

The North America-Europe Golf Challenge in Japan



# Daimler & Chrysler Cup 2008

Atsugi Kokusai Country Club - Friday 26 September



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# Daimler & Chrysler Cup 2008

Friday 26 September 2008



Atsugi Kokusai Country Club

## FINAL REPORT

Organized by:



Title Sponsors:



Mercedes-Benz



## 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, the fourth on September 29, 2006 and the fifth on September 28, 2007, all at the same venue.

### 2. Title Sponsor

Since the inauguration of the event, DaimlerChrysler was the 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 had also to be renamed. As Daimler Japan and Chrysler Japan agreed to jointly co-sponsor the event, it was renamed Damler & Chrysler Cup, with the North-Atlantic linkage remaining.

### 3. 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 Special Events Committee Vice-Chair, Aron Kremer, ACCJ, Deputy Executive Director and Neil Moody, CCCJ Executive Director from the American side and Erik Ullner, EBC Treasurer, Joachim Hinne, EBC Shipping Committee Chair 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.



The taskforce with Atsugi Kokusai C.C.'s Haruo Komuro after the completion of the project. From left: Joachim Hinne, EBC, Bob Bernal, ACCJ, Erik Ullner, EBC, Aska Kuwabara, ACCJ, Clas Bystedt, EBC/FCCJ and Aron Kremer ACCJ..

### 4. Date and Course Selection

The date selected for the event, Friday 26 September, was decided in March, after consulting chambers and Daimler and Chrysler. It has been seen as an advantage to have regular date for the event, i.e. the last Friday in September, whenever possible.

It was also decided to play the sixth event at the same course as the four previous events, i.e. Atsugi Kokusai Country Club. Last years survey showed that 76% of the participants wanted to play the same course. Interestingly, the more times we have played at Atsugi, the higher the percentage has got; 72 in 2005, 74 in 2006 and this year 77.

The experiences from the first five events, and the fact that it would be much easier to organize it again at the same venue, made the decision fairly easy. Daimler and Chrysler 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 three previous events). This was covered from cash sponsor money.

### 5. 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). But due to a large number of cancellations, especially in the European team, on the week leading up to the event, actually 131 players started in the competition, 66 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.

### 6. Individual competition & Prizes

In addition to the team competition it was also decided to establish the Best Net (15 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 team captains, North America's Neil Moody (left) and Europe's Joachim Hinne (right) with EBC's Erik Ullner and the trophy.

## Summary & Proposals

### 1. Title sponsor

Even though Daimler (Mercedes-Benz Japan) and Chrysler Japan have not explicitly stated that they would continue as joint title sponsors, it is assumed that they will do so, providing that there are no major changes in the auto industry world.

- **Proposal: confirm as soon as possible with Daimler and Chrysler that they will continue as title sponsors**

### 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 typhoon concerns in that period, but this is probably a risk that has to be taken, as there are not many options. As the tournament has been played already six times in late September/early October, players, and chambers, have got used to this in their scheduling.

- **Proposal: Friday 2 October as the previous Friday (25 September) is in a week with two public holidays**

### 3. Venue

Based on the participants' survey, where 77% expressed their wish to play at Atsugi again, and only 15% wanted to move (9% 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 players with a completely wrong handicap could win the individual competition (and fine prizes), and even affect the team score. 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 131, for a split-down per chamber, see page 3.

It took about 5 hours 40 minutes to complete the competition. This was about 10 minutes slower than last year, perhaps because there were more beginners, 14 players shot over 120 compared to 5 last year. But the pace of play seems not to have been any problem as 87% in the survey reported that the pace was good (taking into account number of players) or that it was no issue.

- **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 one pro participated (Bennett Galloway).

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?

- **Proposal: as this is more a friendly event than competition and as it also is a service the chambers provide their members, there should not be any restrictions re. level of play**

### 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 (2% thought that it was "not so good", 3% "bad". The ratings for food at the party were a bit more negative, 7% thought that it was "not so good", 1% "bad".

- **Proposal: no major changes needed, task force might consider bringing in real burgers and hot dogs.**

### 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.

- **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 almost 40, most likely including some that were not even sure they would play but signed up "just in case", months ahead of the event when they were not sure of their late September schedule.

