Santa Cruz/Shingu Sister Cities Exchange: June 17 – June 20, 2009
Business Exchange with Shingu, Japan

Background
Santa Cruz's Sister Cities relationship with Shingu originated 35 years ago from the connection between the Aikido communities in our two cities. Shingu is a small coastal city (30,000 people) in remote southern Japan. Its traditional economy was lumber and fishing, but like everywhere else in the world, this has been changing in recent times. The Wakayama peninsula where Shingu is located is known for its beautiful historic shrines and stunning natural settings -- once a traditional pilgrimage route for Kyoto nobility, and now designated as a UNESCO World Heritage Site.

Ongoing Exchanges
Over the years this has been a very active relationship, with delegations in both directions related to official contacts, cultural activities (music and art), economic development (tourism, food and beverage) and youth exchange.

For the past 13 years Shingu high school delegations have visited Santa Cruz in August and each spring Santa Cruz student delegations have been hosted in Shingu. A mayor's delegation to Shingu in November 2006 provided a particularly fruitful opportunity to explore some common interests with business and civic leaders, in addition to the cultural exchange and personal friendships that are part of any Sister Cities experience.

Business Exchange October 2008
The mayor's delegation in November 2006 inspired the development of a business exchange to focus on economic development. In October 2008 an 8-person delegation from Santa Cruz visited Shingu to share ideas on cultural and environmental tourism, niche food and beverage products, internet presence and marketing, collaborative promotion and workforce education. The delegates from Santa Cruz included:

Peggy Dolgenos – President and Co-founder, Cruzio

Dan Haifley – Executive Director, O'Neill Sea Odyssey

David Le Van – Founder and Owner, Well Within Spa; Member, Think Local First

Bonnie Lipscomb – Director, Santa Cruz City Redevelopment and Economic Development

Cynthia Mathews – Mayor, City of Santa Cruz

Scott Roseman – Founder and Owner, New Leaf Community Markets

Howard Sherer – Chief Executive Officer, Hutton Sherer Marketing Advertising Design

Dave Vincent – Executive Director, Leadership Santa Cruz; past District Superintendent, CA State Parks

Upcoming Business Exchange June 2009

The October exchange was so productive, a delegation of Shingu business and civic leaders will be visiting Santa Cruz June 17-20, 2009 to continue the conversation about economic development. Delegates will have home stays with local host families; their busy schedule will include meetings with local business and tourism leaders including the Santa Cruz Beach Boardwalk, CVC, Downtown Association, Cruzio, NextSpace and more. They will be officially welcomed along with Consul General Nagamine at the Japanese Cultural Fair (June 20 at noon at Mission Plaza) and participate in other local events and social activities during their stay. The delegates from Shingu include:

Yasuyuki Seki – Boardmember, Shingu Chamber of Commerce; CEO of Seki Sankichi Shoten, a construction instrument supply company; founder of Kumano Triathlon Contest

Toshiro Suzuki – Adminstrative Manager, Shingu City Hall

Yoko Konishi – Administrative Officer, Shingu Visitors Bureau

Michiyo Fukumoto – Tour Guide, Shingu Visitors Bureau

Masaomi Ooi – Boardmember of the Tankaku Downtown Association; owner of downtown Cafe Bar

Taku Iwasawa – Chair of the Shingu Sister City Committee

This exchange is being sponsored by the Santa Cruz Sister Cities Committee with help from Sister Cities Support. The schedule of activities and home stay details are being organized by volunteers from the Shingu sub-committee

How to support Santa Cruz Sister Cities activities

To make a financial contribution in support of local Sister Cities activities: send **check payable to Sister Cities Support** with **SHINGU EXCHANGE on memo line**. Sister Cities Support is a tax exempt 501c3 organization and contributions are tax deductible; tax ID #77-0575231. Mail contribution to:

Santa Cruz Sister Cities Support
c/o Nancy Eidam, Chair
701 High Street
Santa Cruz, CA 95060

For general information on Santa Cruz Sister Cities programs including activities, volunteer opportunities and contributions:

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Work: 420-5277
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Santa Cruz, CA 95060

To inquire about in-kind donations or other forms of support for the upcoming visit, contact Lisa McGinnis as indicated above.

06/12/09