

The North America-Europe Golf Challenge in Japan



DaimlerChrysler Cup 2007

Atsugi Kokusai Country Club - Friday 28 September



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The North America-Europe Golf Challenge in Japan



DaimlerChrysler Cup 2007

Friday September 28, 2007



FINAL REPORT

Organized by:



Title Sponsor:

DAIMLERCHRYSLER

Basic Facts

1. Background

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 on October 1, 2004, the third on September 30, 2005 and the fourth on September 29, 2006, all at the same venue.

2. The 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 Robert Bernal, ACCJ Living in Japan Committee Co-Chair, Aron Kremer, ACCJ, Deputy Executive Director and Neil Moody, CCCJ 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 28 September, was decided in March, after consulting chambers and DaimlerChrysler. Even though the F1 race at Fuji Speedway (which involved DaimlerChrysler) was held on the same weekend, it was agreed that it would be important to have a regular date for the event, i.e. the last Friday in September.

It was also decided to play the fifth event at the same course as the four previous events, i.e. Atsugi Kokusai Country Club. Last years survey showed that 74% of the participants wanted to play the same course. The experiences from the first four events, and the fact that it would be much easier to organize it again 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 (as in the two previous events). 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 two months in advance), two more group were added. But due to a large number of cancellations, especially in the European team, on the week leading up to the event, actually 138 players started in the competition, 73 for the North American team, 65 for the European.

The tournament was played using the Double Peoria ("shin-peria") scoring system which decides the handicap from 12 hidden holes on the day. Due to the difficulty to assign correct handicaps to all the players it is almost the only option. In 2005 we tried stroke play with actual handicaps, but it can be said that the system partly failed, based on the many negative comments in that year's survey.

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 (10 prizes) and the Best Gross (3 prizes) winners, as well as the Longest drive (hole No. 17) and Nearest pin prizes (on all par-3).



The taskforce after the completion the 2007 event. Standing Aron Kremer and Aska Kuwabara of ACCJ. Sitting, from left, Erik Ullner, EBC, Bob Bernal, ACCJ, Clas Bystedt, EBC/FCCJ and Neil Moody, CCCJ.



Atsugi Kokusai is also a nice setting for displaying cars.



EU Team Captain Erik Ullner (left) receives the trophy from Hans Tempel of DaimlerChrysler

Summary & Proposals

1. Naming of event - title sponsor

As DaimlerChrysler AG has been renamed as Daimler AG as of October 04, 2007, the name of the North-America - Europe Golf Challenge in Japan has also to be renamed. The suggestion is to name it Damler & Chrysler Cup, with Daimler Japan and Chrysler Japan acting jointly as title sponsors. Thus the North-Atlantic linkage will remain. A sample of the new design can be found here: <http://www.dccgolf-japan.com/index2008.html>

- **Proposal: as soon as Daimler and Chrysler have accepted the name and design, rebrand the web site**

2. The Date

From a viewpoint of chambers calendars and other golf events organized by chambers, as well as DaimlerChrysler's scheduling, a date in late September/early October seems to be fine. There are concerns about typhoons in that period, and a typhoon hitting on the day of play, would very much ruin the event, and perhaps even cancel it out. But this is probably a risk that has to be taken, as there are not many options. As the tournament has been played already five times in late September/early October but players, and chambers, have got used to this in their scheduling.

- **Proposal: decide the date as soon as possible, suggestion Friday 27 September**

3. Venue

Based on the participants' survey, where 76% expressed their wish to play at Atsugi again, and only 12% wanted to move (12% undecided), the task force do not see any reason to change the venue. There were again some voices claiming the course was too easy, and that we should use the West course at the club, which is longer and more difficult.

The taskforce has studied this option before. The course might be too difficult for high handicap players causing the play to be even slower than it was this year. Furthermore the carts on the West course are not remotely controlled.

But this option needs to be studied again, also finding out what implications it would have on the play fees. The course has informed that play on West course is more expensive, normally.

- **Proposal: confirm Atsugi Kokusai C.C. as soon as possible and negotiate regarding use of the West Course**

4. Play format and number of players

The Double Peoria ("shin-peria") scoring system has used in four of the five events (first two and the last two). It is not a perfect system (too much of a lottery) and there has been criticism in the previous survey towards this scoring system. In 2005 it was decided to use stroke-play with actual handicaps instead, although the taskforce was aware that it was a risk as it would be very difficult to obtain correct handicaps from all the players, and a player with a completely wrong handicap could win the individual competition (and fine prizes), and even affect the team score. And it proved, in the results and by many negative comments in the survey, that this system was to some extent a failure, 26 players shot a net result of par or below. Based on this experience it was decided to go back to shin-peria for the 2006 event. This system was also used this year.

