsin in October, and face-to-face exchanges will resume. We would also like to invite you to attend the exchange party to commemorate the 20th anniversary of our establishment, which will be held after the general meeting.”

Six agenda items were then discussed, including a business report and income/expenditure account settlement for FY2023, and drafts of the business plan and income/expenditure budget for FY2024, all of which were to be brought up for discussion at the General Meeting. The secretariat then reported on the status of exchange with Wisconsin.

### Fiscal Year 2024 General Meeting

The FY2024 General Meeting was held on Saturday, June 22nd at Hotel Port Plaza Chiba in Chiba City, attended by 23 regular Association members, and 45 members who submitted proxy forms.

At the beginning of the meeting, Vice President Katsunosuke Osawa gave the following message: “Although we have not been able to conduct exchanges through Goodwill Delegations for the past four years due to the Covid-19 pandemic, this year we will send a delegation to Wisconsin in late October, although only in the field of culture and the arts. I would like to thank you all again for the opportunity to resume face-to-face exchanges.”

The business report and income/expenditure accounts for FY2023, drafts of the business plan and income/expenditure budget for FY2024, and the election of directors and auditors were then discussed, with Kenji Saso, a member, chairing the meeting.



Board of Directors Meeting



Annual General Meeting

## **CWA 20<sup>th</sup> Anniversary Special –To the Next 20 Years and Beyond—**

In celebration of the CWA's 20th anniversary, we have interviewed three people who have been closely involved with the CWA in order to both look back over the past 20 years and to look ahead to the future.



### **Akiko Domoto, former Governor of Chiba Prefecture**

Akiko Domoto, who was elected Governor of Chiba Prefecture in 2001, could be called the mother of the CWA, as she was instrumental in shifting the formerly government-led exchange between Chiba Prefecture and the State of Wisconsin to the private sector.

**--Three years after becoming governor, you visited Wisconsin from March to April of 2004. What kinds of memories do you have from that visit?**

When I visited Wisconsin Governor Doyle, I was invited to his official residence and treated to breakfast. I still remember his cordial welcome, including the jokes we exchanged.

My visit coincided with the presidential election, and there was a woman from Alaska among the presidential candidates. Since Alaska is about the same distance from Washington as Chiba, I joked “I was born in California, so I could run for president, too,” and Governor Doyle joked back “I’d vouch for you,” which gave me a good laugh.

**--Thanks in large part to your decision to change the official exchange apparatus to a private organization, the inaugural meeting of the CWA was held in May 2004, and a wide range of exchanges have taken place in the intervening years. What are your thoughts as you reflect on these past 20 years?**

Chiba Prefecture’s relationship with Wisconsin began when Kikkoman opened an overseas factory in Wisconsin.

Soy sauce had started to become popular in the U.S., and Kikkoman built a factory there, which triggered a sister state agreement initiated by the two governments. Later, the CWA was formed as a private organization, and since then the government and private sector have continued to work together to continue exchange with Wisconsin as a whole prefecture.

The exchange between Chiba and Wisconsin has expanded to a wide range of fields, including not only cultural exchange, but also university-to-university (academic) exchange, and educational exchange, which has been vitally important. I think it is wonderful the way that both sides have been able to deepen their friendship with each other. It is especially important and valuable to see that these exchanges have been passed on to the next generation who are continuing to carry them out.

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--This fall, six students from the traditional “Sawara-bayashi” performing arts club at Sawara High School, along with Mr. Katano, who was a member of the 2005 delegation and a “Sawara-bayashi” performer, will be sent as leaders of the Arts & Culture delegation. For Mr. Katano, his first visit to Wisconsin was a life-changing experience, and he is now active as a *shinobue* (bamboo flute) player traveling around the world.

What a wonderful story. If possible, I would like to have the chance to talk with Mr. Katano and his group and hear them perform when the Goodwill Delegation from Wisconsin comes to Sawara next year.

### --What are your hopes for the CWA going forward?

It is amazing that exchange between Chiba and Wisconsin has continued for more than 30 years, and I consider the relationship to be a treasure of Chiba Prefecture.

It is important to continue the connection even as the generations change, but if it ends up being the same old thing every time, people will get bored. It would be nice if we could welcome visitors in a way that is not only heartfelt and hospitable, but also rewarding and fulfilling, making them feel truly happy to be there. It is also necessary to be creative and add variety.

