

The North America-Europe Golf Challenge in Japan

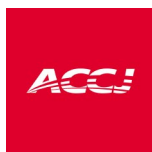


# DaimlerChrysler Cup 2006



## FINAL REPORT

Organized by:



Title Sponsor:

# DAIMLERCHRYSLER



## Background

### 1. The Event Idea

Most of the Foreign Chambers of Commerce have their own golf competitions as part of their social activities. Some chambers, like the Swedish and the Finnish, also compete against each other regularly.

The idea of a Europe-U.S. annual golf event was first raised in 2002 in a discussion between Mr. Robert Grondine (ACCJ Governor), Mr. Richard Collasse (EBC Chairman) and Mr. Erik Ullner (EBC Vice-Chairman). The concept was to have an annual high-profile "Ryder Cup in Japan" that will draw the attention of the media and foster closer relations between the US and European companies in Japan. In Spring 2003 discussions were taken up again and a decision was made to go ahead, and thus the project got rolling in late April 2003. The first competition was played at Atsugi Kokusai C.C. on September 26, 2003. The second cup was played at the same venue on October 1, 2004.



From left: Joe Lestage, Pernille Storm, Paul Guilfoile, Hans Porat, Eero Tammila and Erik Ullner

### 2. Taskforce

To handle the planning and implementation of the event, the ACCJ and the EBC have appointed a taskforce. This year the taskforce consisted of Joseph Lestage, ACCJ Living in Japan Committee Co-Chair, Robert Bernal, ACCJ Living in Japan Committee Co-Chair, Aron Kremer, ACCJ, Deputy Executive Director from the American side and Erik Ullner, EBC Treasurer, Hans Porat, EBC EOB member and Clas G. Bystedt, FCCJ Executive Director from the European side. Mr. Bystedt was responsible for the web site, information to players and production of all material for the event.

The task force held several meetings (see page 3.), many of those with DaimlerChrysler Japan. The task force also exchanged hundreds of emails during the preparation period. The ACCJ members of the task force were responsible for recruiting North American sponsors, and the European members recruited European sponsors. The ACCJ was also in charge of the bus transportation.

### 3. Date and Course Selection

The date selected for the event, Friday 29 September, was decided, after consulting all chambers and DaimlerChrysler in March. Because of the risk of typhoons in late September, a later date was also considered, but due to other golfing events and DaimlerChrysler commitments (F1 race in Suzuka the following weekend), the only reasonable option was 29 September.

It was also decided to play the fourth event at the same course as the two first events, i.e. Atsugi Kokusai Country Club. Last years survey showed that 72% of the participants wanted to play the same course. The experiences from the first three events, and the fact that it would be much easier to organize a third event at the same venue, made the decision fairly easy. DaimlerChrysler also supported the idea of using the same course. To ensure the quality of food service, both on course and at the party, the club would charge an extra 3,000 yen per participants. This was covered from cash sponsor money.

### 4. Play format & Team Competition

The maximum number of players in each team was basically fixed to 72, bringing a total of 144 players, i.e. 36 foursomes teeing off from all tees (shotgun start). Due to the great interest (the event was fully booked more than one month in advance), one more group was added. Actually 144 players started in the competition.

The two first events were played using the Double Peoria ("shin-peria") scoring system which decides the handicap from 12 hidden holes on the day. Due to many claims that the system is too much of a lottery, last year stroke play with handicap was used. Due to the difficulty to assign correct handicaps to all the players it can be said that the system partly failed, also based on the many negative comments in the survey. Therefore it was decided to go back to Double Peoria this year.

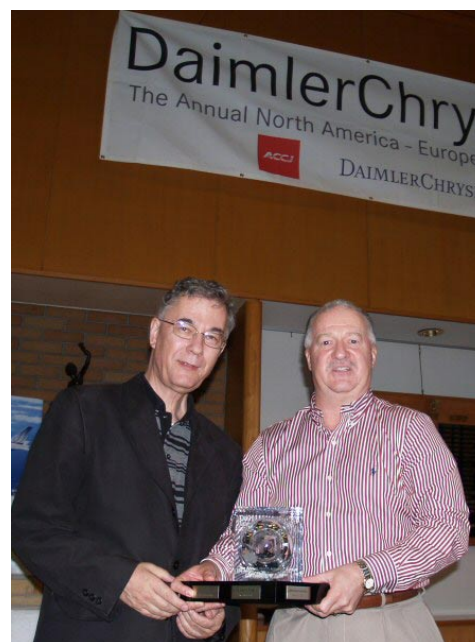
The average score of the best 80 % of the players in each team was counted as the teams final score. In the event of a tie, the team with the best net player will win. If still a tie, the team with the best second wins, etc.

