

The North America-Europe Golf Challenge in Japan



Daimler & Chrysler Cup 2009

Atsugi Kokusai Country Club - Friday 2 October



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The North America-Europe Golf Challenge in Japan



Daimler & Chrysler Cup 2009

Friday, 2 October 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, the fifth on September 28, 2007 and the sixth on September 26, 2008, 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 was renamed in 2008 to Daimler & Chrysler Cup, as Daimler Japan and Chrysler Japan agreed to jointly co-sponsor the event, 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, Sam Kidder, ACCJ Executive Director and Aron Kremer, ACCJ, Deputy 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 Daimler Japan and Chrysler 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 from left: Joachim Hinne, EBC, Bob Bernal, ACCJ, Clas Bystedt, EBC/FCCJ, Sam Kidder, ACCJ, Aron Kremer ACCJ and Erik Ullner, EBC.

4. Date and Course Selection

The date selected for the event, Friday 2 October, was decided in March, after consulting chambers and Daimler and Chrysler. It has been considered an advantage to have a regular date for the event, i.e. the last Friday in September, whenever possible. However, the week of Friday, 25 September (which would have been the natural date) had three public holidays which would have made communication with players very difficult in the week of the event. Thus, the following Friday, i.e. 2 October, was selected.

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 year's survey showed that 77% 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, 76% in 2007, 77% in 2008 and this year 78%.

The experiences from the first six 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 was paid an extra 3,000 yen per participants (as in the four previous events). This was covered from cash sponsor money.

5. Play format & Team Competition

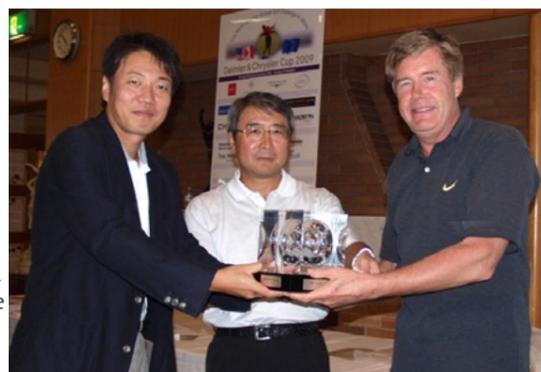
The maximum number of players in each team was basically fixed to 72, bringing a total of 144 players, i.e. 36 foursomes teeing off from all tees (shotgun start). But due to a large number of cancellations on the week leading up to the event, actually 126 players started in the competition, 65 for the North American team, 61 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).



EU Team Captain Tommy Kullberg receives the trophy from Kintaro Ueno of Mercedes-Benz Japan and Isamu Suzuki of Chrysler Japan.

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 1 October as the previous Friday (24 September) is in a week with two public holidays (Monday and Thursday).**

3. Venue

Based on the participants' survey, where 78% expressed their wish to play at Atsugi again, and only 8% wanted to move (15% undecided), the task force do not see any reason to change the venue. There were again some voices in the survey asking us to consider 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 6 hours to complete the competition. This was about 20 minutes slower than last year, mainly because of the rain. But the pace of play seems not to have been any problem as 83% 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 two pros participated (Bennett Galloway and Johannes Schwarz).

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

Although the survey comments suggest that all participants are not happy with the food service, the survey data show that the ratings are improving.. The food on the course got good ratings, 87% rated it excellent or good (last year 83%) and none thought it was bad (3% last year). The ratings for food at the party also improved, from 75% excellent or good last year to 83% this year. Now 4% thought that it was "not so good", compared with 8% last year.

- **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, 16% of the respondents in the survey thought the fee was expensive, whereas 7% reported that it could be even higher. Here was a rather major change from the previous year when only 3% thought it was too expensive and 10% would have been prepared to pay more. Perhaps the economic climate played some role, but probably also because there are many events where participation fees are lower or substantially lower if they are held far away from Tokyo.

- **Proposal: from a psychological point of view it would be good if the play fee could be lowered by 2,000 or 3,000 yen; negotiate with club or consider using sponsor money to cover (a 2,000 yen "subsidy" would require about 300,000 yen more sponsor contributions in cash) .**

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.