Same as last year, the average score of the best 80 % of players in each team was counted as the team score. This is accepted by both teams and should be used also in the future.

The maximum number of players in each team was fixed to 72, bringing a total of 144 players, i.e. 36 foursomes teeing off from all tees (shotgun start). The actual number teeing off on the day was 138, for a split-down per chamber, see page 3.

It took about 5 hours 30 minutes to complete the competition. This was about 30 minutes faster than last year, perhaps attributed to making some difficult holes a bit shorter, but also because this year we had less inexperienced players. Also the "don't be slow campaign" might have had some effect.

- **Proposal: same number of players as in previous years and use shin-peria play format.**

5. Who is eligible to play?

The issue of professional golfers participating has been solved as it has been decided that they could participate but not win performance prizes and would not be included in team scores. This year no pros participated.

Another issue that has been discussed, and also voiced in the survey, should absolute beginners, including players that never have played on a course before, be allowed to participate? This year it was not much of an issue as only 5 players shot over 120, compared to 21 last year.

- **Proposal: request "softly" that players that have very little golfing experience (e.g. if never shot below 130) should not participate**

6. Food and beverage service

This is the area (according to the survey comments) where most improvements can perhaps be made. The food on the course got good ratings (only 2% thought that it was "not so good", none "bad"). The ratings for food at the party where more negative, 5% thought that it was "not so good", 2% "bad".

- **Proposal: no major changes needed**

7. Play fees

The participation fee consisted of two parts - a registration fee of 3,000 yen which was collected by ACCJ, CCCJ and EBC. The play fee, including lunch and party was 21,000 yen and paid directly to the club after play.

As last year, to improve the volume and quality of food, and to get a reasonable profit out of the event, the club wanted an additional 3,000 yen. To keep same play fee for the participants (i.e. 21,000 yen) and the balance was provided by cash sponsors.

In the survey, only 5 % of the respondents in the survey thought the fee was expensive, whereas 17 % responded that it could be even higher.

- **Proposal: pending negotiations regarding use of the West Course, confirm same fees as this year if the course accepts.**

8. Registration and cancellation

The registration procedure worked well, although it would be preferable that ALL players sign up through the web site (not by separate emails or word of mouth). Then all participants would be in the database, and do not have to be added manually.

Even though it is understandable that with this large number of players, and many signing up even months before the event, there would be cancellations. However, the number of cancellations were surprisingly many, especially in the European team, in all about 35, most likely including some that were not even sure they would play but signed up "just in case".

To avoid "light-hearted" sign-ups, one idea is that at least the registration fee (3,000 yen) would not be returned (applied by EBC except special cases) and perhaps charge an additional cancellation fee (e.g. 3-5,000 yen) for cancellations after the registration dead-line.

- **Proposal: discuss and decide on cancellation policy**

9. Information and material

The web site was very much appreciated, as well as the material produced for the event. Also the information (by email and web site) provided to participants seems to have been sufficient, and timely, no complaints in this respect. The web site will be kept online until next event and as soon as the date for the next event is decided, it will be announced on the site. Sponsor recruiting for next event will start on the web site early March.

- **Proposal: no need for changes; 2008 version of web site should be up 1 April at latest**

10. Sponsors and prizes

The sponsor categories remained same this year. Goods/service sponsors were less this year, especially regarding airlines (last year four, this year one). Cash sponsorships increased significantly, now 1,420,000 yen compared to 840,000 yen last year.

- **Proposal: more activities needed to recruit goods/service sponsors**

11. Charity component

The main new feature of this year's event was the introduction of a charity component. Suggested by DaimlerChrysler, charity boxes for the YMCA's Challenged Childrens' Project were placed around the party room and participants were requested to make a donation.

- **Proposal: study options with experts at ACCJ how to make this more prominent and also involve the sponsors; this should also be included in the survey after next year's event to get more feedback from the participants.**



Participants Survey - Comments

"A very big thank you to the task force for the excellent organisation. I am lucky I could participate at all 5 DC Cups and its been a great experience every time. For me its the top social golf event in Japan!"