One more thing I would like to add is good publicity. Utilizing TV is also effective. I think it is necessary to let as many people as possible in Chiba know about the nature of our exchange with Wisconsin. Also, cost-effective PR that can let people in Wisconsin know about Chiba is essential.

--In 2022, the CWA published an English version of the 30<sup>th</sup> anniversary special edition newsletter and sent a considerable number of copies to Wisconsin. The translation of that newsletter was done by a group of ALTs from Wisconsin. The level of ALTs coming to Chiba Prefecture is high, even by national standards, which I think is another big benefit to our exchange.

That’s great, just amazing. I think it must have been a surprise for the Wisconsin side.

--Since its founding, the CWA has placed a focus on our relationship with ALTs. Every year we hold a welcome barbeque party for new ALTs as well as a food cultural exchange event featuring turkey. For events like Thanksgiving, we try to provide a family-like experience that can enhance their understanding of Japanese culture, such as giving the opportunity to make *futomaki sushi* using the cooking room at the Chiba City Lifelong Learning Center.

That’s fantastic. You can’t get those kinds of experiences anywhere else, and I think that’s wonderful.



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--Do you have any final words you would like to share?

I don't think I would have gotten the chance to go to Wisconsin if I hadn't become the governor of Chiba. Because of that, I had a lot of truly enjoyable experiences, like my time meeting Governor Thompson. I had a very fun time today going on a trip down memory lane. Thank you.



Courtesy Visit to Governor Jim Doyle

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### Interview with CWA Steering Committee Chairperson Shigeo Moriyama & Former CWA Secretary General and Head of the Delegation Planning Group Yasuko Aoki



For the past 20 years, since the inception of the CWA, these two have provided steadfast guidance to the Steering Committee, which plans and manages exchanges with Wisconsin and other CWA projects.

#### First encounters with Wisconsin

**Moriyama:** In 2001, I was dispatched to Wisconsin for the first time as a prefectural employee, where I received such a warm welcome from the WCI (Wisconsin Chiba Inc.) that you would hardly think we had never met before. At that time, one of the WCI members said to me, “We’ve been working here for 10 years, but it’s frustrating that the people on the prefectural office side always seem to change right after you’ve just gotten to know them.” Though I was close to retirement at that time, I told them that I’d like to stay involved even after I had retired.

I later joined the Chiba-Wisconsin Exchange Project Review Committee before the CWA was established, and during the farewell party for the first CWA delegation in 2005, I was able to tell that person that I was fulfilling my promise to stay involved.

**Aoki:** I had been an advisor for foreign residents in the prefecture, and in 2003 I was approached by a prefectural official who asked me, “Would you be interested in Wisconsin?” After that, I joined the Review Committee and was dispatched to Wisconsin in March of 2004 to help mainly with the Culture and Arts group. After the CWA was established, I became more fully involved.

#### Key points for smooth sending and receiving of delegations

**Moriyama:** I think it has been good that Ms. Aoki has been the single point of contact with the WCI, and that we have been able to work together while dividing our efforts across our individual fields, with Ms. Aoki focusing on Culture and Arts, myself on Biomass, and the prefectural government on education. I also think that the International Affairs Division has been a great source of support for us in all of our activities.

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### **Enjoyable and challenging delegation experiences**

**Moriyama:** The Biomass group had a great time because we were able to visit a bioethanol plant and a sewage treatment facility thanks to the arrangements made by our counterparts in the WCI.

**Aoki:** For the Culture and Arts group, the Wisconsin side was ready to organize events right from the start, so I have good memories of consulting with the people in charge beforehand and cooperating with them on the day of each event to make sure the stage ran successfully. When top management changed, it was difficult to get used to new ways of doing things, but I think we were able to do it thanks to the support of locals.

### **What has been the most difficult thing you've experienced in these past 20 years?**

**Moriyama:** Having to postpone delegations due to the 2009 H1N1 pandemic and the 2011 Great East Japan Earthquake was a really difficult time. It was challenging to deal with the fallout from those events, including having to figure out flight cancellation fees and other logistics, but we were able to overcome them with Ms. Aoki's help.

