World Heritage Picture Panel (Sister City Event) at St Petersburg: May 11- July 13

Detail: I coordinated the exhibit of World Heritage Picture Panels, one of the events during the visit of the major of Takamatsu, St. Petersburg’s sister city in Japan. I contacted several sponsors for this event, explaining to them the importance of increasing the number of outbound tourists from Florida to help the “Yokoso Japan” campaign. I also contacted A.C.T to sponsor the event so that Tampa Bay Area students could look at these beautiful picture panels during the day on a field trip. About 150 attended the Opening Ceremony including the Miami Consul General of Japan, Mayor Baker of St Petersburg and Mayor Onishi of Takamatsu. It was broadcast on local TV. Currently St Pete expects at least 30,000 visitors to view the panels by the end of July.

Background: Due to St. Petersburg’s budget constraints, the city could not set up events when the Takamatsu mayor visited last year. I knew the World Heritage panels were available as we had exhibited them in February at USF to such success that many students asked about travel costs as they wanted to see the sites in person. Therefore, I worked closely with St Petersburg, the Miami Consul General of Japan Takamatsu and the Japan Foundation in NY to get sponsorship from the Japan National Tourist Organization in NY, Konica Minolta in St Pete and IACE travel in Orlando. Mahaffey Theater is one of best theaters in Central Florida. It welcomes over 2200 guests per night for concerts and other events. Each person is a potential visitor to Japan.

Coordinator Comments: Coordination for this event was difficult, because just three weeks before the opening ceremony, the St Petersburg City Hall liaison was suddenly laid off. I had to explain everything for the event to new officials who knew none of the details. I also thought this would be a good chance for Tampa Bay students to understand more about some of the World Heritage sites like the Everglades in Florida which are environmentally challenged. I felt it was important for them to understand we all have the responsibility to keep the legacy for the next generation.

Supervisor Comments: The World Heritage Event in St. Petersburg is another huge outreach success due almost entirely to the presence of the JOI coordinator. Ogishima-san deserves huge credit for his persistence, tenacity, and dedication to ensuring a successful event in the midst of numerous challenges and budgetary restrictions. Anyone who has worked on an event such as this knows just how much effort goes into the planning. Ogishima-san enjoys the challenge and takes great care to address all the details. He has the ability to work proactively and effectively with key stakeholders to ensure productive outcomes. He is well respected throughout the community and has contributed to strengthening ties between the sister cities of St. Petersburg and Takamatsu as well as between our two countries as a whole.
Details of Programs: I spoke about different topics a total of four times at business clubs such as the Optimist Club of Tampa and Tampa Interbay Rotary Club. The Optimist Club, one of the oldest civic-service clubs, is composed of business and professional men and women. Although there is no longer a Japan-American Society in Tampa nor any Japanese company in the Tampa Bay area, my presentations may help businesspeople understand the importance of close relations between Japan and the US and may promote mutual understanding at the business level.

Background: Before each event, I spoke with the people hosting and/or organizing the periodical meetings, discussed the content of my presentations and created presentation materials and documents. To understand the businesspeople’s general understanding about Japan and Japanese business, I usually asked them in advance how many of them had gone to Japan.

<table>
<thead>
<tr>
<th>Date</th>
<th>Oct 29 2008</th>
<th>Date</th>
<th>Dec 17 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Place</td>
<td>Sheraton Tampa</td>
<td>Place</td>
<td>Sheraton Tampa</td>
</tr>
<tr>
<td># in Audience</td>
<td>5</td>
<td># in Audience</td>
<td>12</td>
</tr>
<tr>
<td>Subject</td>
<td>Topological Differences between Japan and Florida</td>
<td>Subject</td>
<td>Japanese Business Manners, Family and Kanji Characters</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Date</th>
<th>Apr 15 2009</th>
<th>Date</th>
<th>May 21 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Place</td>
<td>Sheraton Tampa</td>
<td>Place</td>
<td>Intercontinental Hotel</td>
</tr>
<tr>
<td># in Audience</td>
<td>10</td>
<td># in Audience</td>
<td>50</td>
</tr>
<tr>
<td>Subject</td>
<td>Japanese Ecology &amp; Furoshiki culture</td>
<td>Subject</td>
<td>Topological Differences &amp; Creation of New Products in Japan</td>
</tr>
</tbody>
</table>

