

Tenrikyo

newsletter



Spring Grand Service January 2025

The spring grand service at the Tenrikyo Mission Headquarters in America was joyously completed with many in attendance. Following the service, a bake sale was held where all proceeds were donated to the Southern California Fire Relief Fund.

Tenrikyo Mission Headquarters in America

www.tenrikyoamericacanada.org

February 2025

“A Work in Progress” by Bishop Fukaya

- Sales and “Missionary Work” -

(part 3)

On January 26th, the Spring Grand Service was held at Church Headquarters. I believe that many people returned to Jiba in remembrance of Oyasama’s withdrawal from physical life, but it is important that we also vow to complete and conduct our pre-activities towards the 140th Anniversary of Oyasama, which is only about a year away. I ask for your kind cooperation.

In addition, since our spring grand service last month (Jan. 19), we have started a fundraising campaign for those affected by the wildfires that have occurred since January 7 in the Los Angeles area. We will continue the fundraising until our March monthly service (March 16).

Now, I will continue where I left off last time.

People take action when they consider something as being their own personal responsibility (“Lessons Learned from the Business Diary of the Man who Sold the Most Coca-Cola in Japan,” p. 53).

It seems that salespeople who are good talkers seem to have better sales performance, but this is a misconception, he said.

The author went on a sales tour with a person from one of their sales offices, and his first impression of this salesman was that he had a reserved personality. However, he was a person whose vending machine sales results were always ranked at the top of his office. The salesperson would only say a few words when visiting a client, and mostly listened to what they had to say, nodding his head occasionally to show that he was listening and comprehending.

The author found this frustrating, but the clients seemed to think otherwise, and little by little the author began to hear words of agreement mixed into the client’s responses. The salesman was able to get about half of the 10 clients visited to make a purchase that day.

On the other hand, on a different day, when the author went around selling vending machines with a rather talkative person, he said that salesman could hardly get any contracts. Although the clients looked through the vending machine catalogs, they were listening to the conversation with a somewhat vacant mind, and it was clear that clients wanted to end the conversation as soon as possible.

Then the author noticed a difference. While the latter was telling people how wonderful the vending machines were and explaining how they would increase the store’s sales, the former was telling people what a pleasant experience installing a vending machine would be and spending time listening to their concerns and doubts about investing in a vending machine. In this way, they worked with the other party to figure out how they could help.

The salesman was thinking about how they could help solve the client’s problems. In other words, it

(continued on the middle of page 15)

Coming Up

* Three Day Course @ Mission HQ

2/21 (Fri) ~ 2/23 (Sun)

* Spring Memorial Service @ Mission HQ

3/15 (Sat) @ 7PM

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Spring Grand Service Prayer

January 19, 2025

Before You, God the Parent, Tenri-O-no-Mikoto, who is enshrined in this altar, I, Hiroshi Alexander Fukaya, Bishop of the Tenrikyo Mission Headquarters in America, invoke with reverence.

Dear God the Parent, You created this world and human beings where there was no form. Due to Your long-years of continuous blessings and step-by-step nurturing, we have reached our present state of spiritual growth. Although our efforts may be lacking, without forgetting our blessings for even a moment, we strive day and night to repay our debt of gratitude to You.

This is the meaningful month in which Oyasama, who demonstrated the Divine Model of Single-Hearted Salvation for fifty long years, shortened Her natural term of physical life by twenty-five years, in order to level the ground of the world, out of Her love for Her dear children.

From now, receiving the truth of Jiba, we service performers will unite our minds and perform the seated service and service dance for our Spring Grand Service. We shall ponder the day of origin of opening the portals and give thanks for Your deep parental love.

Looking forward to this day, yoboku and followers have gathered here to give thanks for Your daily blessings. Asking for Your continued blessings, we shall sing the service songs spiritedly, and in witnessing this, please become spirited as well.