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). See also part 11. Charity component.

- **Proposal: discuss and decide on cancellation policy, start registration much later, e.g. around mid-August instead of June as this year**

### 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 April.

- **Proposal: no need for changes; 2009 version of web site should be up on 15 April at latest**

### 10. Sponsors and prizes

The sponsor categories remained same this year. Goods/service sponsors were at same level as last year. Cash sponsorships increased somewhat, now 1,445,000 yen compared to 1,420,000 yen last year. Total sponsor value was estimated at about 8.6 million yen.

- **Proposal: more activities needed to recruit goods/service sponsors for more and better prizes**

### 11. Charity component

The charity component was expanded this year. In addition to the collection boxes (for YMCA) a silent auction (six golf related items of which one was not sold) run by Hope International was held. As the net proceed from the charity was only about 172,000 yen (compared to about 120,000 yen previous year when we only had boxes) and the auction proceedings interfered with the prize ceremony, we should find another way to achieve the charity objectives.

- **Proposal: abolish the silent auction and study options how to ensure a smooth handling of the charity component, perhaps also involving the sponsors and players (cancellation fees to charity)**



## Participants Survey - Comments

**“Organization of the event was very professional. The spirit among the contestants was very good and I had a great day”.**

### General Comments

- I played in the second event and loved it. The third and fourth event were not as fun. Too much whining and complaining about things. I missed last year. This year was great again. Thanks.
- Another great year for the D&C Cup. Do NOT change the speaker!
- Fantastic event as always. Well organised before, during and afterwards. Always a pleasure to take part. Many thanks to the Task Force & sponsors. p.s. Let Clas know that I understood everything he said no problems !!!
- The pace was much better this year than in other years. I did not hear complaints about the slowness of the play. The reception was well organized and moved rapidly. I am looking forward to next year
- Great appreciation to the taskforce members, including Aska and Maruyama-san. Thank you very much.
- Much better this year than last. Better pace of play, was kept informal and relaxed. Would like to see the event move venues to a top Kanto course that we otherwise couldn't play. Happy to pay more for the privilege. We in effect have the making of a golf club given the number of familiar faces each year... could we do one a quarter with the Daimler the end of year celebration. Am not expecting the task force to do all this! Thanks for your efforts again this year.
- I really enjoyed the whole day. It was great having the roundtrip bus. Looking forward to next year's event.
- Overall a very good event. The course was pretty short and not that challenging, but the caddy was good. Overall set up - food and venue is atypical in Japanese Golf. Could be higher quality and different. Charity component into the golf game would be interesting and good for the charity portion. Lots of foreigners, but perhaps it should be a presidents cup like event added where it is Japan vs. the world type event. This would get more of the Japanese business involved as we do live and work in Japan.
- It is a great event well organized, well done to the team look forward to be there next year.
- It's hard to make it a better event!!! Good work and organized!
- Excellent event! Very well organized! Sorry, but towards the end, whether NA or EU won, was lost little bit after the break. Congratulation to the NA as winners! Me? I was a winner too, as first time under 100 gross!! Thanks for the great day!!
- Good event, one of the better golf events I have been to.
- Good job everyone! Smooth comp yet again! Don't let me win my own prize, should it happen!! BG
- Should make a video digest of the event next year - also having the photographer on the course last year was fun. Where did they go this year?
- Thank you for your kind hospitality. I really enjoyed the atmosphere as well as playing golf.
- Thank you to the organizers. Fully realize it is a big job, many many issues and say big THANK YOU!

