

The North America - Europe Golf Challenge in Japan



Mercedes-Benz - Cole Haan Cup 2016

Friday, 7 October 2016



FINAL REPORT

Organized by:



Title Sponsors:



COLE HAAN

Basic Facts

1. Background

Most 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, the sixth on September 26, 2008 and the seventh on 2 October 2009, the eighth on 1 October 2010, the ninth on 30 September 2011, the tenth on 28 September 2012, the eleventh on 4 October 2013, the twelfth on 10 October 2014, the thirteenth on 9 October 2015, all at the same venue. The Canadian Chamber of Commerce in Japan's status changed from participating Chamber to and organizing Chamber in 2011.

2. Title Sponsors

DaimlerChrysler was the title sponsor until 2007. As DaimlerChrysler AG was renamed as Daimler AG as of October 04, 2007, the name of the North-America - Europe Golf Challenge in Japan was re-branded in 2008 to Daimler & Chrysler Cup, as Daimler Japan and Chrysler Japan agreed to jointly co-sponsor the event in 2008 and 2009. As Chrysler withdrew from the event in 2010, Daimler continued as sole sponsor and the tournament was renamed Mercedes-Benz Japan Cup.

Last year Cole Haan Japan agreed to become a co-title sponsors from the American side and re-establishing the Trans- Atlantic link and increasing resources for producing the event.

3. The Taskforce

To handle the planning and implementation of the event, the ACCJ, CCCJ and the EBC have respectively appointed their taskforce members. This year the taskforce consisted of Robert Melson, ACCJ Special Events Co-Chair (ACCJ), Aron Kremer, ACCJ Special Events Co-Chair (ACCJ) and David Anderson, M.D., Alberta Japan Office (CCCJ) from the American side and Erik Ullner, EBC Treasurer, Joachim Hinne, DIHKJ and Clas Bystedt, FCCJ Executive Director from the European side. Clas Bystedt was responsible for the web site, information to players and production of material for the event. The task force held several meetings (see page 3.), many of those with Mercedes-Benz and Cole Haan. 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 in charge of the bus transportation and the CCCJ took care of the trophies. The task force got substantial support from Tohru Okamura at the ACCJ.



4. Date and Course Selection

The date selected for the event, Friday 7 October, was decided in March, after consulting chambers and Mercedes-Benz and Cole Haan. In previous years the event has been played last Friday of September or first Friday of October. But in the last years it has been decided to hold the event on the first or second Friday of October, a later date would decrease the risk of typhoons. For the same reason Friday, 7 October, was selected for this year's event.

It was also decided to play the 14th tournament at the Atsugi Kokusai Country Club the same course as past years. The surveys over the years have shown a steady support for continuing at the same course; 72% in 2005, 74% in 2006, 76% in 2007, 77% in 2008, 78% in 2009, 73% in 2010, 77% in 2011, 84% in 2012 and 2013, in 2014 88%, in 2015 93% and this year 82%.

The positive experiences from the previous events, the Club's capacity to handle our large number of players and the fact that it is much easier to organize it at the same venue, made and continues to make the decision easy. Mercedes-Benz and Cole Haan also supported using the same course. Due to the continuing reconstruction on the back nine holes at the East Course, also this year we played the front nine at East course and back nine at the West Course. Next year the back nine of the East Course will most likely be used.

5. Play format & Team Competition

The target 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 the great interest in the event, and less cancellations than in previous years, actually 151 players started in the competition, 76 for the North American team, 75 for the European. While challenging logistically, bringing on the extra players did not slow the pace of play to any notable extent.

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

The average score of the best 80 % of the players in each team was counted as the team scores. In the event of a tie, the team with the best net player would win.



European Team Captain Hiroaki Nagahara receives the trophy from Mercedes-Benz Japan's Kintaro Ueno (left).

6. Individual competition & Prizes

In addition to the team competition it was also decided to establish the Best Net (30 prizes) and the Best Gross (3 prizes) winners, as well as the Longest drive (hole No. 13) and Nearest pin prizes (on all par-3). In addition, 15 prizes (the most expensive items) were drawn among all the participants.

7. After-Party @ Mercedes-Benz Connection

Also this year a very successful After-Party was held at Mercedes-Benz Connection on Wednesday, 12 October and attended by more than 110 players and their significant others, sponsors and representatives for the title-sponsors, Mercedes-Benz and Cole Haan. The party was free to participants, all costs of the event were borne by Mercedes-Benz Japan and Cole Haan Japan.



Planning and Preparations

Tasks and events are listed below in chronological order. Many items involved required help from people outside the taskforce. From the ACCJ – Tohru Okamura who helped with several logistical matters, and from Mercedes-Benz Japan – Sayoko Shimosegawa and from Cole Haan Japan – Mie Fushimi where very much involved in the planning and organizing of the event. YMCA Japan was also involved in planning and was responsible for the execution of the charity component.

