

Club Charm was a special place where children could come together and have a safe, comfortable, and aesthetically magical escape to expand their creativity and learn fundamental social skills applicable to many walks of life.

There are not many programs that focus on teaching children how to love themselves. Violet has a way of identifying at least one unique special gift that is inside every person.

She helps us to understand that by developing our gift in a way that is confident and mindful of our family and community, while maintaining an air of humility and grace, will ultimately lead us to discovering our life purpose.

The structure of the program was very interesting too, because there were adolescent girls being mentored by teenagers who were being mentored by Violet. I think it's safe to say that there was a fluid circle of all sorts of wisdom being shared amongst everyone there. This is because Club Charm was a place where communication was allowed and encouraged to flow freely in all directions.

I've already seen the fruition of a seed that Violet planted when one of her former 'charmlings' contacted my events business to help her host and produce a spoken word poetry event that raised awareness for people dealing with homelessness. It was great to see such drive and motivation in a young woman to do something purely for the sake of her community.

I hope that Violet continues to pursue character education in some form, especially in a time where the ability to look someone in the eye and having a firm handshake is so rare.

Lee Anderson  
Son  
Gent's Club/YoungGun  
Entrepreneur/Business Owner



"As a BigSister, I, too, am a direct beneficiary of Life Treasures. For me, the benefits of Life Treasures went far beyond a set of guidelines for mentorship. It served as an everyday reminder for me to truly embody a set of values and principles that are in fact followed and taught by revered peace advocates, civil servants, and industry leaders from around the world.

*I am a better person because of it, and therefore so is my community. The mantras in Life Treasures click and stick. They contain deep and profound meanings that go beyond etiquette and sobriety. They transpire a sense of self, a sense of responsibility and allegiance, a sense of pride and place, gratitude and humility - I can go on and on.*

*They have the ability to impact one's overall physical, cognitive, emotional and spiritual well-being if expounded upon, internalized and applied, which I believe has the power to contribute to one's personal, academic and professional successes in life - as it continues to do so in mine.*

*To this day, I practice and share Life Treasures with my family, friends, students, colleagues and community. I am forever grateful for these teachings and hope that it will continue to be shared with as many people, particularly children, as possible."*

Ash Gauer  
ClubCharm BigSister/YoungGun  
Social Enterprise Consultant  
Life Treasures Mentor



It's my pleasure to speak about CC. Let me start like this.

Growing up in today's environment is challenging for our young people. With both parents needing to work outside the home to make ends meet it becomes very difficult for a child growing up.

With my five year old granddaughter, it was even more difficult with her parents divorcing. To help her cope, we learned of Club Charm who provided support and guidance for young girls outside the home. It was great to have a place for her to interact with other young girls. She enjoyed crafting, cooking, sewing, painting and all the other "girly stuff." As Auntie Violet says, Club Charm is to help "young girls to become young ladies."

Club Charm is very special in my granddaughter's life. We were blessed to have learned about Club Charm and to have met Auntie Violet. Our granddaughter is now thirteen and lives in Illinois with her mom and brother. Auntie Vi is still in touch with her through email and text messages.

Thank You,  
Payne Onishi  
ClubCharm Grandpa  
Business Owner



To me Violet is more than just a mentor. She is spiritual guide that mentors people. Whenever, I have a question about anything she is always insightful, but most importantly open-minded. I value her input a lot because I know she cares genuinely about others. Its a hard thing to come by now a days. However, Violet is never short of love.

Genie Kuniyoshi  
YoungGun  
Massage Therapist



As a ten-year-old child, the CharmTens had not really hit me. It was just a list of phrases on the wall. "Head over heart over hiney," "Food to mouth not mouth to food" ...it was when I entered my teens when I truly realized small things make a big difference. Aunty Vi's Life Treasures truly guided me. We use these skills everyday yet no one taught me this in school. I was very fortunate to have learned this at a young age.

As a high school student, it empowered me to do what I was passionate about--community service. "Your thoughts become your actions, your actions become your habit, and your habits become your character." With this in mind, I involved myself in many extracurriculars such as student government, Hawaii Youth Symphony, and student-led community projects. I now attend International Christian University in Tokyo, Japan double majoring in International Relations and Law.

I truly hope "Life Treasures" will be shared among people especially to parents!

Best Wishes!  
Maria Matsuki  
"Charmling"/YoungGun  
College Student

*Maria graduated with honors and as McKinley High School's Student Body President. WOW! She spearheaded "Project: End the Trend" #no shame, proactive awareness for teens to stop the trend of homelessness.*



Violet Shimoko has been a pivotal influence in my life. A true friend. Violet will tell you what you need to hear not always what you want to hear. Her delivery of her message is always given with love.

Violet has the amazing ability to intuitively know what you need to be the best you you can possibly be. Whether the need is a make-up tutorial session, a wardrobe make-over shopping session or a firm but gentle reality check talk Violet does what she does best with her heart open to you.

Through her life Violet has had many revelations of life lessons. She has experienced these revelations of life first hand. Violet does not keep these insightful gems of life lessons to herself but shares them with you openly, honestly and from her heart.

My life is so much richer because Violet has touched it. She is more than a friend and much much more than family could ever be. Violet is my sistah!

Love you! XOXOXOXO

Wendy Mah  
Friend  
Animal Behaviorist



When I was about eight years old my aunt, Violet Shimoko, started an organization called Club Charm. This was a place for girls from ages 7-12 to learn about character building and life lessons.

The most impactful thing from this club was the Charmtens. This simple list of life tips and manners helped me become the person I am today.

I believe that my aunt's Charmtens can not only help girls, but also boys and parents. Charmtens should be apart of young children's lives to ensure that they have the ability to become the best person they can be.