This year the registration fee was non-refundable and players were not signed-up before the fee was collected. For the EU players the D & C Cup office collected the fees (using a post bank account), which made it easier to control payments. Having the registration fee non-refundable had two effects; registrations came in much slower than in previous years and number of cancellations, especially in the EU team decreased dramatically (about 40 last year, this year less than 15). But it might also have had an influence on the number of participants (which now was lowest ever, 126) as some potential participants postponed their decision until they were sure that they would be able to participate and then perhaps forgot about the event, or put some trip or appointment on the date, which they wouldn't have done if they had already signed-up.

- **Proposal: keep registration fee non-refundable, open registration in 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; 2010 version of web site should be up on 15 April at latest; date and venue confirmed earlier.**

10. Sponsors and prizes

The sponsor categories remained same this year. Goods/service sponsors were at same level as last year. Cash sponsorships decreased slightly, now 1,365,000 yen compared to 1,445,000 yen last year. Total sponsor value was estimated at about 10.6 million yen (up from 8.6 million last year).

- **Proposal: more activities needed to recruit sponsors (especially on the EU side) for more prizes and perhaps to subsidize play fee.**

11. Charity component

This year the charity component, for the YMCA Challenged Children Project (CCP), also included two Charity Shots, on the par-3 7th (YMCA and Mercedes-Benz Japan) and par-3 12th (Allied Pickfords). Those who donated 1,000 yen and hit the green received a sleeve of golf balls. Same as last year, there were also charity boxes in the party room. The Charity activities brought in a total of 194,000 yen (compared to 172,000 yen last year with the silent auction).

- **Proposal: same charity activities as this year**

Participants Survey - Comments

“Overall, just a real class event. By far the most professional arrangement being done in Japan and that has a focus on the international community.”

Statement from a European participant

“As on the previous occasions, I enjoyed immensely the Tournament this time, which was very well orgaized and managed despite the unfortunate weather conditions. Thank you.”

Statement from a Japanese participant.

“It was a great event. It was the first time I participated, but I am already looking forward to next time.”

Statement from an American participant

General Comments

- Despite the weather and difficult conditions, overall it was a great day.
- A fabulous Event and a highlight of my golfing calendar!
- Thank you for the arrangement of this great event. All was very nice, especially the “Present” from the companies.
- Prefer the play fee in the weekday around 15,000-17,000.
- Always a highlight of the business networking calendar. Thank you to all for another terrific event.
- Another very good golf day, event if it was raining well done Look forward to play again next year.
- Thank you very much for such a memorable day.
- Bit expensive for weekday play, but easy to access to the course. thank you anyway. I enjoyed a lot!
- Considering the weather conditions, which none of us have any ability to control, I believe the Event was well planned and executed. Thanks for considering my opinions and looking forward to next year’s Event. .
- Cost can be a little lower but all and all every one did a great job to make this a great event
- Even though it rained constantly it was a fantastic day and event!
- Excellent organisation.
- Excellent preparation; very professionally managed the event. Thank you!
- For me as a retiree living abroad it was a great opportunity catching up with old friends. Thanks for letting me play
- For some reasons, I did not find the pace of play as bothering as last year. There is always great enthusiasm on the part of the organizers and participants. A great occasion to socialize.
- Great event - compliment to the organizers!
- Had a great time in the rain!
- I want revenge on the course!! I will beat it next year!!
- I wish to say my utmost THANKS to all organizers and volunteers of the event.
- Is the gentleman that was attacked by the trophy OK? I suggest that someone invest in some glue!
Comment: Yes, Tommy Kullberg escaped with some scratches and a slight headache.
- Another excellent performance by the Task Force. Many thanks. Despite the awful weather it was still possible to enjoy the D&C tournament. That’s an achievement.
- Under the quite watery circumstances, a great event and great organization!! PLEASE fix the cup into ONE PIECE for next year so that the European Captain will not be hurt in 2010!!!!
- It was again a great event. Thank you for organizing such event and I enjoyed very much.
- Next year, let’s pray a little harder to the weather god for a cool day underneath some sunshine.
- Please make the Trophy in one piece, not three!!! Arrangements & Fun factor very good bearing in mind the lousy weather.
- Once again, a great event. Nice prizes, good food and good fun.
- Thank you for another excellent event!
- Advance organizaion of the event was excellent. A pity for the bad weather this year, hoping sunshin or just cloudy next year. More attention to safety would be next year’s important agenda.
- Thank you very much to the member of task force.
- Thanks to the committee members for prepartion and leadership. Please make sure to get better weather for next year!
- Too bad for the rain, otherwise a good event.
- Very good event, but the course condition was so bad because of the weather. Thanks for all staffs to make this event successful.
- I want to thank you again for this outstanding event. And I really appreciate to attend and looking forward to next year.