### Comments about the course and play

- The choice of tee box placement on #1 handicap hole dogleg left was too tight. Too close to the trees and one penalty for hitting it left. For tournament format, the tee boxes need to be a bit more generous for everyone. Otherwise, the course was in good shape. Short, but tricky.
- A couple of areas for improvement are 1. Pace of play. Took me 3 hours for front nine which is too long. Back nine was 2.5 hours which is acceptable. Need thorough understanding by everyone of the double-par-plus-one ruling. 2. Can we play West course? West course is more fun for everyone and speed up the pace of play because West course is less trickier and fairways are much less tighter.
- I would welcome the opportunity to play at a different course next year.
- Good, booklet with course info/hole map, support from caddies Less good, the course with several blind holes, difficult for first time players and slowing down play.
- As overall, the event was good and I could enjoy the event. The course itself was good but the location was not convenient. There was heavy traffic. Jam around there although it might be the peak rush hour. It was not far but took time due to traffic.
- Wondered whether the team event should be best 80% gross scores, rather than best 80% net. Is there any reason why the handicap is needed for the team event, other than precedent?
- As for the golf, it would be nice to play on a different course for a change.
- Great event! I would pick another course if I had an idea of one in the same general area, but there aren't that many choices!
- It is too slow but I don't know how to fix it without greatly reducing the number of players
- Slow at times but had fun while waiting also!
- Short considering the number of players

**Proposed other courses:** Any chance to play a well-known member course that would otherwise be hard to get on; But West Course would be nice; Chiba (access through Aqualine); Eagle Point; Haruna no Mori; I think the course could be more challenging. If at Atsugi, play from the back tees?; Izu Ohito CC; Narusawa G.C.; One of top Kanto courses that otherwise can't play; Windsor Park

### Comments about food and drinks

- Food on the course is terrible. Not much selection for non-meat eaters.
- I think the food on the course could be improved a lot. The chicken burgers could be swapped out with hamburgers and the cold Japanese type hot dogs could be swapped out with American franks.
- We started on Hole 13 and were very much looking forward to some food but when we reached Hole 15 there was nothing. Other groups must have suffered the same fate. With no break for lunch we had to wait until the next food hole came around to put some grub in. That's pretty shoddy organisation given most of us were up at around 5:00a.m. and few will have had the time for breakfast at home. Otherwise; a brilliant success as always and full credit to the Task Force. You are wonderful.
- Real burgers and dogs on the course would be great. Once again the fare on the course was disappointing. We confirmed that the burgers on the course were chicken and the "hotdogs" were more suitable to a sausage moriwase at an izakaya. The buffet that followed was marginally better.
- As usual overall arrangements were excellent. This year the Food & beverage service had dropped in standard. Not the most important issue as such, but it would have been nice to be able to get coffee during the round as an option to all the beer:-)