### 5. Individual competition & Prizes

In addition to the team competition it was also decided to establish the Best Net and the Best Gross prize winners, as well as the Longest drive (hole No. 17) and Nearest pin prizes (on all par-3).



Oga-san (AKA: Tiger) smiling and enjoying the day.



ACCJ Team Captain Bob Grondine received the trophy from Friedemann Bruehl of DaimlerChrysler

# Planning and Preparations

Below we list the tasks and events in chronological order. Many, if not most items involved also others than the taskforce. From the ACCJ Aska Kuwabara, Laura Younger and Hitoshi Maruyama and at the EBC Alison Murray where very much involved in the planning and organizing of the event. As this was the fourth tournament played with the same concept and at the same course, less meetings were required this time.

## April (date in parenthesis)

- The venue (Atsugi Kokusai C.C.) and date (Friday September 29) for the event were decided
- Information on date and venue sent to all chambers
- (18) Discussions at EBC regarding DaimlerChrysler's sponsor role

## May

- (7) Taskforce meeting
- Sponsorship categories decided (amounts 1,000 yen)
 

Category	Cash	Goods/services (retail value)
PLATINUM	300	800 ->
GOLD	150	400 ->
SILVER	75	200 - 399
BRONZE	40	100 - 199

The ration between cash and goods/services was changes this year from 2 to about 2.5 to encourage cash sponsoring.

- (10) The 2006 web site at launched
- (15) Mail sent to last year players re. opening of 2006 web site

## June

- (1) Email sent out to last years sponsors requesting them to sponsor
- (16) Meeting with DaimlerChrysler; budget, prizes, PR, VIP invitees, etc.
- (23) Request sent to chambers to announce the event to members and also to extend invitations to their respective ambassadors
- (7) Taskforce meeting at ACCJ

## August

- (31) Meeting with DaimlerChrysler re. prizes and material

## September (date in parenthesis)

- (12) Taskforce meeting at ACCJ
- (13) Shipping instructions/invoices sent to sponsors
- (14) Test play and meeting at Atsugi Kokusai C.C.
- (16) Registration dead-line
- (19) Email confirmation sent out to all participants
- (23) Playing groups assigned
- (25) Detailed event information sent out to all participants by email
- (26) B-0 and A-1 sized posters printed at Kinko's
- (27-28) Pocket Guide, Score Cards, envelopes, signboards printed and assembled at FCCJ
- (28) Preparations at the course, prize allocations, registration desks prepared, etc.

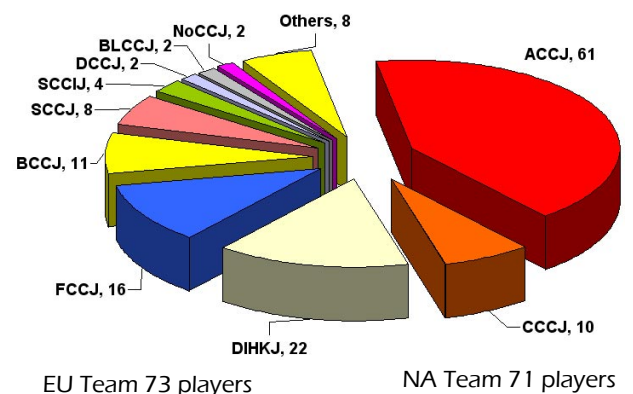
## Schedule on the day of play - September 29

- 06.30 Taskforce arrive at the club
- 06.10 Bus departs from ACCJ
- 07.00 Registration starts
- 08.15 Briefing to participants (on schedule)
- 08.30 Off for tees (on schedule)
- 08.45 Tee-off (on schedule)
- 14.45 Play finishes (10 minutes later than expected)
- 15.15 Party starts (15 minutes later than expected)
- 15.50 Prize ceremony starts (20 minutes later than expected)
- 17.10 Prize ceremony ends (on schedule)
- 18.00 Bus departs for Tokyo (on schedule)



Valuable assistants to the taskforce, Laura Younger, Aska Kuwabara and Hitoshi Maruyama of ACCJ.