This month, church head ministers, Yoboku, and followers of our diocese will be returning to Jiba for the spring grand service at Church Headquarters. Please nurture them to be able to receive the truth of Jiba with spirited minds and return safely to their respective locales to further engage themselves in missionary and salvation work.

Next month, on the 15th, we plan to hold a seminar for leaders within our diocese. May this serve as a springboard in the third year of our “three years, one thousand days” pre-anniversary activities toward Oyasama’s 140th Anniversary.

Having reflected upon the conflicts and disasters around the world, and in order to have a more meaningful third year of our “three years, one thousand days” activities leading towards Oyasama’s anniversary, we of this diocese, with a unity of mind; pledge to spread the teachings to the world; to devote ourselves to do salvation and missionary work; and to progress toward achieving the Joyous Life world.

Dear God the Parent, please accept our sincerity and bestow us wondrous blessing in our salvation work, so that this world will be transformed, even one day sooner, into a world where all people’s minds are purified. In unison with the whole congregation, I humbly pray, that You bless us so.

Spring Grand Service Sermon by Bishop Hiroshi Fukaya

~*The Third Year of Our Pre-Anniversary Activities*~

It brings me great joy and gratitude to have just spiritedly concluded our spring grand service together with all of you.

Looking back on June 30 of last year, we successfully held our 90th Anniversary with the honored presence of Rev. Daisuke Nakayama, the official representative of the Shinbashira; and Mrs. Harue Nakayama, the wife of the Shinbashira. For this, I am truly grateful.

On the day prior, we also successfully celebrated the joint convention commemorating the 70th Anniversaries of the Women's Association and Young Men's Association of America, with both their presidents in attendance. This was due to the support of everyone involved, and I thank you once more.

Today, to open this new year, I would like to share my thoughts so that we can all move forward together in high spirits during this season of the final year of our pre-anniversary activities leading up to Oyasama's 140th Anniversary. I ask for your kind attention.

First of all, I would like to extend my heartfelt prayers for the many people

affected by the wildfires that have occurred in the Los Angeles area since January 7. My deepest condolences go out to those who have lost their homes and to those mourning the loss of their loved ones.

Starting today and continuing until our March monthly service, we will start a disaster relief fund to support those affected by the wildfires. I kindly ask for your cooperation.

The 140th Anniversary of Oyasama will be observed at Church Headquarters on January 26 next year.

The anniversaries of Oyasama are observed to commemorate the date, January 26, 1887, when Oyasama withdrew from physical life, shortening Her natural term of life by 25 years, to urge the spiritual growth of all human beings, Her children.

However, we do not merely commemorate Oyasama. We must also show Her a more spiritually matured version of ourselves, on the day of the anniversary, so that She may find joy in witnessing our progress.

Further, reflecting on the Divine Direction conveyed immediately after Oyasama withdrew from physical life,

From now, I will step out to save the world.

I believe that now is the time for us to



Bishop Hiroshi Alexander Fukaya
of the Tenrikyo Mission Headquarters in America

pledge to align our minds with the intention of Oyasama, to put Her teachings into practice, and to take decisive action.

In other words, each time that we celebrate an anniversary of Oyasama, every 10 years, it is critical for us to show Her our spiritual growth and thus bring Her joy.

Now, as we enter the final year leading up to the 140th Anniversary, to further advance our spiritual growth, I would like to revisit and reflect on the intentions of the Shinbashira expressed in Instruction Four, along with his words.

Instruction Four explains about why we observe an anniversary of Oyasama:

The significance of observing an anniversary of Oyasama, therefore, is to respond to Her parental love by making decisive progress in spiritual growth, with each and every Yoboku raising his or her awareness of being Oyasama's

instrument.

Instruction Four, p. 2

“Oyasama’s parental love” refers to the profound love of Oyasama, who demonstrated the Divine Model for us and withdrew from physical life on January 26, 1887, thus shortening Her natural term of life by 25 years to encourage our spiritual growth. Also, it signifies that Oyasama is everliving and that She continues to stand at the forefront of world salvation, to guide and work for us.