### Comments about prizes and prize ceremony

- Clas' portion simply took too long at 45 minutes. A different person (perhaps a professional) should be able to cover all that in 15-20 minutes.
- Too many charities. You should focus on one, not three. It was a mistake to have the silent auction afterwards. Many people left. Every year the same great golfers win the same prizes. Perhaps you could have a rule that someone can't win two years in a row. I know that is a bit unfair to someone who plays well but unless you are an awesome golfer there's no hope except for the lottery - and even for that it seems like the same people win every year!
- I didn't think it was right for longest drive and closest to the pin winners to receive additional prizes. They already won their prizes...they got to drive nice cars for the weekend. I understand that this was probably an oversight but it was unfair to the rest of us. Only 1 blemish...not too bad.
- I felt that party took rather longer hours and could be shorter even though prize taking took long time but still there was too long idle times.
- More golf related prizes would be appreciated: not only sponsored named golf items. Also number of prizes can increase so that more participants will enjoy the party. such as number 26th (prize for the date), every 20th or 50th... In any case, I really appreciate the occasion and enjoyed the date; because not only of getting the award, also of the atmosphere and the event itself.
- Thanks again for a great Tournament. Only one issue, it took a bit too long time to Announce the Winning Team. People already had started to leave, next time Announce it a bit earlier!
- Understand and support the Charity portion, not easy to get people to sign up for the Silent Auction, now it felt a bit long extra wait due to waiting to close the Silent Auction before the Winning Team was announced. Good to continue Playing same Course, people can remember earlier Years. Thanks again to the Organisers!!
- I appreciate the effort of the taskforce to incorporate a charity element into the event. It was a lot of work on the part of both charities so ultimately I wonder if it was really worth the effort. perhaps trying to do both is too much. With the "valuable" limited time available, perhaps we should be doing more to create more interaction amongst all of the participants, which is not happening now or in the past? Please keep me in the loop on the results.
- Party and Prize Awarding Ceremony; The organisation should be re-considered. After the lucky-draw part several players left while the team result had not been announced.
- I like the event very much. That is why I participate. However, the prize giving ceremony was poorly organized and communicated. Improvements are easily possible. Also it is a shame to announce the result of the competition after prizes and after the charity event, at a time when half the people had left already. This is a competition and the result itself is, in my opinion, the most important "News" of the day. A more appropriate slot for the results announcement should be found by the organizers. My comments are a little critical but, it is still a great event.
- For the number of players, the prizes were rather disappointing.
- First of all many thanks to the organizing committee. I really appreciate the hard work and dedication that went into the organization of such an event. Only two concerns from my side 1. the game was way too slow - almost 6 hours!!! 2. the format for the prize ceremony has to change...very long and sorry to say also very boring.
- Again, most people around me and myself thought the reception speeches and prize ceremony were much too long; it spoils such a nice impression of the whole event...
- Please note, that the event after the golf as introduction of sponsors, winners etc. is too long. Why not calling all the sponsors to the front in introduce the shortly.
- Prize ceremony & party takes too long time! Otherwise an excellent and high quality arrangement by organizers and sponsors!
- Thanks again for a great Tournament. Only one issue, it took a bit too long time to Announce the Winning Team. People already had started to leave, next time Announce it a bit earlier!
- Understand and support the Charity portion, not easy to get people to sign up for the Silent Auction, now it felt a bit long extra wait due to waiting to close the Silent Auction before the Winning Team was announced. Good to continue Playing same Course, people can remember earlier Years. Thanks again to the Organisers!!
- Took too long to get the results, many had left before then, improvement on this would be a good idea
- The charity was a good thing, but it became a bit long time to wait for the announcement of the Winning Team due to the charity event. Somehow the excitement seemed to have faded by then and many had already left.
- Even with well organised preparations, it seems in general that the event status is going down, and the after party feeling is too long - also, the fun part is missing on the "after-golf" session.
- Thank you for every volunteer for this event. The party was too long. Better to combine with schedule of club bus.

## 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, from Daimler Japan Friedeman Bruehl and Sayoko Shimosegawa and from Chrysler Japan Kaori Beppu where very much involved in the planning and organizing of the event. Also Bernard Yu from YMCA Japan and Lowell Sheppard of Hope International were involved in the planning, and responsible for the execution of the charity component.

Joachim Hinne, DIHKJ (Chairman of the EBC Shipping Committee) was invited to join the taskforce in March to replace taskforce member Hans Porat, who left Japan end of 2007.

As this was the sixth tournament played with the same concept and at the same course, less meetings were required this time and many of the issues were handled through email.

### February (date in parenthesis)

- (21) Taskforce meeting, creating outlines for the 2008 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                     |

### April

- (10) Daimler and Chrysler confirms the naming and design of new logo and title sponsor logos to be used
- (29) The 2008 web site at launched.
- (24) Announcement to previous years players, sponsors and chambers about the date of the event and opening of web site

### June

- (6) Registration open announcement to previous years players and sponsors and to chambers requesting them to announce the event
- (17) Meeting with Daimler and Chrysler; budget, prizes, PR, VIP nvitees, etc.

### September

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

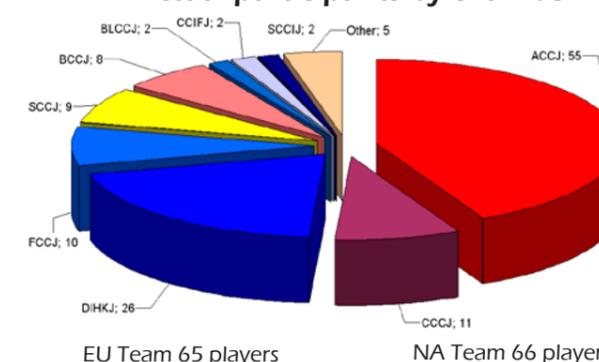
### Schedule on the day of play - September 26

- 06.10 Bus departs from ACCJ
- 06.50 Taskforce arrive at the club
- 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 (on schedule)
- 15.30 Party starts (on schedule)
- 15:50 Announcement regarding silent auction
- 16.00 Prize ceremony starts (on schedule)
- 17.10 Announcement of silent auction winners
- 17:20 Prize ceremony ends (on schedule)
- 17:45 Bus departs for Tokyo (on schedule)



Joachim Hinne makes his debut on the stage.