Coordinator Comments: It was really fun to make a presentations focusing on the characteristics of Japanese business, explaining the origin of basic Kanji Characters as well as complicated Kanji Characters using Hen with  and the Japanese family model, and demonstrating various Furoshiki Wrapping Techniques interactively.

Supervisor Comments: Ogishima-san’s background in business has been a huge asset in his ability to connect with local business organizations. He is not only able to address issues related to doing business in Japan as well as comparing and contrasting Japanese and U.S. approaches to business, but he has also consistently focused on cultural and linguistic aspects that are important to understanding Japanese society. He enjoys the interaction with the business community and his presentations have been very well received. He will be invited to additional presentations in the coming year, including to my own Rotary Club.
USF International Events

Details: I participated in several kinds of International events at USF, lectured about Japanese culture in classes, coordinated efforts to set up a Study Abroad program, and organized the first-ever World Heritage Picture Panel Exhibit in the US.

Background: There are no Japanese language and culture professors nor a Japan Students Association at USF. The number of Japanese exchange students is very limited. Before each event, I met with the people hosting the event. I arranged a venue for the first-time Language Camp, then recruited Japanese volunteers. I also organized Japanese participation in the International Fair, International Day and others activities.

Coordinator Comments: Since I started events at USF, the number of Japanese student volunteers increased. Now Japan has become one of the most popular countries represented with booths at international events at USF.

Supervisor Comments: Ogishima-san has done an extraordinary job of promoting Japanese language and culture at USF. An impressive, major event entailed the hosting of a display (the first in the US!) of Japan’s World Heritage Sites by renowned photographer Kazuyoshi Miyoshi. In addition to the presence of the highest levels of USF administration, visitors to the opening ceremony included the Consul General from Miami, the CEO of Konica Minolta Danka, and a representative from the Coalition Forces from Japan. Ogishima-san has raised the level of awareness of Japan through his persistent activities with Japanese language instructors and students, participation in our study abroad fairs, and specialized events that he hosted with the involvement of various student clubs and organizations. His events are always well organized and well attended.
Mitsuo Ogishima/ University of South Florida International Affairs

USF International Events

Details of Programs:
Academic Year 2009-2010
International Education Week 2009 took place in November. I organized two events: a Koto performance and Japanese tea ceremony. I worked to bring famed Koto player, Yoshiko Carlton, to USF to perform and give a lecture to students. Two USF School of Music students performed with Yoshiko Carlton, Bonnie Deed on the violin and Jose Valentino Ruiz on the flute, making this a truly international performance! Kim Pham, a Japanese tea specialist and owner of the Kaleisia Tea Lounge, came to USF to demonstrate and discuss the significance of a Japanese tea ceremony.

Working with Consul General of Japan, I organized "Ramen Girl" a movie that was shown in March and a Japanese Food Lecture. Individuals from the community, as well as students and faculty, enjoyed the film tasted traditional and contemporary food culture of Japan.

A total of 65 students and faculty members attended the Koto concert, 75 attended the Tea Ceremony. And 120 community members and students came to see Ramen Girl and the Japanese food event.

Background:
Though we have over 200 USF students who are studying Japanese, they need opportunities to see traditional Japanese culture to supplement their language learning. Unfortunately USF does not have a budget to hire Japanese cultural staff, so I worked to find authentic performers and professionals who are willing to do these cultural events at USF. I negotiated these on a volunteer basis.

We received support from the Consul General of Japan in Miami and a local Japanese community newspaper “Keylime” in order to show the Japanese Film, “Ramen Girl,” and offer a lecture on food.