General Comments

- Excellent overall arrangement! A note on organising the charity aspect; I really like this and think one should give it some more emphasis. How about asking the main sponsor to contribute directly into some selected charity; this sum could then be "topped up" by cash contributions from the participants. Further, there might even be lucky and other winners who would like to auction their prizes for charity?
- Had a great time at the event. I would like to thank all the people that put this event together and all the people that were there to make this event a great day. I will be looking forward to this event next year also!
- Many thanks for your excellent organisation before/during/after the event. This is the third time I join, I would like to participate next year. I am so lucky to have such nice golfers in a team.
- Overall an excellent planned and executed event! The entertainment at the party was somehow low. Basically I guess that most players like to get something eat & drink and get the price ceremony as short as possible in order to beat the Friday traffic back to Tokyo.
- Great event in nearly all aspects, thank you to everyone who helped to make it successful. Entertainment at party: Only front of room was able to see and engage and choice of entertainer was poor. He started by apologizing that he normally does something else and that we are his guinea pigs...and his inexperience showed in his performance.
- This was by far the best one held so far and I felt that everyone really enjoyed the networking and the golf without getting too serious about winning or losing..the perfect attitude for a solid event!
- This was the best DCC so far and Flight 4A had a great time (in addition to picking up some choice prizes). Thank you so much for all the hard work. It was much appreciated.
- Many players are in a hurry to get home straight after the price giving. That's a pity.
- Thanks for all the efforts! Was great to participate and sincerely do hope that I will have a chance next year too as I like to play golf, even at my (poor) level!!
- What a wonderful thing to get know the other chambers!!!
- The map to the course was a little unclear. I found a better route just by following the signs. (I don't have a Navi!!) Other than that: GREAT DAY.
- Overall, it was a very well organized and executed event. There was enough time in the morning to warm up, and the playing-through format (rather than stopping for lunch) is much preferred. The course was good, the intra- and inter-team communication was good, and so the overall experience was positive.
- Pay the 3000yen at the club as well as it always is time consuming to go to a bank and difficult to remember when you sign up month away.
- If possible time the departure of the bus to party ending time not 1 hrs after.
- I have been participating a few times already but this year was the best for me. Even the slowness of the game did not bother me this time. I had excellent partners, the weather was perfect and the party gave us a good chance to socialize. Thank you, organizers, you did an outstanding job.
- Thank you for th excellent organization, the task-force! I enjoyed nice game, weather with good partners at good course.
- Excellent organization (as in the 2 years prior to this one when I participated). The entertainer/comedian was not a success. Nothing against your photographic skills but maybe you should consider a professional for "action shots" on the course (to make even a bad player like myself look good on picture).
- Comedian was very poor - not his fault really but just not the right crowd and timing.
- Exciting event for communicating with new people. Thank you for your great deal of effort. I am also very satisfied with golf course and your support.
- I really wish to say THANK YOU for the all efforts made by the task force!! I appreciate for the chance of the event, which we, CHANEL K.K., like to continue to sponsor.
- Another great golfing day with perfect weather and organization. Thank you and keep it going as Daimler AND Chrysler.
- As I tried to become a sponsor in this year's event, the company rejected as the material looks too much like a social event and not a business event. Perhaps is only company that takes this view, but if the initial material could make it more business appearing, I could get the company to sponsor. Just a thought.
- Too bad you didn't ask anything about our request to donate for charity. We should think about how to increase number of VIP guest and how to fund their participation. The clown can be skipped. Don't think we need additionn entertainment at the party. Was a great event again. Thank you for all your efforts
- Loved the Event! I went last year for the first time and was very fortunate to win some excellent prizes! No prizes this year but just as much fun!
- My biggest complaint is that it is only 1x per Year... I would love anohter Event in the Spring and perhaps a fourball/bestball type Event at an alternate Course could be a lot of fun! Also, I liked the look of the JEEP Patriot and my wife and I are thinking about buying one now! Thanks for all the efforts!
- The best organisation among many golf events in Tokyo
- It was a good opportunity to see and get acquaint with many people in an relaxed atmosphere. Thanks for the team who arranged this event with success.
- Perfect organization especially via E Mail, very good job. Please no entertainer next time.
- Very well organized event with fantastic prizes and very nice playing mates. Will come back for sure.
- The work of the organizational team is highly appreciated, and one can only hope that there will always be people ready to spend so much time besides their daily work to make this event happen. May we look forward to 2007/09/26 ? ;o)
- Tournament was well organized I very much enjoyed with nice partners. Looking forward to play at DC cup for 2008.
- Over all it's one of the best events I participate in all year. It is well run with the right amount of common sense and just enjoyable. I am very happy to hear it will be continued into the future.
- Excellent event. Only one comment - I think it would be useful if the after party could be set up in a way that there is more time to talk / network with the other players. Most of the time everyone was at their seats listening to speeches with no real opportunity to meet anyone other than the folks at the table. Look forward to next year.
- My first time participating, and was very impressed. Hope to participate again next year.