### Actual participants by chamber



Joachim Hinne, Aska Kuwabara and Bob Bernal makes preparations for the prizes.



The silent auction items.

# 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 110,000 page views between the launch (22 April) and 15 October 2008. The creation and maintenance of the web site was financially supported by DaimlerChrysler.

## 2. e-mail information

Prior to opening of registration, two email where sent out, i.e.

- 24 April - Announcement to previous years players, sponsors and chambers about the date of the event and opening of web site
- 6 June - Registration open announcement to previous years players and sponsors and to chambers requesting them to announce the event

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

- upon registration - automatic confirmation
- 12 September - confirmation of participation, promotion of bus, reminder of registration fee (EU) and notice of when further information will be sent
- 22 September - detailed event information, pairings, more promotion of bus and a link to the information kit

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

- 29 September - thank you, information on the event report on the web site and instructions on the participants' survey
- 9 October - reminder to those who had not responded to the survey
- 15 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 "Daimler & Chrysler Cup Office" as sender.

## 3. Information kit

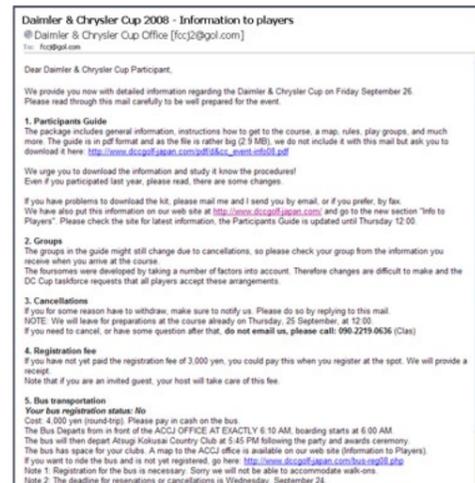
The 6 page A4 size information kit contained information on how to get to the course, including a large map in English made for this occasion, other instructions, rules and the participants and groups (with company names and chamber affiliation of the players, see sample at right).

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 Daimler and Chrysler, AMB Property, Windsor Park, Allied Pickfords and Garuda were also distributed (placed in the lockers).

Before start of play the players were gathered for a photo-shooting and a short briefing where 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).



Out course	Player Name	Company/Group	In course	Player Name	Company/Group
1A	Robert C. Smith	Blue Team Europe	10A	Robert C. Smith	Blue Team Europe
1B	...	...	10B	...	...
1C	...	...	11A	...	...
2A	...	...	11B	...	...
2B	...	...	12A	...	...
3A	...	...	12B	...	...
3B	...	...	13A	...	...
4A	...	...	13B	...	...



The European registration desk; Sayoko Shimosegawa, Judith Bruederle and Taisuke Shitozawa.

# Participants Survey

To be able to further develop this event, we made a survey among the participants. The survey was conducted between 29 September and 10 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

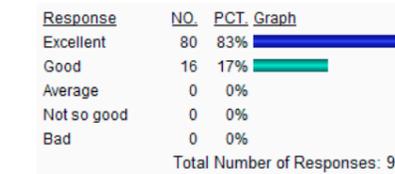
The survey was announced to 122 participants (we did not have email addresses to some of the guests and the organizers were excluded from the total of 131 players that participated in the event).

We received 96 valid responses after removing multiple and incomplete entries. Thus the response rate is 77.9%, which can be considered very good and gives a high statistical significance to the results. 44 of the respondents represented Team Europe, 43 Team North America.

