

# Second International JETAA Conference

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by Gregory Howell  
 President, GHA Travel  
 Former President, JETAA Northern California



*Gregory Howell, currently Acting President of JETAA Northern California, addressed introductory remarks to participating JETAA representatives at the Opening Session of the second JETAA International Conference in August*

JETAA, the Japan Exchange and Teaching Program Alumni Association, held its second International Conference at the Mark Hopkins Hotel in San Francisco in August. The event was sponsored by the Japan Local Government Center and hosted by JETAA Northern California. Over 40 JETAA leaders from the United States and Canada gathered for three days of presentations, discussions, seminars and social events.

The Opening Session began with remarks and introductions from Gregory Howell (Acting President, JETAA Northern California), Toshiyuki Otaki (Director, Japan Local Government Center), Kiyo Nanao (Consul General of Japan—San Francisco), Ronn Patton (JETAA Northern California), Brian Chiappinelli (JETAA New York) and Alan Bresgi (JETAA Toronto).

## JETAA and the World Wide Web

The theme for General Session I on Friday was *The Internet and What it Means to JETAA Locally, Nationally and Internationally*. The discussion and presentations continued a dialogue that had started at the previous year's Conference with an initial Internet proposal from the JETAA Seattle Chapter. It was fortunate that several Webmasters were present at the meeting to lead the consideration of the Internet and how it will facilitate JETAA goals and objectives.

Scott Black (JETAA Seattle) moderated the program and interchange, and exciting presentations were given by Geoffrey Froh (JETAA Seattle) and Michael Mc Vey (JETAA Arizona/Los Angeles). Geoffrey Froh is currently with the Japan-America Society and is responsible for the development of an Internet web-site for Society members. He spoke about his own experience with complex site development and the rigors of coordinating and balancing the needs of individual chapters. Michael Mc Vey is the creator and owner of JET-List-serve, a discussion list for JET related matters. He has also developed and maintained the unofficial JET web-site on the Internet.

The talks given by both these individuals enabled all the participants to see the amazing potential of Internet technology. In fact, one of the most exciting aspects of the 1996 Conference was the possibility of drawing from the ranks of JETAA itself for experts in various

fields. After all the intense interchange and dialogue, the evening ended with a wonderful reception and dinner hosted by the Japan Local Government Center.

## Back to Basics: Marketing and Organizing

General Session II on Saturday morning started with a continuation of the Internet dis-



*General Session I of the JETAA conference focused on the Internet and its application to JETAA, precipitating stimulating discussions and intriguing the JET alumni attending the conference with visions of a high tech future.*



*(l. to r.) Anita Chandon (JETAA Montreal), Dan Juran (JETAA New Orleans), Margot Cathcart (JETAA Manitoba), Iwao Horii (Consulate General of Japan in San Francisco), Toshiyuki Otaki (JLGC) and Alan Bresgi (JETAA Toronto) socialize on Friday evening at the dinner hosted by JLGC.*

The Kitayama Sugi, the aromatic Japanese or North Mountain Cedar, is Kyoto's prefectural tree



cussion, and a special committee was formed to work out the many details of planning the future of JETAA on the Internet. After the intense high technology consideration and formation of a working group, the Conference shifted gears to focus on marketing JETAA. The morning session culminated with an address and proposal by Anita Chandon (JETAA Montreal), *Creating and Image*



American and Canadian JETs, shown here at the closing session at the Mark Hopkins Hotel in San Francisco, agreed that the conference had been a stimulating and constructive experience.



(l. to r.) Reiko Hayashi-Patton, Ronn Patton of JETAA Northern California, Ken Mukai of JETAA Los Angeles and Amy West from JETAA Kansas City at San Francisco's Kinoko ("mushroom") teppanyaki restaurant at a dinner sponsored by the Consulate General of Japan in San Francisco.

*Marketing JETAA.* The proposal centered on the creation and distribution of a printed brochure highlighting the many goals and objectives of JETAA. This brochure would be distributed to companies and organizations throughout North America for the purpose of educating a wider audience about the wonderful resources that JETAA alumni can offer their communities.

Saturday afternoon was dedicated to a series of workshops: Establishing Non-Profit Status, Community Service and Outreach, Grant Writing/Fund Raising. To facilitate the complex process of creating an alumni chapter, incorporating and gaining status as a non-profit organization, a working committee was formed to lay out guidelines for chapters throughout North America. Community service considerations were centered on local opportunities. Examples included volunteering at a church soup kitchen for the homeless and serving as tutors in a literacy project. Various Chapters suggested a wide variety of ideas unique to their respective regions.

The last workshop focused on grant writing and general fund raising. Funding is, and will continue to be, a critical issue for the survival and health of each JETAA group. The various chapter leaders present at the Conference shared both traditional and innovative methods and approaches for generating adequate revenues.

### Rewards for a Job Well Done

To observe the conclusion and achievements of the 1996 Conference, attending JETAA representatives celebrated in grand San Francisco fashion at a celebrated *Teppanyaki* restaurant. The multi-course dinner was filled with many toasts and wonderful stories of JET years in Japan. After dinner, the group traveled to Club Fugazi to see the famous Beach Blanket Babylon stage revue. The entire evening was made possible through the generous support of the Consulate General of Japan—San Francisco.

By the end of the meeting, it was clear that the Second JETAA International Conference had definitely met the expectations set forth at the end of the first meeting in New York in 1995. The San Francisco gathering was such a resounding success that a third JETAA International Conference has already been scheduled for 1997 in Montreal, Quebec.