Comments about the course and play

- Everything was so good excepting caddy.
- Any possibility that we could play the West Course?
- Comment on the course: The score was lower than it probably would be if the weather conditions was better. Atsugi Kokusai was good, except I wasn’t very impressed with our caddie.
- Even though it’s more a social event than a competitive, I think that many players are fare to flexible when it comes to following the rules of R&A. It’s difficult to object to rule braking behavior when most of the participant are here to have fun. But having participated 4 times now, I doubt the validity of many of the scores. I think/feel/know that the behavior regarding following the rules are being more and more sloppy. In this perspective and having in mind that I am a very competitive person, I feel that there are too little focus on participants playing the best golf. That is the lowest scores, not counting handicap. And it is my general experience that player with a lower handicap are more strict when it comes to following the rules. I might be wrong, but that’s my experience from participating in many national and international senior elite championship events. It’s like the social part is being upgraded on the cost of the competitive part. I don’t know how to revert this tendency, but I know that it is annoying me. Basically following the rules and give prizes to the best golfers should not be in contradiction to having fun - on the contrary.
- The Caddie in my group (and the group behind and in front of me) were not aware of the rule for Par 3 holes, whereby players once their balls were all on the green, should stand back to allow players on the tee to hit their tee shots in order to help speed up the pace of play.
- Considering we are playing on a weekday 21,000 is a bit steep given that many other courses are now offering much lower fees.
- The only downside was the pace of play, but that wasn’t too bad for our group.
- Expecting good weather at next time, course itself is very charrenging wonderfull course and beatifull one among many courses.
- Because of heavy rain with bad condition, caddy didn’t respond quickly to player’s request, such as club preparation, green condition, course advise, etc..

Proposed other courses: Another possibility might be Kazusa Monarch CC. I have had events there in the past and it was really fantastic;

Harunanomori CC; Taiheyo Narita

Comments about food and drinks

- I liked the concept of being able to make your own burger, but did not get the opportunity to do so, as they were sold out each time I got to a food stop.
- Food after the party can be cut back, I believe, as there seemed to be a lot left over. This is most likely due to the timing.
- Everyone eats on the course, and eating again at 4:00 is an odd time - too soon after lunch, too soon before dinner.
- I would also like to thank you for tightening up the catering arrangements on the course. The choice of food items was intelligent and they all tasted very good indeed. I heard numerous compliments about the hamburgers which really were delicious. The food was also available at the early rest hut stops which was a minor problem last year. The food at the party was pretty good too but can we put in a special request for french fries / buffalo fries / chips. They clearly have a deep fryer and it would have been great to put a few bowls of hot fries on the table to go with the beer. Other than that, it’s hard to fault your organisation of this event. Well done and thank you.
- On course food had lower standard than we are used to.

Comments about prizes and prize ceremony

- May be find a way to be equitable in prize distribution?
- The prizes seemed to be a bit mundane this year and fewer. Perhaps it’s harder to get companies to donate in this economy so it’s a tough job, I’m sure, to get quality & quantity prizes. Still, the standard old prizes of clubs & bags - when most players have those things - is a bit stale.
- It would be nice to offer other prizes on some of the holes other than the par 3’s and long drive holes.
- Prizes seem to be getting fewer as the years go on. Not so much for the top finishers, but for the rest of the gang. It would be nice to see the prizes that are available divided up better. Rather than 3 or 4 things for first place, a few other people could leave feeling better. That being said, if prizes are the reason to participate, then I guess it would be better to learn to play better or play in smaller events where there is a higher prize percentage.
- The trophy should be attached to the trophy stand.... Great event all in all and great prizes. Thanks very much

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 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 Ms. Tokunaga and Ms. Tsuchiya from YMCA Japan were involved in the planning, and responsible for the execution of the charity component.

Samuel Kidder, (ACCJ Executive Director) was invited to join the taskforce in March to replace taskforce member Neil Moody, who left Japan in 2008.

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

November 2008 (date in parenthesis)

- (12) Wrap-up meeting of the 2008 event, tentative decicions on date, venue, registration fee, etc.

January 2009

- (28) Daimler Japan confirms title sponsorship for 2009

February

- (26) Task force meeting, cofriming date, venue, non-refundable registration fee, tentative bidget and emergency plan if cash sponsors money falls short of target.