Comments about the course and play

- Some of the tees were too far back for the high handicap players. If all are to enjoy the golf then easier tee positions should be put in place.
- Tees were moved forward and pin positions were easier than last year which is good because the course was set up for scoring.
- The only disappointment in an otherwise perfect day was our caddy (Flight 4A). She was ignorant of the course, did not know the positions of the pins on the greens, was bossy and irritable and rarely there with our clubs when we needed them. She must have been a part-timer drafted in for the competition but what a shame.
- Make up the foursomes randomly according to handicap level as a general rule, but include accomodation of players request to some extent. For example, match up the people in the similar or relevant industry together.
- Course closer to Tokyo would be highly appreciated. The rest of the event is superb. Thank you for organizing.
- The caddy was not so helpful and useful this time.
- Use the leverage of having leading multinational business people at the event and the potential for membership to get a new course.
- Condition of the Club House & Bathrooms does not match the quality of the Event, nor is it on par with other excellent club houses arond Tokyo... But I recognise that it certainly is big enough to accomodate the Party!

Proposed other courses: Aqualine or other course over aqualine as quicker, Camellia Hills/Kazusa Monarch, Tama Hills (2 mentionings), AK C.C. West Course (2 mentionings), Windsor Park

Comments about food and drinks

- My main point of concern continues to be the food served, which given the level of the participants, ie Presidents, etc, I think should be at a much better level to reflect more of the overall positioning of the event. Perhaps a sponsor(s) could be found to dedicate some funds purely to that aspect of the event. In the grand scheme of things it is not "critical" but it is perhaps the one area that some noticeable improvement could be made with not that large a change in terms of pricing, etc.
- The food was OK; otherwise it was a well-organized event.
- Overall, very well planned event (again!) Great job! Very enjoyable. Thanks. Only suggestion is more non-alcoholic drinks on the course next time would be nice. Towards the end of the day, only thing was left was beer, which is great for some, but more non-drinkers could've used more beverages.
- More water/energy drinks on course. Ran out by mid day. Greater variety of food & beverage for the after party.
- Great event again. But since you ask, I'll give my 2 cents: I wished there were more beers than just Coors. A couple of years ago you guys had Pale Moon or something like that. A microbrew.
- The food this year was a little disappointing. Need to do something better here. I'd prefer big hogies or something. How about hamburgers? You have them on the course at 9 am, but not at the party at 3 pm?
- Bananas and fruit juice on the course were great fuel. Everything else top notch. Thanks again!
- Lots of refreshments on the course was excellent.

Comments about prizes and prize ceremony

- The networking is the primary objective, so the entertainment at the party which prevented people from talking amongst themselves was a very bad "addition" and should not be continued for next year. Just the ceremonies and prize announcements are already long enough for the party and the remainder of that time should be allowed precisely for the networking function.
- The comedian was an interesting idea, but I am not sure it is the right setting for such a show. Like last year, it was hard to hear/understand the gentleman presenting the prizes.
- Some suggestions; More prizes. The top 10 only with 140 players is too few.
- I wonder why particular persons got multi prizes.....
- Good and professionally arranged event. I feel the lottery might be a little too excessive and more golf results should be awarded. Other than that, perfect!!
- Had some difficulty understand Clas as MC at times, may be near impossible for non-native speakers.
- Comedian was very poor - not his fault really but just not the right crowd and timing. He seemed like a children's entertainer. Quite hard to hear what is being said at after play function. Better mic or native english speaker???
- Perhaps their needs to be at least one score related prize for the challenged Golfers... i.e. 10th worst GROSS Score...

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 and Hitoshi Maruyama and from DaimlerChrysler Friedeman Bruehl and Sayoko Shimosegawa where very much involved in the planning and organizing of the event.

Neil Moody, Executive Director of the CCCJ was invited to join the taskforce in July to replace founding taskforce member Joe Lestage, who is currently in the U.S.

As this was the fifth tournament played with the same concept and at the same course, less meetings where required this time.

February (date in parenthesis)

- (22) Taskforce meeting, creating outlines for the 2007 cup
 - 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 |

March

- (6) Meeting with DaimlerChrysler, discussions re. sponsorship level, date and venue.
- (16) DaimlerChrysler confirms requested sponsorship level and date (28 September).
- (23) The 2007 web site at launched.
- (23) E-mail sent to last year players and sponsors re. opening of 2007 web site.

May

- (7) Taskforce meeting.

