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# JASEB Announces New Name, New Director

BERKELEY — Japanese American Services of the East Bay (JASEB) on Sept. 21 announced two major developments in its 39-year history.

These developments will help position the agency for further growth as a community agency in the East Bay.

## **New Name: J-Sei**

One of the major objectives of the agency's recently completed strategic planning process was to implement a rebranding/repositioning of the organization that reflects the recent expansion of the mission. Under the expanded mission, the agency will continue to serve seniors, but also broaden its reach to promote and impart Nikkei culture and values to families and the various generations in a changing community.

After an extensive rebranding process, the agency has changed its name to "J-Sei," which reflects a multigenerational and multicultural organization that has its roots in Nikkei values and culture. The agency is proud of its rich history of providing care and assistance to seniors, and now it has expanded its mission to include families and younger generations.

One of the first programs reflecting the expanded mission is the Saturday Morning Series, in which J-Sei presents stimulating panels, forums and

discussions about issues facing this multigenerational and multicultural community.

"We wanted to create an updated, revitalized identity for the agency to reflect our expanded mission. We believe the new name conveys the essence of our positive new direction," stated Bruce A. Hironaka, board president. The transition to J-Sei will take several months and will be completed in early 2011.

## **New Executive Director: Diane Wong**

Additionally, J-Sei announced the hiring of Diane Wong, MSW, as its executive director. She grew up in San Francisco and graduated from UC Berkeley, where she received both her bachelor's degree in social welfare and her master's in social work with an emphasis on gerontology and agency management.

She brings over 20 years of experience in the non-profit world, including being the first executive director at Alzheimer's Services of the East Bay. She has also had extensive consulting experience; her assignments often involved issues of aging and program development. Wong is a first-generation Chinese American who is very familiar with the Nikkei community.

"We are very excited that Diane has joined us at this criti-

cal juncture in our history," said Hironaka. "We believe that she has the experience, compassion, leadership skills, and understanding of the community that we need as we broaden our reach in the community. We look forward to her leading the agency's efforts to build a community institution that will effectively serve our ever changing community and an institution that we will be very proud of."

"I am very pleased to be joining J-Sei as its executive director and I look forward to working with the board, the staff and the community as we embark upon this exciting journey to expand our services," stated Wong.

J-Sei is a community and cultural organization that brings generations and families together to nurture and pass on Nikkei values and tradition through a broad array of services and programs. Its senior programs include a nutrition program, stimulating and social classes and lectures, a pilot Transportation Program, and bilingual case management, friendly visitor/telephone calls and referral services. Its resources, information and services are relevant to the entire continuum of care for seniors, as well as their families and all ages of the Nikkei community.

For more information, call (510) 848-3560 or visit [www.j-sei.org](http://www.j-sei.org)