First of all, we must embrace this truth in our hearts, never forgetting it, as we dedicate ourselves during the three years, one thousand days of our pre-anniversary activities.

However, this alone is not enough. As followers of Tenrikyo, we must reaffirm to ourselves, that our mission is to serve as the hands and feet of God the Parent and Oyasama and to strive for the realization of the Joyous Life world. This involves practicing the teachings daily and dedicating ourselves to world salvation.

Of course, practicing the teachings is important at all times. However, during our pre-anniversary activities leading up to Oyasama’s anniversary, we must embrace the three years, one thousand days as a distinct period, engaging ourselves with even greater energy and effort than usual. In Instruction Four, it states

The period of “three years, one thousand days” that leads up to an anniversary of Oyasama is a time for us to actively move forward on the path of single-hearted salvation by implementing the teachings with our sights set on the Divine Model.

Instruction Four, p. 3

Further, in his message for our 90th Anniversary last year, the Shinbashira said,

... because of our jobs and other various commitments that keep us busy in our day-to-day lives, Oyasama’s Divine Model may be put on the back burner, if not totally forgotten. This “three years, one thousand days” season leading up to the anniversary is, however, different from such ordinary times. During this special period, we focus on increasing the time spent pondering over Oyasama’s parental love embodied in Her Divine Model and make repeated efforts to implement the teachings so that we can bring our mind into accord with the divine intention. Such is the way of following the path of the “three years, one thousand days” season leading up to the anniversary of Oyasama. There may be times when we encounter unexpected hardships and difficulties in life. Yet, if we follow the path in high spirits, relying on the true Parent and returning our thoughts to the

Divine Model, Oyasama will surely feel reassured as She looks upon us. Your positive attitude and the way you follow the path in high spirits will surely help you to be blessed with newcomers to the path of faith.

Newsletter, July 2024, pp. 6-7

During this period of our pre-anniversary activities, more than ever, let us all practice the teachings on a daily basis, using Oyasama’s Divine Model as our goal. In other words, let us consider all things and guide all our actions by using Oyasama’s Divine Model as our standard, and ask ourselves, “What would Oyasama do?”

We must not simply pass this period of three years, one thousand days in a vague manner. Rather, let us always keep Oyasama’s Divine Model as our reliable guide, upon which we can ponder things, make judgments, and put the teachings into practice. If we spiritedly move forward each day, this will bring peace of mind to Oyasama. Further, I believe that this will lead to the teachings spreading far and wide.

In regards to walking this path with Oyasama’s Divine Model as our guide, Instruction Four says,

“When we drink water, it tastes of water.”

She taught us to always feel a sense of gratitude for the boundless blessings of God the Parent in any situation as we

walk the path. On another occasion, She noted:

“Buds sprout from knots.”

She encouraged those around Her by saying that whatever happens is God’s arrangement for guiding people to spiritual maturity. Further, we are taught:

“Through saving others, you will be saved.”

Oyasama taught that, if we remain singly focused on working for the salvation of others, our minds will gradually become purified without us even realizing it and will allow us to be saved and be filled with joy and brightness.

Instruction Four, pp. 3-5

The Shinbashira highlighted these three teachings to instruct us on what kind of mindset we need as we walk on this path. Of course, Oyasama taught us more than just these three teachings. However, if we can first settle these three in our minds and put them into practice, I believe that we will be able to carry out our pre-anniversary activities with Oyasama’s Divine Model as our guide. For our 90th anniversary last year, the Shinbashira stated,

The anniversaries of Oyasama have nothing in common with memorial services held in remembrance of the deceased. We see Oyasama’s anniversaries as crucial milestones

on our journey toward the Joyous Life World, so desired by God the Parent. With each milestone, we strive to grow spiritually and show Oyasama a new level of spiritual growth so that we may bring peace of mind to Her. Such is our resolution with which we observe Oyasama’s anniversaries.