June

- (5) E-mail sent to last year players re. opening of registration
- (7) Request sent to chambers to announce the event to members and also to extend invitations to their respective ambassadors.

July

- (6) Meeting with DaimlerChrysler; budget, prizes, PR, VIP invitees, etc.

September

- (5) Meeting with DaimlerChrysler re. prizes, material, charity concept and the future naming of the event.
- (13) Shipping instructions/invoices sent to sponsors.
- (14) Registration dead-line.
- (19) Test play and meeting at Atsugi Kokusai C.C.
- (19) Email confirmation sent out to all participants.
- (23) Playing groups assigned.
- (25) Detailed event information sent out to all participants by email.
- (24) B-0 and A-1 sized posters printed at Kinko's.
- (25-27) Pocket Guide, Score Cards, envelopes, signboards printed and assembled at FCCJ.
- (27) Preparations at the course, prize allocations, registration desks prepared, etc.

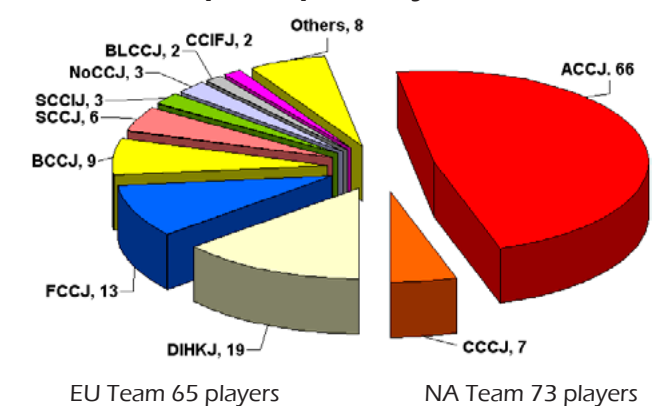
Schedule on the day of play - September 28

- 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)
- 14.30 Play finishes (30 min ahead of schedule)
- 15.30 Party starts (on schedule)
- 16.00 Prize ceremony starts (10 min behind schedule)
- 17.10 Prize ceremony ends (on schedule)
- 18.00 Bus departs for Tokyo (on schedule)



Neil Moody enjoys the benefits of being in the taskforce...

Actual participants by chamber



Assembling pocket guides, scorecards and stuffing envelopes at the FCCJ



Groups 1A, 1B and 1C on first tee

Information to participants

1. The Web site

The web site has its own domain: www.dccgolf-japan.com. The web site has proved to be rather instrumental in making the project successful. It has raised the profile of the event, given additional exposure to the sponsors and has been a very good tool in communicating with the participants, as registration, sign-up listings and sponsor recruitment were done through the site. Actually more than 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, registration phase, the information phase and the "after-the-event" phase.

The web site has had about 72,000 page views between the launch (10 April) and 15 October 2007. 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
- 28 August - confirmation of participation, promotion of bus, reminder about registration fee (EU) and notice of when further information will be sent
- 24 September - detailed event information, pairings, more promotion of bus and a link to the information kit
- 27 September - last minute reminder about important matters

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

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

The system allowed for merging bus information to the message, i.e. each player got information if his/her bus status was YES or NO.

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 24 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.

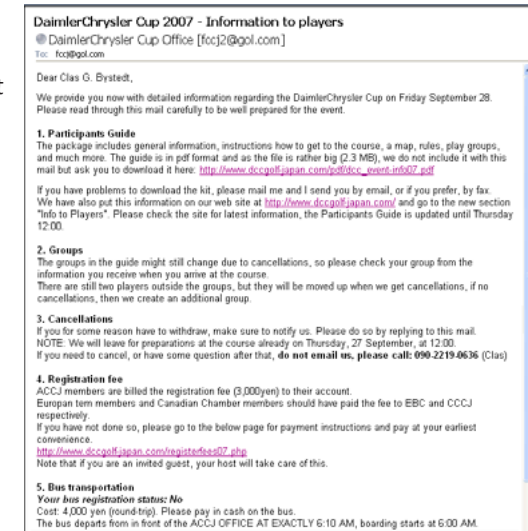
4. Information on the day

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, Yellowtail, Windsor Park, Colantotte and others were also distributed (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).

Note:

As the Japanese laws regarding driving under the influence have been toughened, the taskforce reminded the players on several occasions (in emails, in the Participant Guide, on the scorecard and orally at the event) that players should not drink alcoholic beverages in case they are planning to drive.