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

Categories and Contributions		
Category	Cash	Goods/Services (retail value)
PLATINUM	300,000 yen *	800,000 yen and over
GOLD	150,000 yen	400,000 - 799,000 yen
SILVER	75,000 yen	200,000 - 399,000 yen
BRONZE	40,000 yen	100,000 - 199,000 yen

April

- (15) Chrysler Japan confirms title sponsorship for 2009
The 2008 web site at launched.
- (20) Announcement to previous years players, sponsors and chambers about the date of the event and opening of web site

June

- (1) Meeting with Daimler and Chrysler; budget, prizes, PR, etc.
- (2) Registration open.
Announcement to chambers requesting them to announce the event to their members.
(Note: it was decided that the task force/office would not sent invitation to sign-up to last years’ players as many chambers have lost members and the task force should not invite retired members)

September

- (18) Registration dead-line (was later postponed to 29 September due to lack of participants).
- (20) Task force meeting; sponsors, budget, staffing, other practical details.
- (21) Shipping instructions/invoices sent to sponsors.
- (24) Email confirmation sent out to all participants.
- (26) Playing groups assigned.
- (20) Meeting with Daimler and Chrysler re. prizes, material, charity concept, staffing, etc.
- (29) Detailed event information sent out to all participants by email.
- (29) B-0 and A-1 sized posters printed at Kinko’s.
- (30-31) Pocket Guide, Score Cards, envelopes, signboards printed and assembled at FCCJ.

October

- (1) Preparations at the course; ‘goodies’ bags prepared, prize allocations, registration desks prepared, etc.

Schedule on the day of play - Friday, October 2

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)

15.00 Play finishes (20 min. behind schedule)

15.40 Party starts (10 min. behind schedule)

16.10 Prize ceremony starts (10 min. behind schedule)

17:00 Prize ceremony ends (10 min. ahead of schedule)

17:45 Bus departs for Tokyo (on schedule)



Arriving back at the club after play.

Report from the event

Team North-America wins The Cup!

The European and North American business communities in Tokyo held their seventh friendly golf tournament at Atsugi Kokusai Country Club on 2 October. The tournament brought together 126 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 0.95 strokes.

Participants

This time, 126 players participated in this event, including 8 ladies. The North American team had 66 players, the European 60. The players represented about 15 different nationalities. The Americans made up for the largest group, about 45 players, followed by 28 Japanese, 17 Germans, 7 Canadians, 7 Brits, 5 Finns, 4 Swedes, 3 Swiss, 2 Norwegians and about 10 representing other nationalities.

Golfers of all levels took part, from single players to high handicappers. Gross scores ranged from 76 to 146!

Sponsors and Prizes

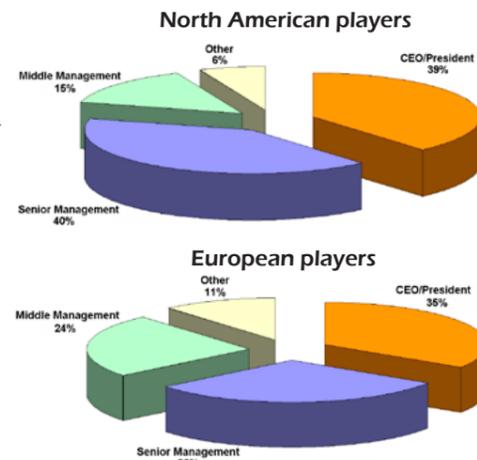
The event had 32 sponsors, including the title sponsors Daimler Japan and Chrysler Japan. Thanks to this, we had 10.6 million yen worth of sponsorship used to support the event, given away as skill prizes, and at the chance prize drawing.

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 ear rings, United Airlines pair of tickets to USA, catering service for 25 persons from Scanditaste, business consultancy services from Madison Company, a barbecue set from International Solutions Group and golf goods from Titleist.

Westin Tokyo, Hilton Niseko Village, Hilton Odawara Resort & Spa, Conrad Tokyo, Regus and Oakwood accommodation and restaurant services at their facilities. Coca-Cola and Coors provided beverages, Harunanomori C.C. golf rounds, Dale Carnegie English of Japanese lessons, Dow Jones Japan Asia Wall Street Journal subscriptions and FusionGOL web hosting services.