Newsletter, July 2024, p. 6

In other words, this means that, on the day of the anniversary, we must present to Oyasama how much we have grown spiritually. As I mentioned earlier, we must engage in our pre-anniversary activities so that we can show Her our spiritual growth on the occasion of every anniversary. By demonstrating to Oyasama our more spiritually matured selves, we will be able to bring Her joy and peace of mind.

At last year’s Autumn Grand Service, the Shinbashira said,

In order for us followers of the path to take firm steps forward in unity of mind, we will need to nurture more and more Yoboku in such a way that they will turn their thoughts to the anniversary and thereby engage in the activities toward the anniversary. Without such efforts, we will not be able to bring peace of mind to Oyasama.

Michinotomo, Dec. 2024, p. 7

In other words, I believe that the

Shinbashira is encouraging us to receive the blessings of Yoboku who will attend Oyasama's anniversary through our missionary and salvation work. Moreover, he is saying that we need to focus on and call upon those who may be stalled on their journey of faith, such as those who have only listened to one or more Besseki lectures, and to nurture them to become Yoboku.

Also, in order to realize the Joyous Life world, we must strive to receive the blessings of even one more person becoming a Yoboku. Let us make the effort to return to Jiba together with them for the anniversary date to bring joy to Oyasama.

Further, the Shinbashira stated,

It is particularly important to implement actions during the "three years, one thousand days" period. I would like to ask you all to earnestly engage in your activities during the remaining one third of the pre-anniversary period ever more spiritedly so that—whether you can return to Jiba for the anniversary or not—you will be able to have a sense of delight on that day.

Michinotomo, Dec. 2024, p. 7

First of all, the Shinbashira is urging us to dedicate ourselves in our pre-anniversary activities and to take action. Nothing begins without action. During these three years, one thousand days, he is asking us to take action to realize the world of the Joyous



Life.

Of course, on the day of Oyasama's 140th Anniversary, we are hoping for many people to return to Jiba. However, even if it is not possible for everyone to return to Jiba on that day, the Shinbashira is asking us to conduct our pre-anniversary activities in such a way that we feel joy in our hearts, and for us to strive to grow spiritually.

Further, the Shinbashira said the following at last year's Autumn Grand Service,

For the current pre-anniversary activities, we decided to have directly supervised churches and their affiliated churches set their own goals to work toward as part of their efforts to make progress in spiritual growth.

Michinotomo, Dec. 2024, p. 5

In my sermon for last year's autumn grand service here, I talked about how I want each of you to carry out the "pre-anniversary activity guidelines" and "specific goals" of your respective upper churches that are

directly under Church Headquarters.

Throughout this year, please keep in mind and implement the “pre-anniversary activity guidelines” and “specific goals” set by your upper churches or your own church.

Furthermore, the day after last year’s Autumn Grand Service at Church Headquarters, the Director-in-Chief of Administrative Affairs, the Omote-Toryo, and the Head of the Church Headquarters Salvation Committee delivered the same message.

They spoke about how during this year, the third year of our pre-anniversary activities, we should strive to fulfill the spiritual resolutions set by each directly supervised church under Church Headquarters and each church. They also emphasized the importance of encouraging others to return to Jiba.

Although these words come from the Omoto-Toryo and the Head of the Salvation Committee, I believe that they convey the intention of the parent, so I hope that you will dedicate yourselves accordingly.

Since our Mission Headquarters is also a directly supervised church under Church Headquarters, I have also set the “pre-anniversary activity guidelines” and “specific goals” for Dendocho, and the churches directly under Dendocho. One of these specific goals is to,

Promote returning to Jiba: during the period of “three years, one thousand

days;” at the time of Oyasama 140th Anniversary; and throughout the year of 2026.

I have communicated this to all the churches directly under Dendocho, and I have requested them to put this into action.

Although I am fully aware of the financial difficulties in returning to Jiba for many of us, I hope that, in this third year of our pre-anniversary activities, all those in our diocese of America and Canada will still aim to invite others to return to Jiba.