Coordinator Comments:
For the Koto program I discussed the idea with several School of Music students and USF Violin and Flute professors and found two volunteer students to accompany Koto player, Yoshiko Carlton. It was not easy to set up rehearsal space and schedules for each party, but I was very happy that the music collaboration was a huge success and well acknowledged by audience.

Comments from supervisor:
These events have been absolutely outstanding and had a wonderful impact on the USF community. All have been beautifully organized with input from students, faculty and staff. They have particularly well received as hey have shown various aspects of the Japanese culture- Tea Ceremony, Koto music, Anime, Movie. Beautiful!
Japan Immersion Day

Details:

We held several Japan Cultural Immersion Days with the support of the Hillsborough County Public School District to teach several aspects of Japanese culture, tradition, and lifestyle.

- Dec 15 2009 for High school students (85) at USF
- Jan 8 2009 for Middle school students (120) at Instruction Service Center
- Mar 12 2010 for High school students (65) at USF

Workshop topics included: Today’s Japan Topics, Origami, Kimono try on, Traditional Japanese Toys, Calligraphy, Tea Ceremony, and Traditional Toys. I made presentations for Today’s Topics, Workshop for Origami, Traditional Toys, and Calligraphy.

Background:

The purpose of this program is to provide an opportunity for Tampa Bay area Middle and High Schools to encourage students to start or continue to study about Japan. I worked closely with County Public School Teachers on topics selected by school that were tailored to student’s needs.

Comments from attendances:

- It was really cool to see how Japan is compared to the US.
- I learned more similarities and difference between Japan and US.
- You helped me learn more about Japanese cultures in many ways.
- It makes me want to visit Japan.
- Students that weren’t interested in Japan opened their eyes to Japanese culture and marked evaluation as strongly interested in after this (High school Teacher)

Comments from Supervisor:

Immersion days organized by the JOI coordinator have been enormously popular and welcomed by the schools in Tampa Bay area. They have been well organized with the intent to engage, entertain, and educate middle and high school students on Japanese culture and language. They have exceeded all expectations. With a better understanding of language at an early age our children will more than likely continue their studies at the university level.
World Heritage Picture Panel Exhibit at Disney World Epcot (Nov 6 – May 26)

Detail:
I coordinated efforts to exhibit the Japan World Heritage Picture Panels at the Epcot Japan Pavilion (Disney World). The panels were on display for approximately 6 months. With the help of the Japan Foundation in New York, I helped introduce the great cultural heritage sites of Japan to nearly 100,000 visitors. Professional photographer Kazuyoshi Miyoshi took all the photos.

Background:
One of sponsors of the World Heritage Picture panels in St. Petersburg suggested we work with Disney to display the photos. Disney Epcot is not just an amusement park, but an educational attraction to help visitors understand global warming, pollution, and other world problems. I spoke to Disney about the World Heritage Convention which was adopted by UNESCO and aims to preserve the cultural legacies of the world for future generations to come. I was given a chance to make a presentation at Epcot about my proposal and it was accepted! I worked closely with Disney Imagineering and many others to showcase the photos.

Comments from visitors:
• Really impressive and beautiful pictures
• I would love to go to Japan
• Remind me of my past fantastic trip to Japan
• Understand UNESCO as World Heritage site.

Comments from Walt Disney Imagineering:
We would like to thank the Japan Foundation for the loan of images of Japan’s World Heritage sites. And we would also like to thank Mr. Mitsuo Ogishima, Japan Outreach Initiative Coordinator, University of South Florida, for introducing us to this opportunity and assisting us throughout the various stages of the exhibit.

Comments from Supervisors:
The Disney exhibit is the jewel in the JOI crown! This exhibit was extraordinary. After showing of the World Heritage photographs at USF and city of St. Petersburg, Disney showcased the photos for the world to see! Kudos are in order to Mitsuo-san for his exemplary and extraordinary efforts to make the exhibit a success. Disney estimated nearly 100,000 people viewed the exhibit.