The cash sponsors; White & Case, Allied Pickfords, Asian Tigers Premier Worldwide Movers, Santa Fe, Bank of America Merrill Lynch, Latham & Watkins, Hapag-Lloyd, Konigstedt, InterGlobal, G&S Japan, IFS Japan and JMA Consultants contributions were very important as it enabled us to improve the drink and food service at the event and cover other costs related to organizing the tournament.

Apart from the trophies, Mercedes-Benz Japan also provided original Daimler & Chrysler Cup 2009 golf caps and Chrysler Japan Dodge umbrellas for all players and one weekend free test drives of their cars to winners of all four near pin and the longest drive prize. Daimler and Chrysler also covered the cost for the administration, web site and costs for posters, signboards, pocket guides, scorecards, etc.



Results

Team Competition

Team Europe 75.69 strokes -

Team North America 76.64 strokes

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

Special Prizes

Near Pin Winners

- No. 5 - Joachim Hinne, EU
- No. 7 - James Allen, EU
- No. 12 - David Keller, NA
- No. 16 - Nick Johnston, NA

Longest Drive

James Allen, EU



Note: as James Allen also won a near pin, the fourth near pin test drive was awarded to Steve Nagasawa, (right) who had the longest drive before Allen passed him)



Shared best gross: left Jerry Fujii, right Ted Miller

Best three net

Individual Competition - BEST NET

Pos.	Name	Team	Gross	HCP	NET
1	James Allen	EU	82	11.8	70.2
2	Steve Borrell	EU	101	30.8	70.2
3	Jerry Fujii	NA	76	4.7	71.3
4	Hidehiko Yamaguchi	NA	81	9.5	71.5
5	Masato Fujimaki	EU	87	15.4	71.6
6	David Keller	NA	92	20.1	71.9
7	Jean-Philippe Jacopin	EU	84	11.8	72.2
	Simon Lavender	EU	84	11.8	72.2
9	Gosta Tyrefors	EU	96	23.7	72.4
10	Ryan Hart	NA	88	15.4	72.6
11	Keizo Mori	EU	87	14.2	72.8
12	Jim Fletcher	EU	80	7.1	72.9

Individual Competition - BEST GROSS

Pos.	Name	Team	OUT	IN	TOTAL
1	Jerry Fujii	NA	39	37	76
	Ted Miller	NA	37	39	76
3	Robert Melson	NA	40	39	79
4	Katsumi Fujita	NA	40	40	80
	Steven Wheeler	NA	40	40	80
	Jim Fletcher	EU	41	39	80
7	Hidehiko Yamaguchi	NA	40	41	81
8	Finn Havaleschka	EU	40	42	82
	James Allen	EU	41	41	82
10	Ulrich Sieler	EU	42	42	84
	Angela Link	EU	44	40	84
	Jean-Philippe Jacopin	EU	45	39	84
	Simon Lavender	EU	39	45	84

Note: if same net score, lower handicap wins.

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 29 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). 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, United Airlines, Allied Pickfords, Scanditaste, Madison Company, Harunanomori C.C. and Bank of America Merrill Lynch). In addition A-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.

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 Kinkos, high grade paper for pocket guide and scorecards, panels and stands for posters, toners for the color laser printer, near-pin and longest drive flags, cart signs, 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.



Near Pin signboard (A1)

Information Kit (A4)

Scorecard

Pocket Guide (A6)



Entrance to Club House



In the Club House Lobby; registration and nice cars



At the North American registration desk; Aron Kremer and Bob Bernal.



Off to the tees in the rain with some speed!



Groups 1A, 1B, 10A and 10B of the first tee, sponsored by Chanel. From left: Yasutaka Nakagawa, Robert Grondine, Kintaro Ueno, Isamu Suzuki, Bob Bernal, Joachim Hinne, Joeseeph Peters, Tommy Kullberg, James Mueller, Ziya Muhamedcani, Jim Fletcher and Bill Varvaris.



Happy faces despite the rain.



Enjoying the all new hamburgers!



One of the charity shot competition was held on no. 7, supported by Allied Pickfords.



At the end of play the weather was fine...



Isamu Suzuki of Chrysler Japan makes a short speech. Kintaro Ueno (Mercedes-Benz Japan) follows.



James Allen (right) was the the man of the day, best net, longest drive and nearest to the pin on No. 7.



Yasutaka Nakagawa (right) presents the Chanel prize to the winner.



lit almost ended in disaster when Tommy Kulleberg raises the trophy in celebration, and the loose heavy crystal pieces on the stand pieces fall apart and drops on him. He escaped with minor scratches...



The winning European team.