Ally Yuasa  
"Charmling"  
YoungGun  
High School Student - 16 years old



The Club Charm program was something most kids wouldn't want to go to at first. It would feel as though you are forced to learn things you believe are not needed but the more you intertwine with the people there, the more fun you have. Club Charm taught kids about manners through an enjoyable after school program. You gain bonds with the other students and certain adorable dogs as well. You learn some valuable things that will help you through the harsh society and life. Club Charm is an impact-full program that will leave you with bright memories and some important principles to help you achieve the type of person you want to be. Leaving Club Charm I say my pleases and thank you's, stay with the people that I believe are good, try my best to support my friends in any way I can, respect people, and if I do happen to get out of control, I apologize (or just back off until I calm down--hehe). At the end of Club Charm, I gained a bond with a girl named Ai, established the beginning of my love for art, and found one of my now favorite movies; Hachi. Through Club Charm, I learned that the way a person acts can really impact the individual. Not many people out there would want people to dislike them. I don't want to be someone people dislike. Club Charm taught me how to be someone people wouldn't dislike and I try to live up to that. I've come to appreciate all the precious memories I have and make.

Charissa Kau  
"Charming"  
High School Student - 14 years young



My name is Rayna Kau and I'm a freshman at Roosevelt High School. I went to Club Charm during my elementary school years. Due to Club Charm, I learned many things but what I always remember was the atmosphere that I was around every day. Club Charm had the most welcoming environment. When you walked into the door, all you saw were the smiles on peoples' faces and it really brightened up your day. The memories and the support I got from Club Charm really made me who I am today. There were different activities that was planned each day and they taught us how to act like women and how to respect others. Having the support on a daily basis helped me to practice good habits and remember that my habits would become my character. The lessons learned and memories made from Club Charm helped me throughout my life and will still be there for me a long time from now.

Rayna Kau  
"Charming"  
High School Student - 14 years old



I'd say that my favorite trait about you, Auntie Vi, is that you care so deeply. It's intense and thorough and unbelievably boundless. I felt it as a kid growing up under you, in how you wanted to be involved and abreast of everything I was up to and the constant iterative lessons that you sprinkled over the years. Those lessons and conversations still play back in my head regularly, and I find that I don't recall them as rules or best practices even but really as thought starters.

I've found that the most impactful lessons in my life are rarely simple singular anecdotes, but instead usually evolve and mature with the changes of my own world views. One such time that is especially vivid is when you shared how your perspective and understanding on how your mother, Mari-chan, showed her love for you changed as you became a mother yourself. I remember taking away this great sense of confidence that came from the vulnerability you shared of being an adult who was still learning aspects of her own family dynamics. It was a reassuring feeling for me as I was still in high school going through a whole variety of changes in my family.

I've also seen your passion and care show up in how you've approached business as well. Seeing how you chose to jump into endeavors that meant a lot to you versus something easier or potentially more "practical." Club Charm, Young Guns, and the most recent life-guide are so undoubtedly connected to your heart, I know that none of us ever questioned why you pursued them.

I'm glad to hear you're still pushing for the development of all your work as I think education is so often overlooked in Hawaii! I hope everything else is great and I'll see you when I'm home for thanksgiving.

Jun Harada  
Gent's Club  
YoungGun  
Digital Beauty & Strategy/Conde Naste



I joined Club Charm ("CC") in its early days as a "Big Sister" thinking I'd assist with homework, arts, and snack time. However, I didn't expect to take as much from CC as the girls did. Every lesson taught me something new, from dining etiquette to self-confidence and courage. The foundation built at CC has aided me in numerous situations throughout my college and working life, including interviews, dining-meetings, social events, and everyday attitude. I am truly grateful for the CharmTens and the ways they've helped define both my professional and personal brands.

Kelsey Matsuoka  
ClubCharm Big Sister  
YoungGun  
Tax Assistant/PwC



Through the Gent's Club I learned how to behave in various situations. I am grateful for having learnt appropriate manners at a young age, as it became second nature as I grew up. I find that I have more confidence in situations, thanks to the confidence I have in my etiquette and conduct. By having confidence in my actions and manners, I am able to focus on the content and quality of interactions, thus leading to various opportunities. As I begin and continue my career, I realize how important etiquette and manners are, and am very appreciative for the experiences I've had with Gent's Club.

Jason Yuasa

Gent's Club  
YoungGun  
Audit Senior/Deloitte & Touche



"We Get What We Create" was painted across the top of the main wall and visible from every corner of Club Charm. This simple saying captures the essence of Auntie Vi's life lessons and the reason all three of my daughters attended Club Charm. It was a safe place for them to unwind after a long day at school. During this down time, they discovered their likes and dislikes, who they were and who they could be through activities and the conversations they had spontaneously throughout the afternoon and summarized at the end of the day in "Charm Chats". Auntie Vi and the Big Sisters constantly reminded the girls about how their thoughts affect their actions, how their actions become habits, how their habits shape their character and how their character defines their future. Through this, the girls learned that they didn't have to wait for things to happen to them and that they had the power to become the best version of themselves.

Maria Villano  
ClubCharm Parent



ClubCharm was a place for me to unwind and to just be a girl. Auntie Vi has taught me so many precious life lessons. One of the most important lessons she taught me was "We get what we create". Throughout the course of my life, I've always kept that in the back of my mind. And to me, this essentially means that I attract the energy I give off. It constantly reminds me try to be a person that I would want to be around.

Izzy Sakoda  
"Charmling"



Club Charm was always a break. It was a time of just being yourself and letting go of all of your problems. We learned new things while repeating and practicing old ones. I still remember them and keep them in mind to this day.

Becca Sakoda  
"Charmling"



"Head over heart over hiney!"

Gabby Sakoda  
"Charmling"