All the practical work related to the event - web site, registration procedures, information to and communication with players as well as design and production of the material (see page 5.), etc. - was handled by the Finnish Chamber of Commerce – Clas Bystedt, which acted as the MB-CH Cup Office.

As this was already the 14th tournament played with the same concept and at the same course, and second year with Cole Haan as co-title sponsor, less meetings were required and most matters were handled by email.

January 2016 (date in parenthesis)

- (27) Task force wrap-up of the 2015 event, proposing Friday 7 October as the date of the 2016 with Friday 30 September as reserve..

February 2016

- Mercedes-Benz Japan and Cole Haan Japan confirm title sponsorship for 2016 and the date, Friday, 7 October is set for the event.

March 2016

- (14) Task-force meeting reviewing the findings in the 2015 player survey, agreeing on budget and sponsorship recruitment tasks.

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

April 2016

- (11) The 2016 web site at launched.
- (19) Task-force meeting with Mercedes-Benz Japan and Cole Haan Japan conforming their co-title sponsorship contributions.

June 2016

- (19) Announcement to chambers requesting them to announce the event to their members and add it to their event calendar
- (20) Email to all last year's players and sponsors announcing opening of new web site and registration starting.

July 2016

- (6) Task-force meeting regarding division of labor, budget, issues with the co-title sponsors and sponsor recruitment.

August 2016

- (30) Task-force meeting with Mercedes-Benz Japan and Cole Haan Japan regarding the co-title sponsorship.

September 2016

- (16-19) Shipping instructions sent to goods/services sponsors.
- (23) Registration deadline.
- (26) Email confirmation sent out to all registered players.
- (27) Task-force meeting with Mercedes-Benz Japan and Cole Haan Japan regarding schedule, staffing, prizes, etc.

October 2016

- (2) Playing groups assigned.
- (4) Email to all participants with detailed event information, pairings, promotion of After-Party and a link to the information kit. B-0 and A-1 sized posters printed at Kinko's (in all 20 posters).
- (4-5) Pocket Guide, Score Cards, signboards, near-pin & longest drive flags, etc. printed and assembled at FCCJ.
- (6) Preparations at the course; 'goodies' bags prepared, prize allocations, registration desks prepared, etc.
- (10) Email to all participants regarding the event reports, Participants' Survey and last reminder about After-Party.
- (13) Email to all participants After-Party report and survey reminder.

Schedule on the day of play - Friday, 7 October, 2016

06.10	Bus departs from ACCJ
06.30	Taskforce arrive at the club
07.00	Registration desks open
07.50	Bus arrives at the club (delayed by 25 min. due to traffic congestion)
08.30	Briefing to participants (delayed by 15 min. due to late arriving players)
08.56	Off for tees (delayed by 16 min. due to late arriving players)
09.02	Tee-off (delayed by 17 min.)
15.15	Play finishes (15 min. late)
15.45	Party starts (15 min. late)
16.15	Prize ceremony starts (15 min. late)
17:15	Prize ceremony ends (on schedule)
17:30	Bus departs for Tokyo (on schedule)
18:30	The taskforce leave the club - mission completed



Teaching pro Bennett Galloway giving putting instructions before start of play.

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 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, CCCJ 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, including the After-Party and Participants' Survey.

The web site has had about 315,000 page views between the launch (19 May) and 25 October 2016. The creation and maintenance of the website was financially supported by the co-title sponsors Mercedes-Benz Japan and Cole-Haas Japan.

2. e-mail information

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

- 19 June - Announcement to chambers requesting them to announce the event to their members and add it to their event calendar
- 20 June - Registration open. Announcement to previous years players and sponsors about the opening of web site and registration starting.

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

- upon registration - automatic confirmation.
- 26 September - confirmation of participation, promotion of bus and notice of when further information will be sent.
- 4 October - detailed event information, pairings, promotion of After-Party and a link to the information kit.

After the event, two emails were sent out:

- 10 October - thank you, information on the event report on the web site and instructions on the participants' survey, final After-Party reminder
- 14 October - After-Party report and survey reminder

The group mail program was set-up so that it showed "Mercedes-Benz - Cole Haas 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).