Of course, on January 26th of next year, the day of Oyasama’s 140th Anniversary, I sincerely hope that many people, including Yoboku, will return to Jiba. I hope that through these efforts, we can bring joy and peace of mind to Oyasama.

To achieve this, throughout this year, the third year of our pre-anniversary activities, I humbly ask that each of you do your best, in your respective positions, to move forward spiritedly. Let us make this a year in which we walk on the path of spiritual growth through carrying out our pre-anniversary activities. With that in mind, I now conclude my talk for today.

I thank you for your kind attention.

1) FEBRUARY MONTHLY SERVICE (2/16)

Officiant: Bishop

Assistants: Robert Kokuryo, Yoichi Fukui

Director: Tomoyoshi Tanaka

Attendants: Brian Kojima, Kinpei Ito

Offerings Officiant: Ray Tadokoro

Sermon: Robert Kokuryo (E)

2) CHURCH & FELLOWSHIP AFFAIRS

* Divine Sanctions:

Terminal Church: Church Roof Replacement, Temporary Transfer of the Medo (2 cases), Request for Special Service

Divine Sanction (Scheduled): End of March, 2025

Enshrinement Service: May 30, 2025

Installation Service: May 31, 2025

3) ALL YOBOKU ACTIVITY DAY

We ask all District Representatives to submit their All Yoboku Activity Day plan for the fourth event to the Mission Headquarters Secretaries (c/o Masuno) by the end of March 2025.

4) SPRING MEMORIAL SERVICE

The spring memorial service will be held at the Mission Headquarters on March 15 (sat), from 7 PM PT. On this occasion, we will be enshrining the spirit of the late Rev. George Blesch, the first head of Cupertino Fellowship.

5) THREE DAY COURSE

The Three Day Course is scheduled for February 21 (Fri) ~ 23 (Sun), 2025. The English course will be held if there are at least 4 applicants, and the Spanish course will require at least 2 applicants. The deadline for applications is February 16, 2025, but please contact the Mission Headquarters as soon as possible if you know of anyone interested in attending.

6) 85TH AMERICA SPIRITUAL DEVELOPMENT COURSE (SHUYOKAI)

The 85th Spiritual Development Course at Mission Headquarters is currently scheduled to be held from June 15 (Sun.) to July 12 (Sat). These courses will be held if there are at least two applicants for the English or Japanese course, or five applicants for the Spanish course, as of one month prior (May 18).

7) SOUTHERN CALIFORNIA WILDFIRES RELIEF FUND AND HINOKISHIN

Mission Headquarters has set up a box in the office to collect donations for the wildfire disaster that affected Southern California, until March 16 (Sun). Please write checks to "Tenrikyo Mission Headquarters in America" and write "SoCal Wildfires Disaster Relief" on the memo line. Please do not send cash by mail. If you require a receipt for tax purposes, please write your name, address, donation amount, and "SoCal Wildfires Disaster Relief" on a slip, and place your donation in the box.

8) NEW YOBOKU "TENRI JIHO" PRESENTATION AND MAILING

- Church Headquarters is presenting and mailing a one-year subscription of the Tenri Jiho to any new Yoboku living in Japan who have received the truth of the Sazuke. Application forms are readily available at the Besseki Reception Desk, so if you are living in Japan, please submit this form along with the Truth of the Sazuke Bestowal Application Form at the Besseki Reception Desk.

- For those living overseas (outside of Japan), recipients will be responsible for covering the extra mailing costs, so please apply at the Doyusha Publishing Department Operations Section.

- Also, please be aware that the Tenri Jiho publication is only available in Japanese.

9) TENRIKYO YOROZU-SODANSHO HOSPITAL (IKOI-NO-IE) TWILIGHT COMPREHENSIVE MEDICAL CHECKUP

- Tenri Yorozu-Sodansho Hospital (Ikoi-no-Ie) has started offering a “One-Day Health Checkup (Twilight Comprehensive Medical Checkup),” and we would like to provide you with the details.