## Actual participants by chamber



Assembling pocket guides, scorecards and stuffing envelopes at the FCCJ



Groups 1A and 1B on first tee



# Information to participants

## 1. The Web site

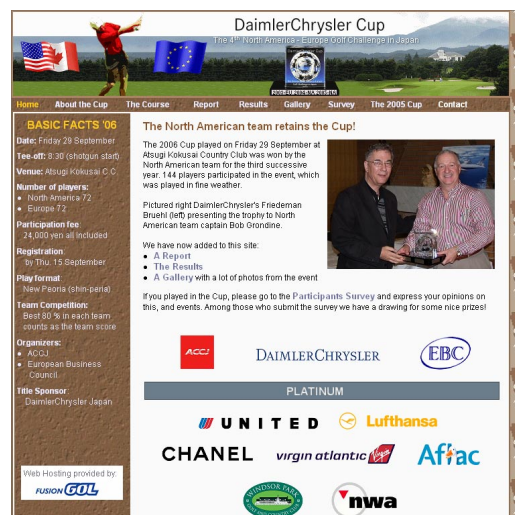
The web site has its own domain: [www.dccgolf-japan.com](http://www.dccgolf-japan.com).

The web site has proved to be rather instrumental in making the project successful. It raised the profile of the event, gave additional exposure to the sponsors and was a very good tool in communicating with the participants, as registration, sign-up listings and sponsor recruitment were done through the site. Actually about half of the sponsors signed up automatically through the web site, without any "sales effort" from the taskforce, ACCJ or EBC.

The players sign-up procedure was handled separately for ACCJ, CCCJ and the Europeans as they required different instructions on how the registration fee was collected. After the player registered, he/she was sent an email confirming the registration and information on how the fee was collected.

The structure of the site was changed during the project period to reflect the different phases of the project, i.e. the promotion phase, the information phase and the "after-the-event" phase.

The web site has had about 56,000 page views between the launch (10 April) and 15 October 2006. The creation and maintenance of the web site was financially supported by DaimlerChrysler.



## 2. e-mail information

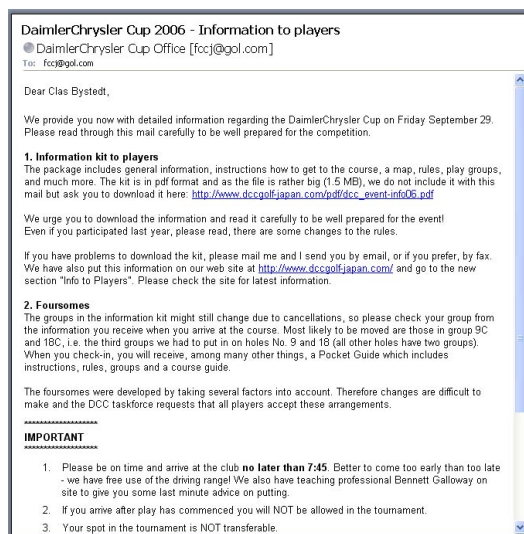
All participants received four email bulletins before the event, i.e.

- upon registration - automatic confirmation
- 14 September - confirmation of participation, promotion of bus, reminder about registration fee (EU) and notice of when further information will be sent
- 25 September - detailed event information, more promotion of bus and a link to the information kit
- 28 September - last minute reminder about important matters

After the event all players got three bulletins, i.e.

- 2 October - thank you, information on the event report on the web site and instructions on the participants' survey
- 12 October - reminder to those who had not responded to the survey
- 16 October - information on the results from the survey

The participants were divided into two mailing groups, North American and European, which allowed for different information to be sent out to each team (greeting; "Welcome to the North American/European Team", notice about registration fee (EU), etc.). The system also allowed for merging bus information to the message. The group mail program was set-up so that it showed "DaimlerChrysler Cup Office" as sender.



## 3. Information kit

The 6 page A4 size information kit contained information on how to get to the course, including a large map in English made for this occasion, other instructions, rules and the participants and groups (with company names and chamber affiliation of the players, see sample at right).

The files were placed on the server and links to these were sent in the email bulletin on 25 September. This allowed participants to download the file of their choice and did not have to receive a mail with a large attachment. This also allowed for the information to be constantly updated (e.g. with changes in groups) and available to the players in its latest version.