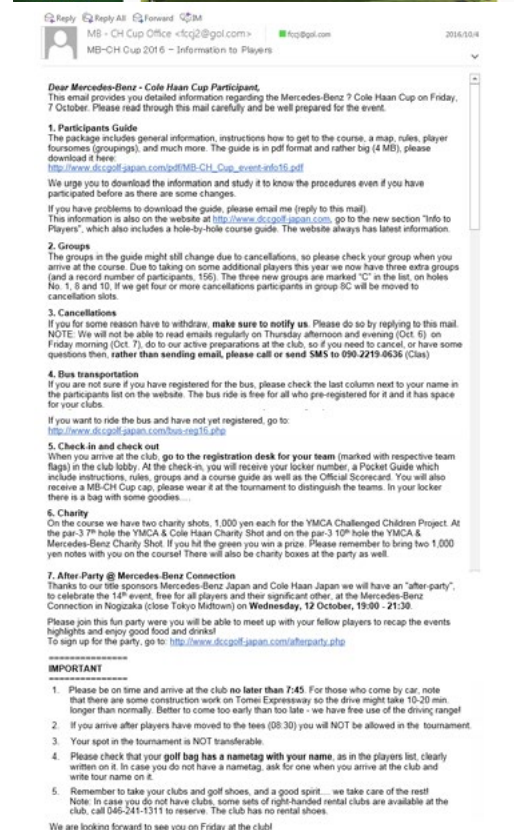
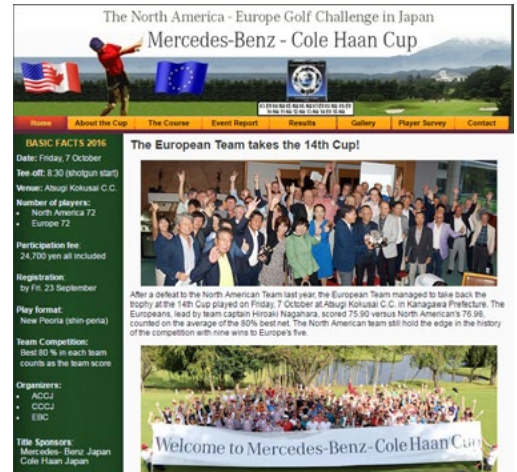
The files were placed on the server and links to these were sent in the email bulletin on 4 October. This allowed participants to download the file of their choice and did not have to receive a mail with a large attachment. This also allowed for the information to be constantly updated on the web site (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 their individualized Score Card, the Pocket Guide (which included a course guide made for the event) and the locker card. Giveaways from New Era (MB-CH Cup 2016 cap and tote bags) Mercedes-Benz Japan (MB mug cup & ball markers), Cole-Haas Japan (shoe horn and discount vouchers) a sleeve of MB-CH Cup 2016 golf balls, Snell Golf golf balls, ic!Berlin accessory, premium napkins set from Haefele, neckties from ING Bank, an airplane model from K&L Gates and United luggage tags were placed in "Goodies Bags" in the lockers (except for the cap which was distributed at the reception desks).

Before start of play the players were gathered for a photo-shoot and a short briefing by task-force member Bob Melson on the play format, main rules and charity shots. Players were also instructed on how to fill out the scorecard, check and sign it and how to return it after play (the scorer's desk was in front of the club house).

Task-force member Aron Kremer was the MC for the awards ceremony.



Participants & Groups			
Out course	Team	Player	In course
1A	Tokai Kousa	Kyoko Ito	10A
1B	United States	...	10B
1C	10C
2A	11A
2B	11B



Task-force member Bob Melson gives instructions before start of play.

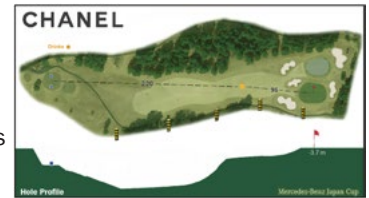
Material produced for the event

1. Pocket Guide and Scorecard

When the participants arrived at the course they received the Pocket Guide and the Scorecard. The Scorecards had name, group and team on them (see samples below).

The Pocket Guide (16 pages) contained greetings from the organizers and the title sponsors, instructions, rules, participants & groups and a hole-by-hole course guide. 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



Sample of the Course Guide

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 6 October. 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

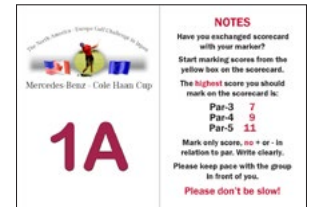
3. Posters and signboards

Two B0 (ca 115 x 140 cm) posters were made in-house and printed at Kinko's. A1 posters were also made as promotion boards at the near pin (two for Mercedes-Benz, two for Cole Haan) and longest drive (TaylorMade) holes, as well as for the hole sponsors (Chanel, Finnair, United Airlines, ic!Berlin, Air Canada, New Era and Warsteiner). In addition A-1 sized signboards were made for the two registration desks, the scorers' desk, as well as signage to course and party room and a signboard for the two YMCA charity shots, one for each title-sponsor.

New this year was the Hole-in-one Prize on hole n. 15, a pair of Premium economy tickets to North America, provided by Air Canada. Unfortunately no-one managed the feat..

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 39) 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.

6. The logo

The original logo image was designed by Tomo Bystedt in 2003.

Typesetting of the title is in Corpo A.