Out course	Player	Team	In course
1A	Charles Lee	ACCJ	10A
1B	Yoshiyuki	ACCJ	10B
1C	Yoshiyuki	ACCJ	10C
2A	Yoshiyuki	ACCJ	11A
2B	Yoshiyuki	ACCJ	11B
3A	Yoshiyuki	ACCJ	12A
3B	Yoshiyuki	ACCJ	12B
3C	Yoshiyuki	ACCJ	12C
4A	Yoshiyuki	ACCJ	13A
4B	Yoshiyuki	ACCJ	13B
4C	Yoshiyuki	ACCJ	13C



Off to the tees after briefing and photo shooting

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, three prizes, donated by Windsor Park G & C.C. and Gotemba Golf Club, were drawn among those who submitted the survey.

Survey Responses

The survey was announced to 126 participants (we did not have email addresses to some of the guests and the organizers were excluded from the total of 138 players that participated in the event).

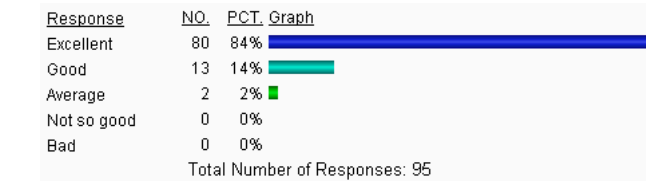
We received 95 valid responses after removing multiple and incomplete entries.

Thus the response rate is 75.4%, which can be considered very good and gives a high statistical significance to the results.