## 4. Information on the day

When players arrived at the course, they received an envelope with the Pocket Guide (which included a course guide made for the event), their individualized Scorecard and the locker card. Giveaways from DaimlerChrysler, Oak Associates, Pro Tour and others were also distributed (partly placed in the lockers).

Before start of play the players were gathered for a photo-shooting and a short briefing were the main rules were explained and also how to fill out the scorecard, check and sign it and how to return it after play (a scorer's desk was prepared in front of the club house).

Participants & Groups				
Out course	(Red represents the North American team - Blue the European team)	In course		
1A	Shoichi Lake Alic Japan Saito Japan Tadamichi Tomita Takao Kikuchi Robert F. Dondine Neil Moody Yusaku Nakagawa Eiji Takaya Goran Harabe Steven Wheeler Timo Vehtari Ruben Ord Smith Mark Massee Ted Miles Kemp De Nobuo Ochiai A. John Hamaguchi Mark Robertson Richard Mason Sebastian Doose Chikara Iida Hiroki Deguchi Yoshinori Sano Noriko Sano Goh Sugita Scott Nakano Marco Spitzer Mae Spitzer Steven Osterberg George Syman Keith Hales Matt Neilson Robert Neilson Ryan Dwyer Glen E. Sugimoto	ACCJ 30 ACCJ 36 DHJK 8 BCCJ 22 ACCJ 25 ACCJ 25 ACCJ 30 CCJC 22 SOCI 9 ACCJ 30 ACCJ 28 FCCJ 22 Lufthansa Other 0 ACCJ 27 ACCJ 14 SOCI 13 CCJ 23 ACCJ 4 BCCJ 30 DHJK 30 ACCJ 10 BCCJ 24 FCCJ 24 FCCJ 32 ACCJ 15 ACCJ 14 DHJK 21 DHJK 21 ACCJ 30 ACCJ 30 BCCJ 15 ACCJ 17 ACCJ 27 DHJK 14	10A 10B 11A 11B 12A 12B 13A 13B 14A	Sam Kilde Paul Gullalle Kern-Toppano Inc. Oak Associates K.K. Gaidoku K.K. Joe Lesage Ken Krenner Erik Ullner Clas Bystedt Arnold Johnson Chubb Group of Insurance Co. John Daley Philip Frank Fabrice Talot Tapi A Management Ltd Bary Looze Scott Erickson Kalevi Lehtonen Paul Smith Manoa Kosans Mark H. Sell George Johnson Jonathan Payne CDS Neil Walters Nicholas Johnson Wall Street Associates RBSF Coatings Japan Ltd Kerry Fuji Club Senral Seppo Rantanen Andre Zimmermann Ludovic Securities Inc. Bret Landry Nick Drostak San Hamilton Georg Stessen Robert Barker Robert John Fisher Quenter Burkhard



Off to the tees after briefing and photo shooting

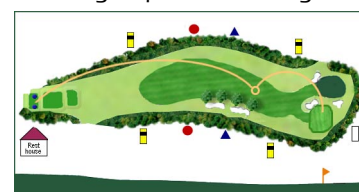
# Material produced for the event

## 1. Pocket Guide, Scorecard and Envelope

When the participants arrived at the course they received an envelope containing the Pocket Guide and the Scorecard. As the Scorecards had name, group and team on them, the envelopes were also personalized with name, group and team flag (see samples below).

The Pocket Guide (16 pages) contained greetings from the organizers and the title sponsor, instructions, rules, participants & groups and a hole-by-hole course guide which has been specially made for this event. The back page had logos of all the sponsors.

The scorecard had a feature which was appreciated - as groups started on different holes, the scorecard had a yellow mark where the marker should start entering scores.



Course Guide sample

## 2. Information kit

The 6-page Information Kit was made as a pdf file so that each participant could download it and print out if needed. A mail with a link to the location of this file was sent out on 24 September. The kit included instructions, rules, participants & groups and a large size access map to the course. This map was also made for the event. The back page had again logos of all the sponsors.



Location Map

## 3. Posters and signboards

One B0 (ca 115 x 140 cm) and three A-1 size (ca 60 x 90 cm) posters were made in-house and printed at Kinko's. See back page for a smaller version of it. A1 posters were also made as promotion boards at the near pin and longest drive holes, as well as for the hole sponsors (Aflac, Chanel, White & Case, Oak Associates and Windsor Par G&C.C.).