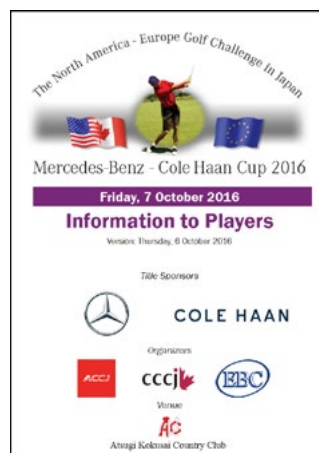
Production costs

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 pocket guide and scorecards, panels and stands for posters, toners for the in-house color laser printer, near-pin and longest drive flags, cart signs, etc.. These costs were covered by Mercedes-Benz Japan, including design and assembly work (pocket guide, signboards and wine labels). Cole Haan Japan covered the costs for re-making the large size banner at the club house entrance (which was later moved to the party room).

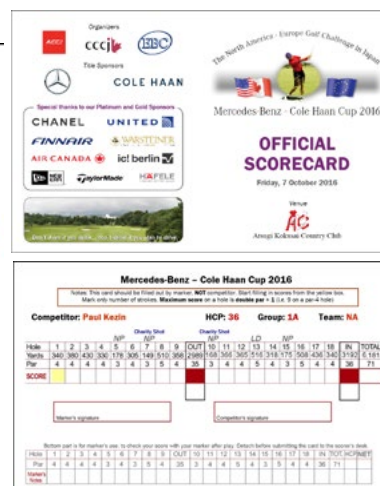
ic!Berlin provided tees, for which small boxes placed in each cart were made.



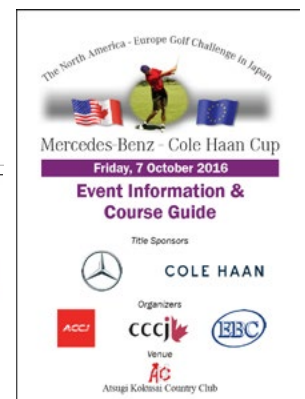
Driving Contest signboard (A1)



Information Kit (A4 - 6 pages)



Personalized Scorecards



Pocket Guide (A6 -16 pages)

Event Photos



Entrance to Club House



The registration area in the lobby of the club house.



The North American team registration desk.



Moving out to the holes. The Party starts at 8:47 in the morning...



Groups 1A, 1B and 1C on the first tee, hole sponsored by Chanel. From left: Toshinori Okuhara, Eriko Kawabe, Yoshio Suzuki, Yasutaka Nakagawa, Paul Kezin, Kintaro Ueno, Tadahisa Kimura, Mario and Mie Spitzer, Kiyo Weiss, Hiroshi Ariizumi and Kenichi Negita.



A 'Tandemshot' by the Team Captains Nick Masee (NA) and Hiroaki Nagahara (EU)? Not quite, it is a fake...



Group 10C at the 7th Near Pin and Charity hole with Mie Fushimi of Cole Haan and YMCA staff.



The players could enjoy nice food and drinks on five different locations on the course (drinks on additional two).



View towards the Club House form the 1st green.



The Scorers' Desk welcoming the players after the round.



The buffet table



Kintaro Ueno of MBJ presents the Individual Winner's Trophy to Dean Rogers (NA). He was also the Best Gross with a score of 72.



The winner of the Chanel prize, presented by Yasutaka Nakagawa (left).



The winning European team.

Report from the event

Participants

A record 151 players participated in this event, including 18 ladies. The European team had 76 players, the North-Americans 75. While the extra players presented a logistical challenge the pace of play was smooth and the play finished on schedule.

The players represented about 13 different nations. The Japanese made up the largest group, with 85 players (55%), followed by 27 Americans, 9 Germans, 8 Canadians, 7 Brits, 6 Finns, 4 Swedes and 9 representing 7 other nations.

Counting by chambers the American Chamber had 57 players, followed by the Finnish Chamber with 22, Canadian with 19, German with 18, Swedish with 10, British and Dutch with 9.

Golfers of all levels took part, from scratch players to high handicappers and gross scores ranged from 72 (Dean Rogers) to 135. 38 players scored a gross of less than 90, but also 13 had over 110.

Sponsors and Prizes

The event had 29 sponsors, including the title sponsors Mercedes-Benz Japan and Cole Haan Japan. Thanks to this, we were able to supply tasty and refreshing food and drink throughout the day and had many quality skill and drawing prizes to give away.

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) and a new trophy for the Ladies' Champion (from Cole Haan Japan) were given out. Notable prizes included a Chanel J12 watch, a pair of Business Class tickets to USA from United, a pair of Business Class tickets to Europe from Finnair and a pair of Business Class tickets to North America from Air Canada. Warsteiner provided beer for the course and prize ceremony as well as for the After-Party on 12 October, and also donated money to qualify as Platinum sponsor. New Era provided original one-of-a-kind Mercedes-Benz - Cole Haan Cup 2016 golf caps for all players and ic!Berlin sunglasses as performance prizes and in the drawings as well as items for the goodies bags.