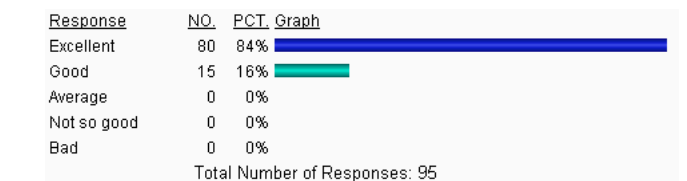
Survey Results

General opinion about the event

Advance information to players

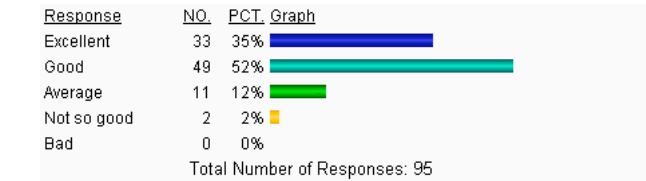


Arrangements during the event

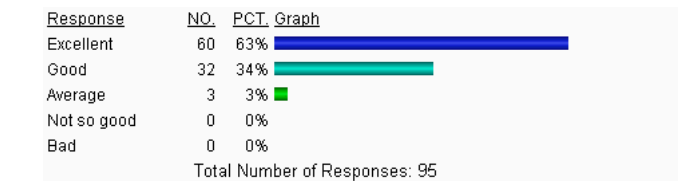


The Course

Interesting/challenging layout

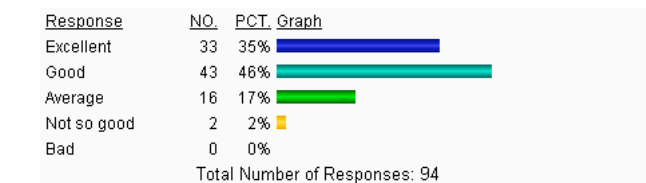


Course condition

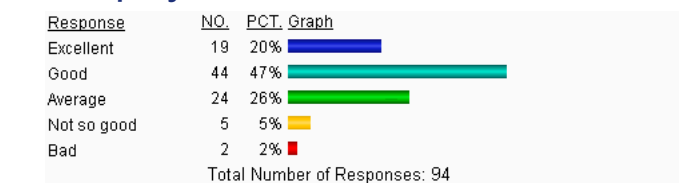


Food & Beverage Service

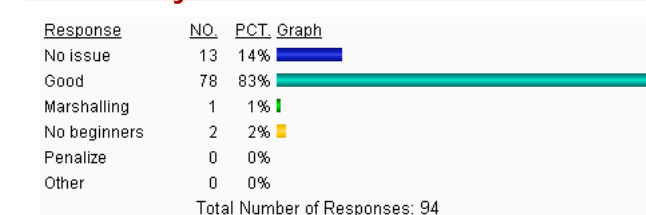
On the course



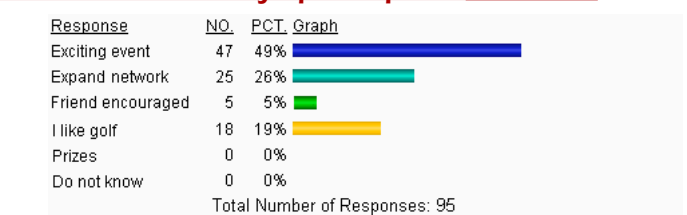
At the party



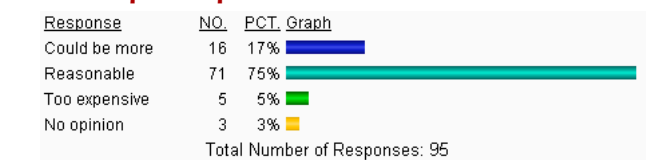
Pace of Play



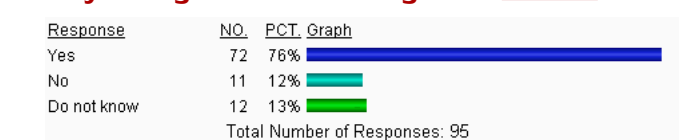
Main reason why I participated



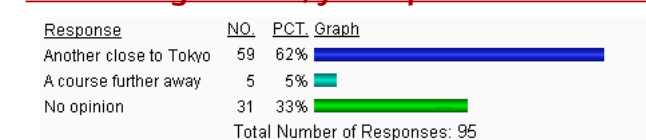
Cost of participation



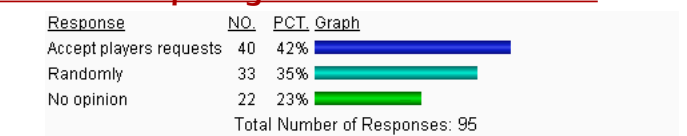
Play Atsugi Kokusai C.C. again?



If we change course, your opinion?



Views on pairings



Report from the event

The European team wins The Cup!

The European and North American business communities in Tokyo held their fifth friendly golf tournament at Atsugi Kokusai Country Club on 28 September in sunny and unusual warm late September weather.

With DaimlerChrysler as the title sponsor and 28 other sponsors, the tournament brought together 138 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 European team came out on top by 0.6 strokes.

The winner of the individual competition was Robert E. Melson Jr. of the North American team with a net score of 70. Mr. Melson also had the best gross score, 70.

Participants

This time, 138 players participated in this event, including eight ladies. The North American team had 73 players, the European 65. The players represented about 15 different nationalities. The Americans made up for the largest group, about 50 players, followed by 26 Japanese, 18 Germans, 8 Finns, 6 Brits, 5 Canadians, 5 Swedes, 3 Swiss and about 20 representing other nationalities. For number of participants by chamber, see page 3.

Golfers of all levels took part, from single players to high handicappers. Gross scores ranged from 70 to 148!

Sponsors and Prizes

The event had 29 sponsors, including the title sponsor DaimlerChrysler Japan. Thanks to this, we had 7.5 million yen worth of sponsorship used to support the event, given away as skill prizes, and at the chance prize drawing.

Apart from the Hoya Crystal Cup to the winning team and a crystal trophy for the winner of the individual competition (from DaimlerChrysler), notable prizes were a valuable Chanel brooch, United Airlines pair of tickets to USA, an extensive Niseko Golf Getaway pack, service coupons and golf stays from Windsor Park G & C.C. and golf goods from Titleist and Colantotte. Yellowtail provided a bottle of wine for each player to take home and also wine for the party. World on Demand gave one year subscriptions for their services. Park Hyatt Tokyo and Hilton Odawara Resort & Spa services at their facilities. Coca-Cola, Coors and Tropicana drinks, Gotemba G.C. and Belle View Nagao golf rounds and FusionGOL web hosting services.

The cash sponsors; Aflac, Merrill Lynch, White & Case, Standard Chartered, Asian Tigers Premier Worldwide Movers, Santa Fe, Latham & Watkins, IFG Asia, Dresdner Kleinwort, Konigstedt, InterGlobal, systemsGo and eCentral contributions were very important as it enabled us to improve the drink and food service and cover other costs related to organizing the event.

Apart from the trophies, DaimlerChrysler Japan also provided original DaimlerChrysler Cup 2007 golf caps and a Dodge USB stick for all players and one week free test drives to winners of all four near pin and the longest drive prize. DaimlerChrysler also covered the cost for administration, the web site and costs for posters, signboards, pocket guides, scorecards, etc.