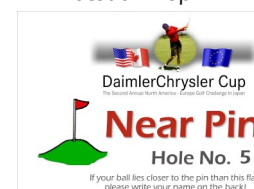
In addition A-3 sized signboards were made for registration, signage to course and party room.

## 4. Near pin and longest drive flags

Near pin and longest drive flags were also made with the event logo.

## 5. Cart signs

To enable participants to easily locate their cart (among 37) at the start, a number sign was made for each cart. On the reverse side (visible from inside the cart), essential rules and instructions were printed.



Near Pin flag

## 6. The logo

The original logo (image) has been designed by Tomo Bystedt. The logo was slightly altered this year to emphasize the North America - Europe Golf Challenge, which was placed in an arch above the image. Typesetting in Corpo S, requested by DaimlerChrysler.

## Material cost

About 200,000 yen was spent on the material for the event, including printing of the B0 and A1 size posters at Kinko's, high grade paper for signboards and pocket guide, boards and stands for signage, toners for the color laser printer, near-pin and longest drive flags, cart signs, envelopes, etc.. These costs were covered by DaimlerChrysler. Design and assembly work (pocket guide and signboards) was not compensated. Costs for hole sponsor panels and stands were covered by the sponsors.

**Envelope**

**Information Kit**

**Near Pin signboard**

**Scorecard**

**Pocket Guide**

**DAIMLERCHRYSLER**  
HAYBACH, CHRYSLER, Mercedes-Benz, Jeep



## Report from the event

### The North American team wins The Cup!

The European and North American business communities in Tokyo held their fourth friendly golf tournament at Atsugi Kokusai Country Club on 29 September. Sponsored by German-American auto giant DaimlerChrysler and 31 other companies, the tournament brought together 144 players from the American and Canadian chambers of commerce on one side and the European Business Council on the other side. Playing the new peoria (shin-peria) scoring system and calculating an average score for the best 80% of each team, the North American team came out on top by 0.21 strokes.

The winner of the individual competition was Glen Sugimoto of the European team with a net score of 69.1

### Participants

144 players participated in this event, including nine ladies. The North American team had 70 players, the European 74. The players represented more than 15 different nationalities. The Americans made up for the largest group, about 45 players, followed by 32 Japanese, 15 Germans, 11 Brits, 10 Finns, 8 Canadians, 4 Swedes, 4 Danes and about 10 representing other nationalities.

Golfers of all levels took part, from scratch players to high handicappers. Gross scores ranged from 70 to 144!

### Sponsors and Prizes

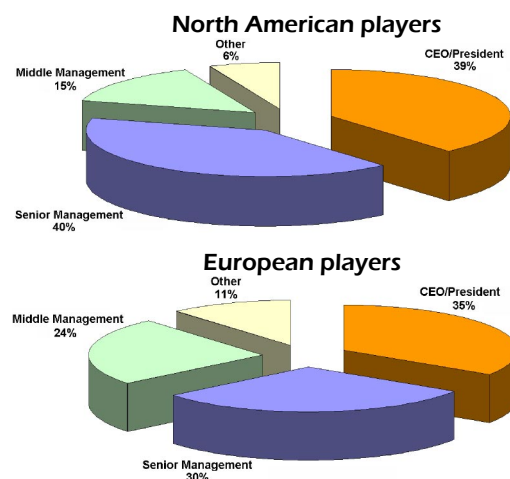
The event had 32 sponsors, including the title sponsor Daimler Chrysler Japan. Thanks to this, we had 10.5 million yen worth of sponsorship used to support the event, given away as skill prizes, and at the chance prize drawing.

Apart from the beautiful Hoya crystal Cup to the winning team and a crystal trophy for the winner of the individual competition, notable prizes were a valuable Chanel necklace, United, Lufthansa, Virgin Atlantic and Northwest Airlines pairs of tickets to USA and Europe a lot of golf rounds from Windsor Park G & C.C. and golf goods from Pro Tour, Ecco, FinnComfort/Alka and Ping.

Oakwood, Westin, Intercontinental Yokohama, Park Hyatt Tokyo and Hilton Odawara Resort & Spa accommodation at their facilities. Coca-Cola, Coors and Tropicana drinks, Gotemba G.C. and Classic Golf golf rounds and FusionGOL web hosting services.