TaylorMade provided golfing goods and also provided the prize for the Driving Contest. Häfele a juicer, a table grill, a Heliotent, two seating balls and high-end napkins for the goodies bags and restaurant use and Philips 10 advanced home appliances as performance prizes.

Grand Hyatt Tokyo, DoubleTree by Hilton Naha, Hilton Osaka and Conrad Tokyo all gave out excellent accommodations. International Solutions Group donated a luxurious BBQ set, Genki Art provided two on-location portrait photo sessions, HealthyIM four vouchers for Premium Family Memberships to HealthyTokyo.com, STIHL several of their products and ING Bank neckties for all in the goodies bags. Snell Golf and Titleist golf goods and FusionGOL web hosting services.

The cash sponsors were; Asian Tigers Mobility (Silver sponsor), K&L Gates (Silver) and Avergence (Bronze), CDAC (Bronze) and EU Japan Consulting (Bronze). The cash contributions were key to the events success as it enabled us to improve the drink and food service at the event, provide free bus service and cover other costs related to organizing the tournament (e.g. logo golf balls, trophies, etc.).

Apart from the trophies, Mercedes-Benz and Cole Haan prizes for the four Near Pin competitions and several items each for the "Goodies Bags". They also covered the cost for the administration, web site and costs for posters, signboards, pocket guides, scorecards, etc.

A big Thank You to all the sponsors. We couldn't have done it without you!

Charity component

This year the tournament's fundraising was again directed to the YMCA Challenged Children Project (CCP). In addition to collection boxes the effort included Charity Skill Challenges on the par-3 7th hole supported by Cole Haan and on the par-3 10th supported by Mercedes-Benz. Those who donated 1,000 yen and hit the green got a prize.

The Charity activities at the course brought in a total of 257,320 yen. In addition all surplus over operating costs, 500,000 yen, was donated, bringing the total charity contribution to 757,320 yen.

The YMCA Challenged Children Fund and the organizers very much appreciate the players kind contributions.

Results

Team Competition

Team Europe 75.90 strokes - Team North America 76.98 strokes

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

Individual Competition - BEST NET

Pos.	Name	Team	Gross	HCP	NET
1	Dean Rogers	NA	72	2.4	69.6
2	Shota Takahashi	EU	88	17.8	70.2
3	Yoshio Suzuki	EU	84	13.0	71.0
4	Kintaro Ueno	EU	90	18.9	71.1
5	Toru Hosokawa	NA	83	11.8	71.2
6	Mikael Mineur	EU	88	16.6	71.4
7	Warren Arbuckle	NA	81	9.5	71.5
8	Henry Yamaguchi	NA	94	22.5	71.5
9	Mathias Leroy	EU	77	4.7	72.3
	Yoshiaki Morimoto	EU	77	4.7	72.3
11	Hisanori Murota	EU	74	1.2	72.8
12	Sam Heinrich	NA	92	18.9	73.1
13	Sakari Romu	EU	78	4.7	73.3
14	Hiroshi Matsumoto	EU	83	9.5	73.5
	Yumiko Akasaka	NA	83	9.5	73.5

* if same net score and handicap, older player wins.

Individual Competition - BEST WOMEN NET

Pos.	Name	Team	Gross	HCP	NET
1	Yumiko Akasaka	NA	83	9.5	73.5
2	Michie Nakai	NA	105	29.6	75.4
3	Minako Tanaka	EU	96	20.1	75.9
4	Jacky Scanlon-Dyas	EU	104	26.0	78.0
5	Naoko Sumida	EU	84	5.9	78.1

Special Prizes

Near Pin Winners

No. 5 - Nobuhiko Miyaji (EU)

No. 7 - Henry Yamaguchi (NA)

No. 10 - Sam Heinrich (NA)

No. 15 - Joni Santala (EU)

Longest Drive

Toru Hosokawa (NA)



Individual Competition - BEST GROSS

Pos.	Name	Team	OUT	IN	TOTAL
1	Dean Rogers	NA	38	34	72
2	Hisanori Murota	EU	36	38	74
3	Hiroshi Sakai	NA	40	35	75
4	Eizo Nishino	EU	40	36	76
	Kenji Koyama	NA	38	38	76
6	Mathias Leroy	NA	36	41	77
	Yoshiaki Morimoto	EU	38	39	77
8	Sakari Romu	EU	39	39	78
	Peter Jennings	NA	37	41	78
	Osamu Nagasaki	NA	39	39	78
11	Warren Arbuckle	NA	40	41	81
	Steve Worrall	EU	40	41	81
	Tetsuo Kamoshita	EU	39	42	81
	Ted Miller	NA	38	43	81

Participants Survey

To further develop the event, we conducted a survey among the participants. The survey was ran from October 10 - 28, 2016. To encourage participants to complete the survey, two winners for two weekday golf rounds for four persons at Atsugi Kokusai C.C. were drawn among the survey respondents.