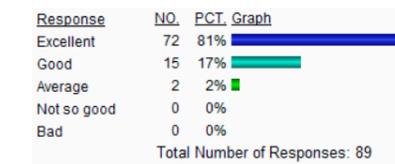
## Survey Results

### General opinion about the event

#### Advance information to players

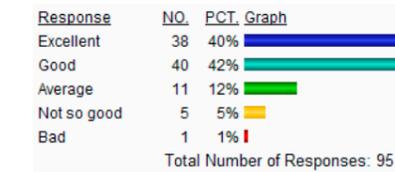


#### Arrangements during the event

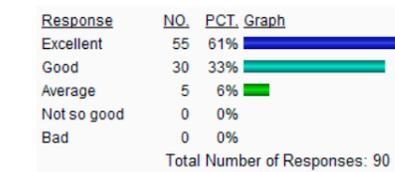


### The Course

#### Interesting/challenging layout

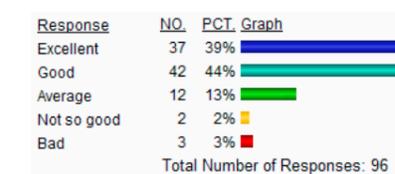


#### Course condition

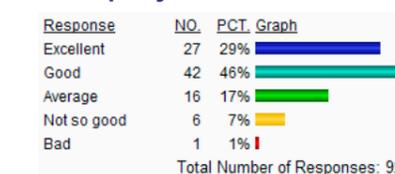


### Food & Beverage Service

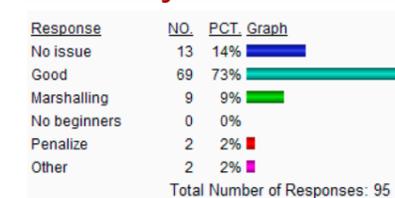
#### On the course



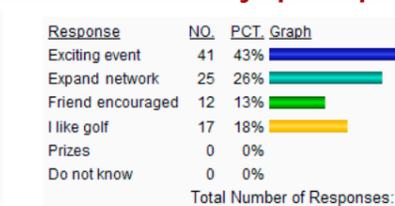
#### At the party



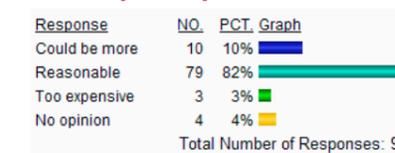
### Pace of Play



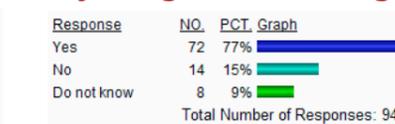
### Main reason why I participated



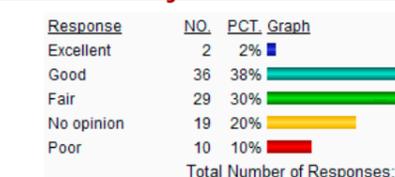
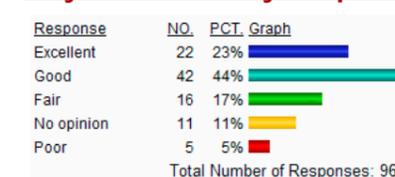
### Cost of participation



### Play Atsugi Kokusai C.C. again?



### Do you think Charity component was a good idea? What did you think of the auction's choices?



## Report from the event

### Team North-America wins The Cup!

The European and North American business communities in Tokyo held their sixth friendly golf tournament at Atsugi Kokusai Country Club on 26 September in fine and warm weather.

With Daimler Japan (Mercedes Benz Japan) and Chrysler Japan as the title sponsor and 33 other sponsors, the tournament brought together 131 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-peoria) scoring system and calculating an average score for the best 80% of each team, the North American team came out on top by 0.86 strokes.

### Participants

This time, 131 players participated in this event, including five ladies. The North American team had 66 players, the European 65. The players represented about 15 different nationalities. The Americans made up for the largest group, about 45 players, followed by 30 Japanese, 16 Germans, 9 Canadians, 7 Finns, 6 Brits, 6 Swedes, 2 Danes, 2 Swiss and about 10 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 72 to 144!