The cash sponsors; Aflac, White & Case, Oak Associates (and a sleeve of golf balls for all players), Asian Tigers Premier Worldwide Movers, Royal Siam Trust Company Ltd., Santa Fe, Dresdner Kleinwort, Konigstedt, InterGlobal and eCentral contributions were very important as it enabled us to improve the drink and food service at the event and cover other cost related to organizing the tournament.

Apart from the trophies, DaimlerChrysler Japan also provided original DaimlerChrysler Cup 2006 golf caps and a Jeep rucksack for all players and one week free test drives of their cars to winners of all four near pin and the longest drive prize. DaimlerChrysler also covered the cost for the web site and material cost for posters, signboards, pocket guides, scorecards, etc.



## Results

### Team Competition

The The North-American team 75.84 strokes -

The European team 76.05 strokes

Note: the team score was calculated as average from the best 80% in each team.

### Special Prizes

Near Pin Winners

- No. 5 - Nicholas Johnston, EU
- No. 7 - Hiroaki Sugawara, EU
- No. 12 - Ivar Johansson, EU
- No. 16 - Scott Woodford, NA



Longest Drive

Tom Hadden, NA



Best three net

Best three gross

### Individual Competition - BEST NET

Pos.	Name	Team	Gross	HCP	NET
1	Glen E. Sugimoto	EU	75	5.9	69.1
2	Eiji Takagi	EU	78	8.3	69.7
3	Alex Worsteling	EU	97	27.2	69.8
4	Robin Ord-Smith	EU	70	0	70
5	Finn Havaleschka	EU	80	9.5	70.5
6	Matt Nielson	EU	79	8.3	70.7
7	Marcus Kosins	NA	85	14.2	70.8
8	Andrew Nemece	NA	95	23.7	71.3
	Yogi Togawa	NA	95	23.7	71.3
10	Hitoshi Maruyama	NA	93	21.5	71.7

### Individual Competition - BEST GROSS

Pos.	Name	Team	OUT	IN	TOTAL
1	Robin Ord-Smith	EU	35	35	70
2	Dean Rogers	NA	33	39	72
3	Glen E. Sugimoto	EU	38	37	73
	Robert Melson	NA	38	37	73
5	Mark Robertson	NA	36	40	76
6	Eiji Takagi	EU	40	38	78
7	Matt Nielson	EU	39	40	79
8	Finn Havaleschka	EU	38	42	80
9	Brett Dandoy	NA	40	42	82
10	Tadamichi Tomita	EU	38	45	83
	Ivar Johansson	EU	37	46	83

Note: if same net score, lower handicap wins.

# Participants Survey

To be able to further develop this event, we made a survey among the participants. The survey was conducted between 2 and 13 October. To encourage participants to complete the survey, four prizes donated by Windsor Park G&C.C. was drawn among those who submitted the survey.

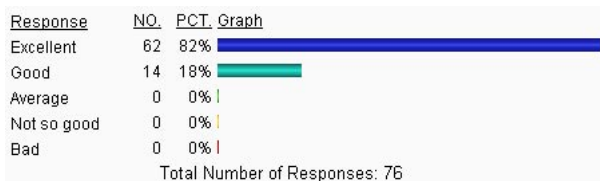
## Survey Responses

The survey was announced to 136 participants (we did not have email addresses to some of the guests). We received 76 valid responses after removing multiple and incomplete entries. Thus the response rate is 55.8%, which can be considered very good and gives a high statistical significance to the results. **NOTE: This version was written before end of survey period so the response rate will increase!**