Results

Team Competition

The European team 75.49 strokes -

The North-American team 76.09 strokes

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

Special Prizes

Near Pin Winners

- No. 5 - Bob Grondine, NA
- No. 7 - Nick Johnston, NA
- No. 12 - Bengy Jönsson, EU
- No. 16 - Glen E. Sugimoto, EU



Longest Drive

Vijay Deol, NA



Best three net



Best three gross

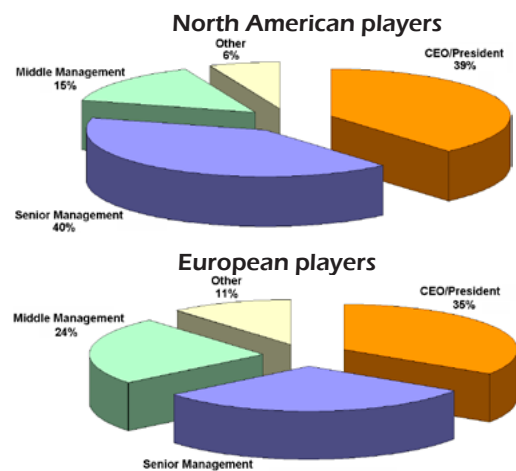
Individual Competition - BEST NET

Pos.	Name	Team	Gross	HCP	NET
1	Robert E. Melson Jr.	NA	70	0.0	70
2	Marcus Kosins Jr.	NA	80	9.5	70.5
3	Chris Campbell	NA	93	22.5	70.5
4	Finn Havaleschka	EU	76	4.7	71.3
5	Paul Guilfoile	NA	88	16.6	71.4
6	Mark Devadason	EU	81	9.5	71.5
7	Glen E. Sugimoto	EU	80	8.3	71.7
8	A. John Hamaguchi	NA	85	13.0	72.0
	Hans Porat	EU	85	13.0	72.0
10	David Pulido	NA	90	17.8	72.2

Note: if same net score, lower handicap wins.

Individual Competition - BEST GROSS

Pos.	Name	Team	OUT	IN	TOTAL
1	Robert E. Melson Jr.	NA	36	34	70
2	Finn Havaleschka	EU	37	39	76
3	Dick Wolven	NA	39	40	79
4	Glen E. Sugimoto	EU	40	40	80
5	Marcus Kosins Jr.	NA	39	41	80
6	Alex Miller	EU	40	41	81
	Ilkka Pyrrö	EU	41	40	81
	Mark Devadason	EU	41	40	81
9	Eero Tammila	EU	40	42	82
10	Mike Cotter	NA	41	42	83
	Jerry Fujii	NA	42	41	83
	Ulrich Sieler	EU	44	39	83



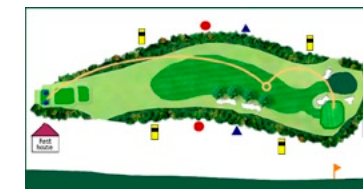
Material produced for the event

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

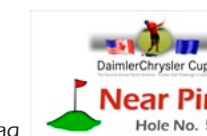
3. Posters and signboards

Three B0 (ca 115 x 140 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 and Merrill Lynch).

In addition A-1 sized signboards were made for registration, scorers' desk, 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.



Near Pin flag

5. Cart signs

To enable participants to easily locate their cart (among 36) 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.



Cart sign

6. The logo

The original logo (image) has been designed by Tomo Bystedt. Typesetting in Corpo S, requested by DaimlerChrysler.

Production costs

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, including design and assembly work (pocket guide and signboards). Costs for hole sponsor panels and stands were covered by the sponsors.

Envelope



Scorecard



Pocket Guide



Information Kit



Near Pin signboard



Entrance to Club House



In the Club House Lobby; registration and nice cars



At the North American registration desk; Aron Kremer and Neil Moody



Getting prepared to depart for the tees on a fine day.



Groups 1A, 1B and 1C on the first tee.



NA team captain Bob Grondine made the first shot of the day



The game is on! EU taskforce member Erik Ullner climbing his first green.



Action on the 12th and 8th tees.



A "collective" DaimlerChrysler Cup golf swing from the top group, from left Bob Grondine, Ambassador Novotny, Hans Tempel and Charles Lake.



Short speeches by (from left) Bob Grondine (ACCJ), Hans Porat (EBC), Hand Tempel (DaimlerChrysler) and Neil Moody (CCCJ).

Participants enjoying the buffet...

...and the Yellowtail wine.



The individual winner and also best gross, Robert E. Melson Jr.



Longest drive winner Vijay Deol. Prize presented by Nagisa To of DaimlerChrysler Japan.



The winner of the Niseko Golf Getaway prize.



The winner of the top lottery prize presented by Yasutaka Nakagawa of Chanel K.K.



The winning European team.