### Sponsors and Prizes

The event had 33 sponsors, including the title sponsors Daimler Japan and Chrysler 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 beautiful Hoya crystal Cup to the winning team and a crystal trophy for the winner of the individual competition (from Mercedes Benz Japan), notable prizes were valuable Chanel necklace and ear pieces, United Airlines pair of tickets to USA, an Espresso machine from de'Longi, service coupons and golf stays from Windsor Park G & C.C and golf goods from Titleist and ING Japan. Garuda Japan provided two books written by Finn Havaleschka to all players.

Westin Tokyo, Hilton Niseko Village and Hilton Odawara Resort & Spa accommodation 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; White & Case, AMB Property Japan, Allied Pickfords, Asian Tigers Premier Worldwide Movers, Santa Fe, Latham & Watkins, International Solutions Group, Hapag -Lloyd, Konigstedt, InterGlobal, Tokyo American Club, Schenker-Seino, G&S Japan, Nihon Homeland Security and eCentral contributions were very important as it enabled us to improve the drink and food service at the event, purchasing D&C Cup logo balls and golf equipment and cover other costs related to organizing the tournament.

Apart from the trophies, Daimler Japan and Chrysler Japan also provided original Daimler & Chrysler Cup 2008 golf caps and a Jeep bag tag for all players and one week free test drives to winners of all four near pin and the longest drive prize and teas. DaimlerChrysler also covered the cost for administration, the web site and costs for posters, signboards, pocket guides, scorecards, etc.

## Results

### Team Competition

Team North-America 74.62 strokes -

Team Europe 75.48 strokes

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

### Special Prizes

Near Pin Winners

- No. 5 - Hidehiko Yamaguchi, NA
- No. 7 - Ulrich Sieler, EU
- No. 12 - Tetsuo Nishikawa, EU
- No. 16 - Chris Drake, EU

Longest Drive

Michael Fong, NA



Best three net

Best three gross

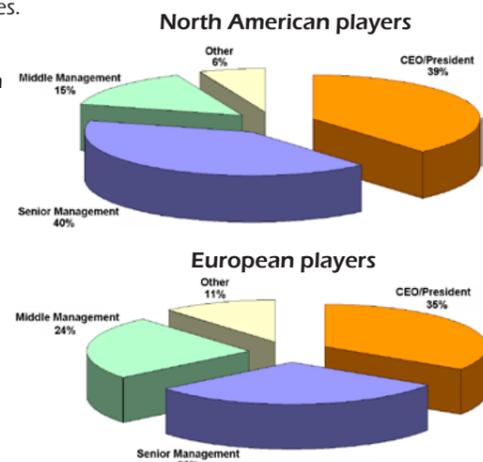
### Individual Competition - BEST NET

Pos.	Name	Team	Gross	HCP	NET
1	Eiji Takagi	EU	81	13	68
2	Alex Miller	NA	77	7.1	69.9
3	Robert F. Grondine	NA	89	18.9	70.1
4	Glen E. Sugimoto	EU	75	4.7	70.3
5	Yung Kim	EU	80	9.5	70.5
6	Jonathan Goodman	NA	92	21.3	70.7
7	Anders Sjostedt	EU	72	1.2	70.8
8	Andreas Behnke	EU	78	7.1	70.9
9	Carmen Tassone	EU	89	17.8	71.2
10	Hitoshi Saito	NA	95	23.7	71.3
11	Robert Melson	NA	75	3.6	71.4
12	Yasutaka Nakagawa	EU	88	16.6	71.4

Note: if same net score, lower handicap wins.

### Individual Competition - BEST GROSS

Pos.	Name	Team	OUT	IN	TOTAL
1	Finn Havaleschka	EU	38	34	72
	Anders Sjostedt	EU	34	38	72
3	Ulrich Sieler	EU	37	37	74
4	Glen E. Sugimoto	EU	38	37	75
	Robert Melson	NA	36	39	75
6	Alex Miller	NA	41	36	77
7	Andreas Behnke	EU	40	38	78
	Megumi Hasegawa	EU	37	41	78
	Theodore Miller	NA	38	40	78
10	Yung Kim	EU	42	38	80
11	Eiji Takagi	EU	40	41	81
	Goh Sugita	NA	37	44	81