After that, the postponement of the 2020 delegation due to Covid-19 was the hardest for me, as well as the cancellation of last year's delegation acceptance in Ichikawa City.

### **This year, for the first time in a long time, we will be dispatching a group of primarily high school students from Sawara High School.**

**Moriyama:** Sawara has a long tradition of the Sawara Grand Festival, and I feel that there is a lot of momentum now in promoting exchange throughout that region, so I expect that we will be able to achieve a lot. I also expect that next year when we host the Goodwill Delegation from Wisconsin, we'll be able to create a lively atmosphere through the power of the local community there.

### **New potential regions of Chiba that could send or receive delegations**

**Moriyama:** In addition to Sawara, I believe there are many other regions that could really be enlivened by sending or receiving delegations. Therefore, it is necessary to continue actively collecting information about different regions. In addition to seeking out new regions, I think we should also try to hit areas that we have collaborated with in the past.

### **Expanding the Fields of Exchange**

**Aoki:** It is necessary to expand our fields of exchange beyond culture, arts, and education to other fields, and in this case, it is essential to consider the method of exchange as well. In the Culture and Arts group, the priority has inevitably been on-stage performances, but

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from now on, I think it is important to consider exchanges outside of musical and dance performances. In my opinion, we should devise methods of exchange that show the appeal of both Japanese flower arrangement and tea ceremony. Also, if we can carry out sports-based exchanges, young people will really be able to participate.

### How has it been to work with each other over the past 20 years?

**Moriyama:** While I can be somewhat unclear or ambiguous, Ms. Aoki is always straightforward. However, our attitudes and ideas about exchange have always been aligned, and we understand each other on a fundamental level.

**Aoki:** I have the tendency to be straightforward, so our personalities are complimentary. Mr. Moriyama is well-versed in the organization of the prefecture and was able to take charge and respond appropriately even in areas he was unfamiliar with. I am happy that I could trust his direction on exchange to be aligned with mine.



The First CWA Goodwill Delegation, 2005



Visit to the State Governor's Residence, 2019

## **Fiscal Year 2024 Plan of Activities**

### **[Activities Policy]**

The CWA celebrated its 20<sup>th</sup> anniversary this year. During this period, the CWA has deepened exchanges with the people of Wisconsin through member-level exchanges, public relations activities, and the acceptance and dispatch of Goodwill Delegations. In FY2024, based on the results of our activities in the previous fiscal year, we will further enhance our activities in each field so that even more people can learn about the charms of Wisconsin.

### **[Activities Contents]**

#### **1 Regular Meetings**

- Board of Directors Meeting and General Meeting: 1 time each year
- Steering Committee: As a rule, meetings are held on the second Saturday of each month, with each group meeting held before the full Committee Meeting

#### **2 Planning and Management of Exchange Activities with Wisconsin**

Dispatch of Goodwill Delegation

- Dates: October 26-November 3, 2024
- Number of participants: about 10

#### **3 Exchange Activities for Members, Etc.**

- CWA 20th Anniversary Party (Saturday, June 22nd)
- Welcome Party for New ALTs (scheduled for September)
- Food Culture Exchange Event (scheduled for around November)

#### **4 Public Relations Projects Regarding CWA Activities and Wisconsin**

- Publication of CWA NEWS: 3 times per year
- Sharing of information through the CWA website
- Participation in various events
- Collection of information on Wisconsin and exchanges with Wisconsin

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**FY 2024 Revenue · Expenditure Budget**

<b>Revenue</b>				<b>Units: 1,000 yen</b>
Item	FY 2024 (A)	FY 2023 (B)	A-B	Comment
Membership Fees	576	598	△22	
Subsidy	1,150	1,150	0	
• Subsidy from Chiba Prefectural Government for administrative expenses	150	150	0	
• Subsidy from Chiba Prefectural Government for business expenses	1,000	1,000	0	
Participation Fees of Exchange Activities, etc.	1,190	255	935	Food Culture Collaboration Goodwill Delegation
Carryover	3,975	3,504	471	
<b>Total</b>	<b>6,891</b>	<b>5,507</b>	<b>1,384</b>	