- Residents outside Japan (overseas residents) are also eligible for the checkup. However, an advance reservation is required at least two weeks in advance.

- Applications can be submitted via the website, but the application form must be completed in Japanese.

- For the phone number on the application form, please provide the contact information of a person residing in Japan who is well-acquainted with the examinee.

- If you are unable to apply via the website, a representative residing in Japan can apply directly at the hospital on your behalf.

- Those who do not speak Japanese can still undergo the checkup; however, they must be accompanied by someone who speaks Japanese.

- The mailing address for documents such as the medical questionnaire may be a tsumesho or an affiliated church, but it must be a Japanese address. The examination results will also be sent to that address.

- Overseas residents do not need a Japanese health insurance card. However, we recommend enrolling in travel insurance or similar coverage.

- For more details, please refer to the Tenri Yorozu-Sodansho Hospital website (Japanese only): https://www.tenriyorozu.jp/kakubu/center/kenshin/twilight_ningendoc

10) MISSION HEADQUARTERS PERSONNEL CHANGES

Mr. Chikai Nakabayashi (Ohara GC) arrived at the Mission Headquarters on February 13, 2025, to serve as judo instructor.

COMMITTEE & ASSOCIATION REPORTS

Construction Committee

- Mr. Robert Barkaloff (Hollywood Church) has completed repairing and painting the second floor MP Hall men’s bathroom.

Missionary Committee

- We will hold the Seminar for Heads of Churches, Fellowships, and Mission Centers and their Spouses.

* Date & Time: February 15, 2025, from 2:30 PM PT

* Eligibility: Heads of churches, fellowships, & mission centers (cfm) and their spouses, Advisors & their spouses, along with board members from each association and committee. (participation via Zoom is possible)

* Place: Mission HQ MP Hall 2nd Floor Conference Room

* Program: Deepen our understanding of mental health care, so that we may apply this to salvation work.

Nurturing & Educational Committee

- Eight students who completed last winter's preliminary session have applied to attend this summer's Oyasato Seminar in Jiba.

Public Relations Committee

- We have incorporated an ongoing section in the Ichiretsu/Newsletter to highlight everyone's efforts and activities leading up to the 140th anniversary of Oyasama so that we can share our events & ideas with all of our congregation members. Therefore, we would like to request churches, fellowships, districts, and individuals to submit your activity reports & pictures to us (Kawakami: kamishuyo@hotmail.com or Hayashi: takhayashi@gmail.com).

- The Mission HQ Homepage has been updated with new content, including monthly service sermons, "SoulFire" reflection videos, and "Stories Inspired by Oyasama," along with slideshows for "A Ninety-Year Path' Photo Exhibit" and for the "TWA America 70th Anniversary Commemorative Photo Album." Please visit our homepage to view these videos, and let those around you know as well. Also, the domain name has been changed from Tenrikyo.com to TenrikyoAmericaCanada.org .

Future Path

- The Tenrikyo main scripture study session is being planned for August 30~31, 2025.

Women's Association

- TWA Convention:	April 19, 2025 (Sat)	@ Church HQ Inner Courtyard
- TWA America Convention:	May 17, 2025 (Sat)	@ Mission HQ
- Kokan Gathering:	May 17, 2025 (Sat)	@ Mission HQ

Boys & Girls Association

- [UPDATE] The 2025 BGA Service Convention will be held on August 16 (Sat). More details about the convention, along with a survey, will be distributed this month.

- The BGA Camp will be held from June 20 (Fri.) ~ June 22 (Sun). More details will be announced later.

- We are recruiting female counselors for the BGA Hinokishin Corps. Please send an email to [moto1884@icloud.com] if there is anyone who is interested.

- Please send an email to the address above if there are any new BGA members, newborn or new to the North America congregation.

- Let's share stories about Oyasama with BGA members! Visit your churches as a family and engage in hinokishin together.