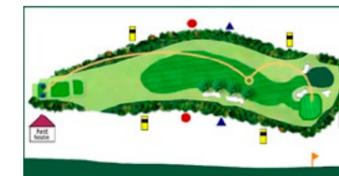
## Material produced for the event

### 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.

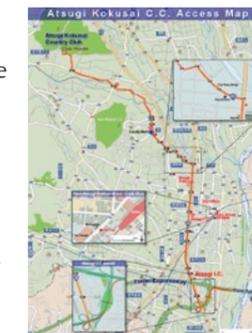
The scorecard had a feature which was appreciated - as groups started on different holes, the scorecard had a yellow mark where the marker should start entering scores. This year the scorecard was made in a size to fit into the club's card holder.



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 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 (Chanel, White & Case, AMB Property and United Airlines).

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 number sign

### 6. The logo

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

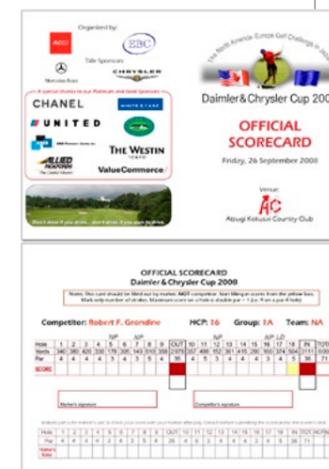
### Production costs

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

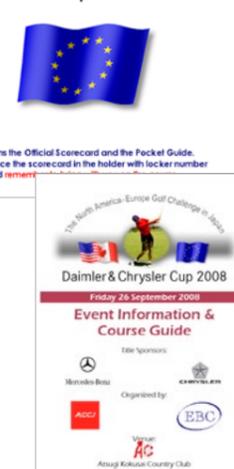
### Envelope



Mercedes-Benz Japan also provided tees, for which small boxes were made.



Scorecard



Pocket Guide



Information Kit (A4)



Near Pin signboard (A1)



Entrance to Club House



In the Club House Lobby; registration and nice cars



At the North American registration desk; Neil Moody, Aron Kremer, Aska Kuwabara, and Bob Bernal.



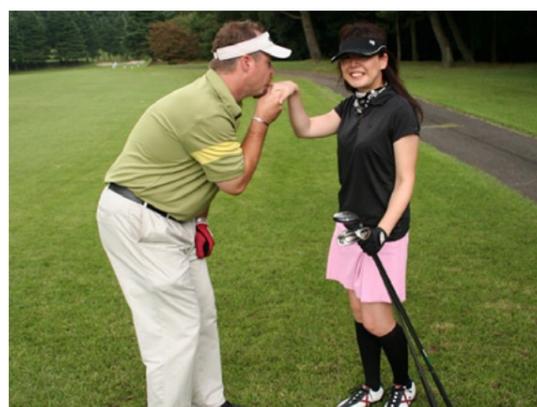
The task force giving last minute instructions.



From left: Kintaro Ueno, Seppo Kimanen, Ambassador Novotny, Mark Schwab, Minoru Aimono, Neil Moody, Beatrice Portoff, Scott McCaskie, Rita Tempel, Bob Bernal, Nagisa To, Joachim Hinne, Erik Ullner, Aron Kremer, Bob Grondine, Yasutaka Nakagawa and Chris Ellis.



In the heat of the action... but it was supposed to be a friendly game....



This looks better... chivalry between NA and EU team members, Bennett Galloway and Hiroko Deguchi.



Neil Moody preparing himself a burger at the rest-house. Erik Ullner tries to give him a hard time.



Aska Kuwabara checks Nick Masee's scorcard at the scorer's desk.



Title sponsors Kintaro Ueno (Mercedes-Benz) and Chris Ellis (Chrysler) try to decided who should speak...



Winner of the individual competition, Eijio Takagi of the EU team.



The female golfers get a box of golf balls. From left: Rita Tempel, Beatrice Portoff, Izumi Toko, Hiroko Deguchi and Nagisa To.



Yasutaka Nakagawa of Chanel with the two winners of the Chanel prizes.



Czech Ambassador Jaromir Novotny present a case of original Budwiser to Michael Evans.



The winning North American team.