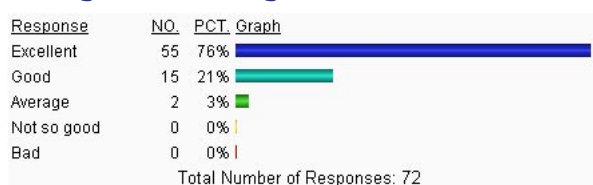
## Survey Results

### General opinion about the event

#### Advance information to players

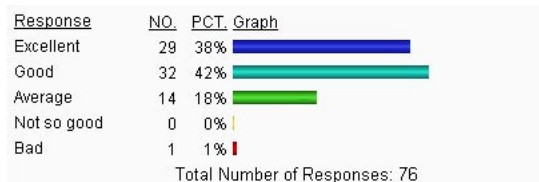


#### Arrangements during the event

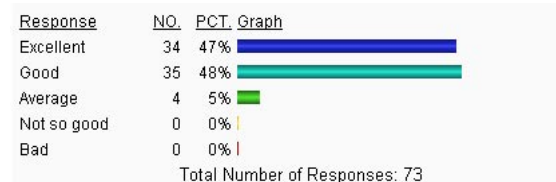


### The Course

#### Interesting/challenging layout

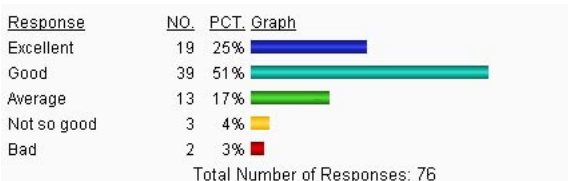


#### Course condition

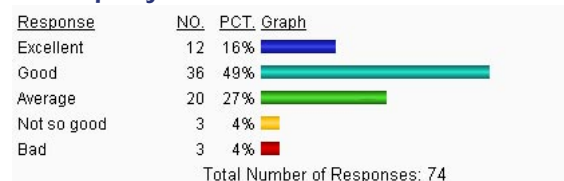


### Food & Beverage Service

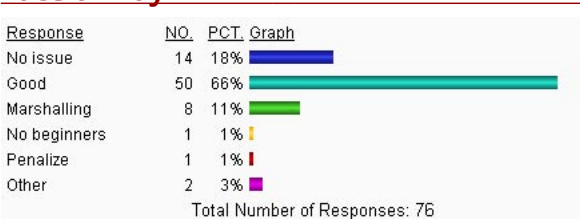
#### On the course



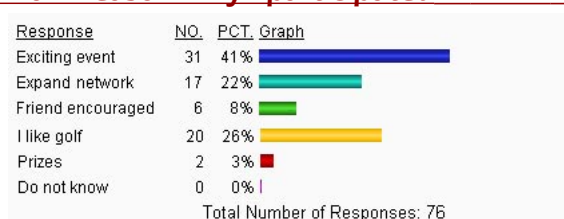
#### At the party



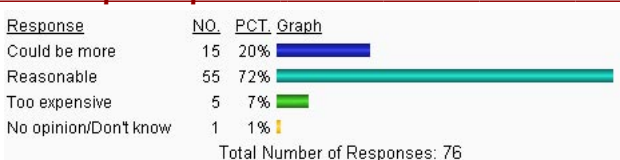
### Pace of Play



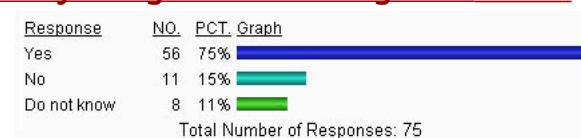
### Main reason why I participated



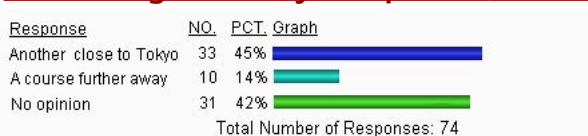
### Cost of participation



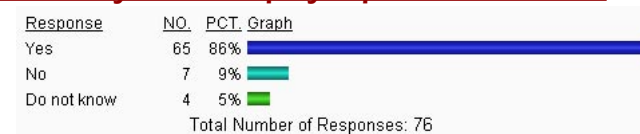
### Play Atsugi Kokusai C.C. again



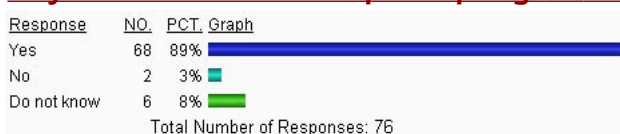
### If we change course, your opinion?



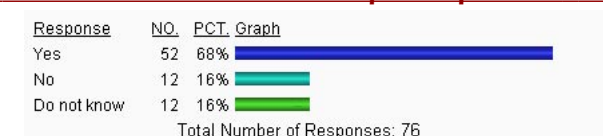
### Would you like to play Japan vs. the World



### Play North America - Europe in Spring?



### Use North America - Europe as qualifier



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