NY Center

* 2/22 BGA Sleepover (~2/23)

- TYMA-TWA new staff arrivals

Yoshinori Morimoto (Kasaoka) Junzo Shimizu (Kurita) Akari Izuminami (Chuka)

Masayo Nakao (Nishinari)

Newly Appointed Head Ministers

13



Utah Church
Rev. Masayo Ohbayashi
Divine Sanction: 3/26/2024

“Although I am an inexperienced, I would like to continue to build long lasting connections, in order to preserve the legacy of the 1st and 2nd head ministers of the Utah Church. I look forward to your continued guidance.”

Chicago Church
Rev. Yohsuke Kimura
Divine Sanction: 4/18/2024

“My ambitions for this coming year are: for each member of the congregation to learn a new instrument or be able to dance a half of the Songs for the Service without a book or guide. Additionally, for me personally, I would like to be able to perform all dances and instruments for the Service without a book, including the women’s instruments.”



Titan Church
Rev. Lynn So
Divine Sanction: 4/26/2024

“I am just trying to survive the cold here and trying to learn the names of every one and churches. Mahalo .”



Orange Church
Rev. Kimpei Ito
Divine Sanction: 7/26/2024

“I will do my best for towards the anniversary!”



Brotherhood Church
Rev. Raymond Brown
Divine Sanction: 11/26/2024

“I would like to enrich the substance of my church by spreading joy and gratitude throughout my congregation and my community!”



LA Eaton & Palisades Wild Fires



Since the beginning of the year, many people have been on the front lines of large-scale wildfires that have occurred around Los Angeles.

In order to express gratitude to the firefighters for their tireless efforts in extinguishing the fire at the frontlines, Takanori Shishido (Sumoto), who is an active sushi chef, donated chirashi sushi at the Los Angeles Fire Department 88th Precinct, serving 30 firefighters.

Bishop's Message (cont.)

was not a relationship of seller and buyer, but a close relationship of like-mindedness camaraderie.

As I have written before, I think this story illustrates the importance of putting yourself in the other person's shoes and trying to help them. No matter how fluently you can convey the teachings, if they do not touch the recipient's heart, he or she will not be able to feel how wondrous the teachings are. I think even in "nioigake," spreading the fragrance, it is important to have a way of speaking and an attitude that resonates with the heart of the person you are trying to help.

Do not think about what is convenient for you, think from the other person's point of view (ibid, p. 57).

The author said that there are several sales methods, but no matter which sales method you use, you start by thinking about how you can get your business partners to accept you. Recently, with online shopping, goods can be purchased without direct human contact, but the basis of sales is done by people, and it begins with human contact. There are differences in compatibility depending on each person's personality,

which affects sales. Some shopkeepers may have a harsh tone or look down on salespeople, so the sales process begins by first accepting what the shopkeeper says so that the shopkeeper in turn will accept the sales person.

The author was in charge of a liquor store run by the owner and his wife and son. The store was understaffed, and the warehouse was littered with empty cardboard boxes that goods were in as well as empty beer and liquor bottles collected from clients. He would clean up the warehouse when he delivered in the goods, but if he gave even the slightest indication that they were doing so because it was dirty, they would be told, "Don't do anything we didn't ask you to do!" and sometimes they would not get the order.

One day, when he opened the shutter door of the warehouse, he found it even dirtier than usual and muttered to himself, "This is really dirty" when the owner's son happened to be there, and he was told, "You don't have to clean it up if you don't want to. By the way, we don't have any orders for you today."

When he was telling this story to a colleague, a senior who happened to hear him asked him how he felt about cleaning the warehouse, adding, "If you were doing it to get people to buy your products

that would be disrespectful to the store. If I were the owner there, I wouldn't be happy at all even if you cleaned it, although it is true that the warehouse might get cleaned up a little bit," he warned me.

The author realized the basic principle of "do not think about what is convenient for you, think from the other person's point of view," after receiving the advice from his senior.