<b>Expenditures</b>				<b>Units: 1,000 yen</b>
Item	FY 2024 (A)	FY 2023 (B)	A-B	Comment
Operating Expenses	297	297	0	Printing, disposable expenses, etc.
Activities Expenses	3,684	2,777	907	
• Meetings	80	150	△70	Board of Directors, General Meeting
• Dispatch and Acceptance of Goodwill Delegations	2,920	1,900	1,020	Goodwill Delegation Acceptance from Wisconsin
• Member Exchanges	274	255	19	Exchange Activities
• Public Relations	410	472	△62	Publication of CWA NEWS
Reserve Funds	2,910	2,433	477	
<b>Total</b>	<b>6,891</b>	<b>5,507</b>	<b>1,384</b>	

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**FY 2024 Board of Directors and Steering Committee Members of the Chiba-Wisconsin Association (as of August 1<sup>st</sup>, 2024)  
[Board Members]**

<b>Title</b>	<b>Name</b>	<b>Affiliation</b>
Special Advisor	Toshihito Kumagai	Governor, Chiba Prefecture
Advisor	Takao Hasegawa	Mayor of Kamogawa City (Sister City of Manitowoc, WI)
	Hiroshi Ota	Mayor, Isumi City (Sister City of Waupun, WI)
President	Yuzaburo Mogi	Honorary CEO and Chairman of the Board, Kikkoman Corporation Honorary Ambassador to Wisconsin
Vice President	Michio Oishi	Chairman, Kazusa DNA Research Institute
	Katsunosuke Osawa	President, Chiba Nippo Co., Ltd.
	Hidetoshi Sakuma	President, Chiba Prefecture Federation of Chamber of Commerce and Industry
	Ikuya Shimizu	President, Chiba Prefectural Cultural Promotion Foundation
Executive Director	Kazuhiko Yoshida	President, Chiba Convention Bureau and International Center
Director	Yozi Aoyagi	President, Chiba Television Broadcasting Corporation
	Hiroyuki Ito	Dean, Faculty of Science and Technology, Tokyo University of Science
	Kiyomi Yamazaki	President, Chiba Economic Council
	Norio Saegusa	President, Chiba Prefectural Employer's Association
	Tuyoshi Seike	Professor, University of Tokyo
	Hidetoshi Sakuma	Chief Secretary, Chiba Association of Corporate Executives
	Ichiro Tatsuno	Chancellor, Chiba Prefectural University of Health Sciences
	Kotaro Yokote	President, Chiba University
	Yoshimasa Miyazaki	President, Chiba Taiko Foundation
	Hideyuki Takahashi	Chief Director, Chiba Dairy and Agriculture Organization
	Katsutoshi Hukumizu	Principal, Narita Kokusai High School
	Takayuki Ino	Executive Director, Policy and Planning Department Chiba Prefectural Government
Auditor	Kotaro Nakamura	President, Chiba Industry Advancement Center
	Takatomo Totsuka	Chief Director, Japan External Trade Organization (JETRO) Chiba

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### **[Steering Committee]**

#### **Delegation Planning Group**

Masami Oura (Advisor)  
Shigeo Moriyama (Chairperson of Steering Committee)  
Tadao Ando (Secretary General)  
Yasuko Aoki  
Tetsuji Ogawa  
Akio Asanuma

❖ Kenji Saso

#### **Exchange Program Planning Group**

❖ Teruo Abe  
Takako Ishii  
Sanae Mitsuhashi  
Shizue Yamazaki

#### **Publicity Working Group**

Mihoko Ohara (Vice Chairperson of Steering Committee)

❖ Tadao Miyazaki  
Maximilian Gumble

#### **Secretariat**

Masaki Miyazaki  
Yuka Sato  
Koichi Shintaku

❖ *(Indicates Group Head)*

**Event Staff:** Tomiko Kakuta, Satoko Keigo, Madoka Usui, Yoshie Kato,  
Tomoko Ogawa

**PR Staff:** Naomi Sakakida

### **[Editor's Note]**

In this issue, we would like to report on the CWA's 20<sup>th</sup> anniversary celebration and introduce stories from three people closely involved with the CWA, on the theme of "To the Next 20 Years and Beyond." This year, for the first time in many years, we are planning to send a Goodwill Delegation to Wisconsin. The CWA will continue to endeavor to expand our circle of exchange.

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