Survey Responses

The survey was announced to 118 participants. We did not have email addresses to some of the guests and the organizers were excluded from the total of 151 players that participated in the event.

We received 51 valid responses after removing multiple and incomplete entries. Thus the response rate is 47.4%, which can be considered good and gives a high statistical significance to the results. 29 of the respondents represented Team Europe, 22 Team North America.

Survey Results

General opinion about the event

Advance information to players

Response	NO.	PCT.	Graph
Excellent	43	84%	
Good	8	16%	
Average	0	0%	
Not so good	0	0%	
Bad	0	0%	

Total Number of Responses: 51

Arrangements during the event

Response	NO.	PCT.	Graph
Excellent	39	85%	
Good	7	15%	
Average	0	0%	
Not so good	0	0%	
Bad	0	0%	

Total Number of Responses: 46

The Course

Interesting/challenging layout

Response	NO.	PCT.	Graph
Excellent	19	37%	
Good	22	43%	
Average	10	20%	
Not so good	0	0%	
Bad	0	0%	

Total Number of Responses: 51

Course condition

Response	NO.	PCT.	Graph
Excellent	18	38%	
Good	15	32%	
Average	12	26%	
Not so good	2	4%	
Bad	0	0%	

Total Number of Responses: 47

Food & Beverage Service

On the course

Response	NO.	PCT.	Graph
Excellent	7	14%	
Good	27	53%	
Average	17	33%	
Not so good	0	0%	
Bad	0	0%	

Total Number of Responses: 51

At the party

Response	NO.	PCT.	Graph
Excellent	21	46%	
Good	22	48%	
Average	3	7%	
Not so good	0	0%	
Bad	0	0%	

Total Number of Responses: 46

Pace of Play

Response	NO.	PCT.	Graph
No issue	14	27%	
Good	32	63%	
Marshalling	2	4%	
No beginners	0	0%	
Penalize	0	0%	
Other	3	6%	

Total Number of Responses: 51

Main reason why I participated

Response	NO.	PCT.	Graph
Exciting event	24	48%	
Expand network	9	18%	
Friend encouraged	9	18%	
I like golf	7	14%	
Prizes	1	2%	
Do not know	0	0%	

Total Number of Responses: 50

Cost of participation

Response	NO.	PCT.	Graph
Could be more	7	14%	
Reasonable	35	71%	
Too expensive	2	4%	
No opinion/Don't know	5	10%	

Total Number of Responses: 49

Play Atsugi Kokusai C.C. again?

Response	NO.	PCT.	Graph
Yes	40	82%	
No	4	8%	
Do not know	5	10%	

Total Number of Responses: 49



Group 5B thinks this beats even a good day in the office...



Group 13A, David Anderson and Peter Armstrong gives thumbs up... for their shots or the event...?



The top group, 1A, from left: Kintaro Ueno, Tadahisa Kimura, Paul Kezin and Yasutaka Nakagawa.

Participants Survey - Comments

"It is a great event I look forward to every year. I really appreciate the quality of the event, the sponsors, the prizes and the general fun time had participating in this event. Keep it up!"

Statement from a North-American participant.

"Super good organization. The concept of free food and drinks along the way is excellent (although the food is a tad basic). Thank you for a great day!"

Statement from a European participant.

"Thanks to the task force and all concerned for putting a great event together. This was my first time and I can see all the effort and hard work put in to have the participants enjoy and make this event a success. "