Even for us, we may think and say we are doing something "for others" but actually acting doing it "for ourselves." We must be careful.

Tenrikyo has a Tenrikyo Disaster Relief Hinokishin Corps that has been providing hinokishin in areas affected by natural disasters. And many people are moved by the fact that when the relief workers leave after a day of work, they say, "Thank you very much." This is because they are doing relief work "for the sake of the victims" without asking for anything in return. If the relief work was done with even a hint of the "desire for people to start following the path," people probably would not be so moved.

The Tenrikyo Disaster Relief Hinokishin Corps are said to be "self-contained," preparing to take care of the relief workers so that they do not cause a burden to the people in the affected area. This is "for the sake of the disaster victims."

We have heard that some people who go to disaster-stricken areas to do volunteer work expect that they will be provided with food and lodging in the disaster-stricken areas. Even if the volunteers are working "for the victims" during the day, if the victims need to take care of food and lodging for the volunteers, which is a lot of work, it makes us wonder what the purpose of the relief activities are for. No matter what kind of activity you are involved in, it is important to "think from the other person's point of view."

What it means to really think about the other person (ibid, p. 68).

From one of the hotels that has a vending machine, the author heard from the hotel office that its president had been hospitalized. When he asked if he could go to visit the president, the hotel office told

him, "The president will be pleased, but don't take him any sweets when you visit." The president had a slightly overweight physique, but sweated profusely and would breathe heavily after any minor strenuous activity. Therefore, he wondered what he should get as a sympathy gift.

The author recalled that the president had once told him, "It is natural to 'think from the other person's point of view,' but you have to go one step further and really think about the other person when you do things." The hotel's office had a Shinto altar with an amulet from a nearby shrine, so the author got an amulet for quick recovery, which the president was very pleased to receive.

On the other hand, there is a failure story. The female owner of a certain coffee shop was hospitalized and the author wanted to visit her. At that time, he found out where she was hospitalized from the owner's friend, but not the name of her illness. He had heard that she liked sweets, so he went to visit her with some sweet treats, but the owner had a shaved head, and her hair had turned gray. The author intuitively thought that he should not have come to visit her, but it was too late. The woman did not want even her acquaintances to see her.

Through this experience, he realized the self-complacency of visiting a patient without even checking what kind of situation they are in, so he gave her the treats and quickly left.

If someone we know is ill, we are tempted to go to the recipient to administer the Sazuke.

If it is the first time visiting the person, it may be necessary to confirm the situation of the recipient to some extent. Especially when a man goes to the home of a woman who lives alone, he should be considerate and take someone with him. When a man is going to visit a woman to administer the Sazuke, he should ask his wife or a female acquaintance to administer the Sazuke, especially if it has to do with a female organ, or he should be careful not to administer the Sazuke in a place where it is only the two of them.

(continued)

TENRIKYO MISSION HEADQUARTERS IN AMERICA
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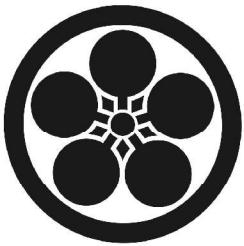
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TOWARD THE JOYOUS LIFE

TENRIKYO came into existence on October 26, 1838, when God the Parent, Tenri-O-no-Mikoto, became revealed through Oyasama, Miki Nakayama, to save all humankind. God the Parent is God of Origin and God of Truth who created this world and has nurtured and protected us ever since.



God the Parent created human beings so that by seeing us lead the Joyous Life, God could share in our joy. Leading the Joyous Life is, therefore, the purpose of our existence. Since God is our Parent, we are all God's children; thus, we should realize that we are all brothers and sisters.

“With human beings : the body is a thing lent by God, a thing borrowed. The mind alone is yours.”
Osashizu : June 1, 1889

We are taught that we borrow our bodies from God the Parent and only our minds truly belong to us; further, through the proper use of our minds, we will be able to lead the Joyous Life.