Statement from two Japanese participants

General Comments

- Always a great event. My 3rd time. Well organized and staff, especially caddies were wonderful. Thanks so much!
- Another excellently managed event with special note that the food at the after party this year seemed noticeably better than in the past. Well done. it would have been helpful for everyone to have been alerted about the traffic problems by the organizers as I later learned that the roadwork being done had been ongoing and was finishing that day.
- I think the event was very well organized. Looking forward for the next event. Great Job
- Bus arrangements were very good as well! With 4 nearest to pin, I wonder if it is also possible to add a 2nd longest drive hole. Maybe for women only?! Awesome prizes!!!
- Excellent event, thank you.
- Excellent organized and exciting event.
- Fantastic work again by organizing team. So professional and detailed, very high standard, impressing. Always enjoy the format, mixing two team.
- Great event with great prizes ! Really enjoyed it and looking forward to next year
- Great event, my first time but it won't be my last, but the after event was great and could even be a little bit longer to allow more networking...
- I got followings prizes. No5 Near pin prize (Mercedes Benz weekend driving ticket) Chanel watch It was very happy day in my life. Thank you.
- It is a great event I look forward to every year. I really appreciate the quality of the event, the sponsors, the prizes and the general fun time had participating in this event. Keep it up!
- It's very excellent to have Major Brand Sponsored. The request as following, 1) please assign team table in party 2) we can't have food as no food in center table. Share food by each table
- Overall great day with great prizes. Play was a little slow but didn't feel that slow on the course as there wasn't a lot of waiting around.
- Super good organization. The concept of free food and drinks along the way is excellent (although the food is a tad basic). Thank you for a great day!
- Thank you for total arrangement of this wonderful event. I very look forward to joining next year again.
- Thank every members of organizing committee for fantastic arrangements.
- Thank you for a great event!
- Thank you for all of your contribution/effort on the event, hope to see you next year!
- Thank you for excellent arrangement. Enjoyed a lot.
- Thank you for organizing the event. Even though the same guy wins every year, our team enjoyed the event! We would like to see Asuka-chan again at the event! Thank you for organizing the wonderful event!
- Thanks to the task force and all concerned for putting a great event together. This was my first time and I can see all the effort and hard work put in to have the participants enjoy and make this event a success. Though the beer was caught up in traffic and greatly effected my game for the first few holes, I had a fabulous day out. Thanks again and looking forward to next year.

Comments about the course and play

- While it might be interesting to try another course, I heard that the new holes will be ready by next year so in some respects it will be a new course.
- Concerning the course condition, good green with good speed, but many non-repaired pitch... Effort needed from all players.
- Atsugi Kokusai is a good course convenient located from the city. I don't mind playing a different course but I don't have much complaint about Atsugi Kokusai.
- I also suggest to organize the games with similar hcp, as much as possible, depending on the request from the players. For example, players with hcp 0 to 12 together, then hcp 12 to 24 and 24 yo 36. It will create internal competition and then more fun. Best hcp players could play from back tea also (except for longest drive and nearest to pin contest holes).
- Suggestion, it might be fun to bring in a scramble format.

Comments about food and drinks

- The on course drinks are very good. On course food could better. Burgers look very dry and unappealing. Suggest more snack food rather than meals. Maybe some fruit. The after play food is plenty and tastes great.
- I would like to see more variety of food and beer at the F/B stops,
- One improvement could be to also offer sweet food, like fruit, banana, cereal bar, chocolate,... On the course.
- More cold soft drinks at the start.

Comments about prizes and prize ceremony

- There were people who were complaining about the tournament prizes for women.
- The game prize should be spread towards all the players. Considering to give prize to low net (1st through 3rd) and 7th, 10th, 20th, 30th, boobie, etc., so that everyone has chance of winning the prize.

Comments about the pace of play

- Can not complain about the pace of the play. Also the good thing is that while is th the tournament is starting via shot gun which saves time
- Backup on 1-2 holes, but otherwise OK

Comments about an alternative course

- Maybe a course with longer holes.
- Another course in the area (Sagamihara ??)
- President Gold
- Shishido Hills or Shizu hills country
- It's far from Chiba prefecture people, I would like recommend Chiba Golf Course across over Aqualine bridge.

Summary & Proposals

1. Title sponsors

As Cole Haan Japan signed up as co-title sponsor this year and is expected to continue, the target of having a Trans-Atlantic link in the title is achieved.

- **Proposal: No action needed, both title sponsors have confirmed that they continue in 2017**

2. Date of the event

Almost every year there have been typhoon concerns when we have played end of September/early October. Also, end of September is busy for many companies because of the half-year book closing in Japan. Therefore we should consider keeping the date at the first part of October.

- **Proposal: Fri. 6 October, 2017. Confirmed by title sponsors Mercedes-Benz Japan and Cole Haan Japan.**

3. Venue

Based on the participants' survey, where 82% expressed their wish to play at Atsugi again, the task-force do not see any reason to change the venue.

- **Proposal: Confirm Atsugi Kokusai C.C. and use all of the West course as the first half of East Course previously used is now under reconstruction.**

As the West Course is longer and more difficult (this year on average more than 2 strokes higher than on the East half), the West Course should be shortened, as in this year, by placing tee markers front of tee boxes (also this year we used Blue tees on East and white on West, although all tee markers were blue).

4. Play format and pace of play

The Double Peoria ("shin-peria") scoring system has been used in thirteen of the fourteen events. It is not a perfect system - too much of a lottery - and there has been criticism in the surveys towards this scoring system. E.g. this year one player scored gross 76, with a declared handicap of 7. If his declared handicap had been used, he would have won the individual competition, with shin-peria, he was now no. 56.

In 2005 it was decided to use stroke-play with actual handicaps instead, but as it was difficult to obtain correct handicaps from all the players and obviously, based on the results, several of the top ranked players had wrong handicap. Based on this experience it was decided to go back to shin-peria for the 2006 event, and has been used since. The average score of the best 80% of players in each team was counted as the team score.

This year it took about 6 hours to complete the competition. This was about same as last year. The pace of play seems not to have been any problem as 90% in the survey reported that the pace was good or that it was no issue.

- **Proposal: Announce same maximum number of players, 144, allowing for 2-3 extra groups (three this year). The task-force could look into alternatives to the shin-peria play format, and even consider using declared handicaps, but e.g. use only 70% or 80% of it.**

5. Who is eligible to play /counted in the scores?

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, but the as the winner (both net and gross) was same as last year, there were some negative comments in the survey re. this. As the Shin-Peria does not calculate handicaps below 0, players hitting below par have an advantage. Another issue that has been discussed earlier - should beginners be allowed to participate. But this year we had few players, 4, with a gross score above 120, last year 9.

- **Proposal: No major changes to this issue but on the web site we should ask players who have never shot below 125 to re-consider participation (now we say that if they have not played on a course before, they should not participate).**

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 not bad, but a bit below last year for the food on the course 71% (last year 74%) rated it excellent or good, but no-one thought it was not so good or bad. The ratings for food at the party were higher than in previous years, 84% excellent or good (75% last year), 7% "average" (15% last year), but no-one thought it was not so good or bad. This year there were enough food and drinks at all rest houses on the course. Also this year we also had Warsteiner beer as one of the main sponsors, therefore there was plentiful of beer, also at the After-Party. As for soft drinks, Coca-Cola did not sponsor this year so we had to buy 35 cases from them (arranged by the course)

- **Proposal: No need for any major changes. Based on the survey, some fruits (bananas) and energy bars could be added to the "menu" on the course. Ensure to have Coca-Cola (or other soft drink provider) as sponsor so that we do not need to spend money, tht otherwise would go to charity, on soft drinks.**

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 21,700 yen (same as last year) and paid directly to the club after play. In the previous years, to improve the volume and quality of food, and to get a reasonable profit out of the event, the organizers have paid 1,000 yen per participant to the club from the cash sponsor money.

In the survey, 7% thought the fee was too high, whereas 14% thought that it could be even higher, 71% saw the fee was reasonable.

- **Proposal: Keep current fees for participants; 3,000 yen non-refundable registration fee and 21,700 yen play fees to the club (if club agrees).**

8. Registration, cancellation and number of players

The registration procedure worked well and all players sign up through the web site (not by separate emails or word of mouth). Also this year the registration fee was non-refundable and players were not signed-up before the fee was collected. For the EU players the MJB Cup office collected the fees. This year the event had a record field, 149 players. For a split-down of participants per chamber, see page 8.

- **Proposal: Keep registration fee non-refundable, open registration mid-June, as this year.**

9. Information and material

The web site was 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, except that our prediction (10-20 min.) of delays caused by construction work on Tomei Expressway was far too low. The web site will stay 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; 2017 version of web site should be up around mid-April as this year, date and venue confirmed earlier.**

10. Sponsors and prizes

The sponsor categories remained same this year. The number sponsors were less (27 vs. 31) than last year and total sponsor value lower, now it was estimated at about 12.6 million yen (14 million in 2015). Cash sponsorships declined significantly, now only 420,000 yen (716,600 in 2015).

- **Proposal: We should ensure that we reach same sponsor levels as this year, but more cash sponsors are needed to increase our charity contribution. This year cash sponsoring brought only 420,000 yen compared to 716,600 in 2015. Task-force need to contact previous sponsors and potential new early in 2017.**

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 (Cole Haan Japan) and 10th (Mercedes-Benz Japan). Same as last year, there were also charity boxes in the party room. The Charity activities brought in a total of 257,320 yen, compared to 252,891 yen last year. In addition all surplus over operating costs (incl. a reserve fund) will be donated which is now estimated to be about 550,000 yen, i.e. the total charity contribution from the event will exceed 800,000 yen.

- **Proposal: Same charity activities as this year. As this year, if we get more cash sponsor money than what is required to cover costs, main part of the surplus should go to charity.**

12. Party and prize ceremony

This year there were only two comments in the survey about the party and prize ceremony, one regarding prizes for women, the other re. spreading the performance prizes down the list, i.e. "7th, 10th, 20th, 30th, boobie, etc. so that everyone has chance of winning a prize". But all participants have already a chance to win the valuable prizes in the drawings.

- **Proposal: No significant changes needed although perhaps prizes for the three best net women (now only the best) should receive prizes.**

13. Bus Service

The project has provided bus service for participants to and from the event since 2004. Since 2010 it has been free and highly appreciated by the participants, this year 43 players and staff used the service.

- **Proposal: Continue bus service as in previous years.**

Platinum Sponsors



Gold Sponsors



Silver Sponsors



Bronze Sponsors

