

The North America - Europe Golf Challenge in Japan



Mercedes-Benz - Cole Haan Cup 2017



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, the fourteenth on 7 October 2016, 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.

Three years ago 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 6 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, 6 October, was selected for this year's event.

It was decided also to play the 15th 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, 88% in 2014, 93% in 2015, 82% in 2016 and this year 81%.

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 reconstruction on the East Course, this year we played both the front and back nine of the West Course.

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 and growing interest in the event, and less cancellations than in previous years, actually 157 players started in the competition, 81 for the North American team, 76 for the European. While challenging logistically, bringing on the extra players did not slow the pace of play.

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, based on player feedback from the earlier player surveys, to play with actual, declared handicaps, but it can be said that the system partly failed, based on the many negative comments about accuracy and fairness of the results 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.

6. Individual competition & Prizes

In addition to the team competition, the Best 30 Net and the Best 3 Gross won prizes. The ladies also had their Best net and Best gross trophies. This year we had two Longest drives, on hole No. 2 sponsored by Laureus and on no. 13 by TaylorMade. 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 Thursday, 12 October and attended by more than 100 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.



European Team Captain Carl Eklund receives the trophy from Mercedes-Benz Japan's Kintaro Ueno and Cole Haan's Greg Dinges (left).

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 15th tournament played with the same concept and at the same course, and third year with Cole Haan as co-title sponsor, less meetings were required and most matters were handled by email.

January 2017 (date in parenthesis)

- (28) Task force wrap-up of the 2016 event, proposing Friday, 6 October as the date for 2017 with Friday 30 September as reserve..

February 2017

- Mercedes-Benz Japan and Cole Haan Japan confirm title sponsorship for 2017 and the date, Friday, 6 October is set for the event.

March 2017

- (22) Task-force meeting with Mercedes-Benz Japan and Cole Haan Japan confirming their co-title sponsorship contributions and agreeing on budget and sponsorsip 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

- (31) The 2017 web site at launched.

June 2017

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

August 2017

- (16) Task-force meeting with Mercedes-Benz Japan and Cole Haan Japan regarding their sponsorship contributions, current registration and sponsor recruitment situation, etc..

September 2017

- (17-20) Shipping instructions sent to goods/services sponsors.
- (22) Registration deadline.
- (25) Email confirmation sent out to all registered players.
- (29) Task-force meeting with Mercedes-Benz Japan and Cole Haan Japan regarding schedule, staffing, prizes, etc.

October 2017

- (1) Playing groups assigned.
- (3) 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).
- (3-4) Pocket Guide, Scorecards, signboards, near-pin & longest drive flags, etc. printed and assembled at FCCJ.
- (5) 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.
- (12) After-Party at Mercedes-Benz Connection.
- (13) Email to all participants After-Party report and survey reminder.

Schedule on the day of play - Friday, 6 October, 2017

06.10	Bus departs from ACCJ
06.30	Taskforce arrive at the club
07.00	Registration desks open
07.25	Chartered bus arrives at the club (on schedule)
08.15	Briefing to participants (on schedule)
08.30	Off for tees (on schedule)
08.42	Tee-off from all tees (3 min. early)
15.00	Play finishes (on schedule)
15.45	Party starts (on schedule)
16.08	Prize ceremony starts (8 min. late)
17:10	Prize ceremony ends (5 min. early)
17:30	Bus departs for Tokyo (on schedule)
18:30	The taskforce leave the club - mission completed



Preparing carts. Need 40 carts to accommodate 157 players.

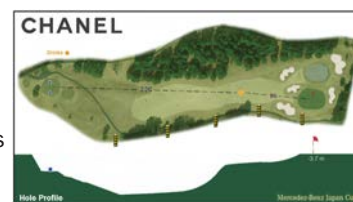
Material produced for the event

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

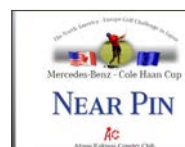
3. Posters and signboards

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.

Also 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.

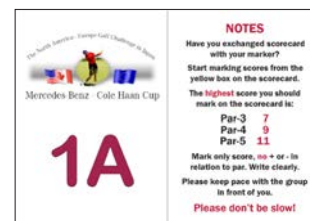
6. The logo

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

Typesetting of the title is in Corpo A.



Mercedes-Benz - Cole Haan Cup

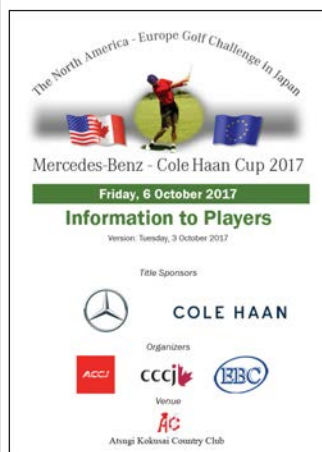


Production costs

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).



Driving Contest signboard (A1)



Information Kit (A4 - 6 pages)



Pocket Guide (A6 - 16 pages)



Personalized Scorecards

OFFICIAL SCORECARD
Mercedes-Benz - Cole Haan Cup 2017

Notes: This card should be filled out by the player. NOT completed. Start filling in scores from the yellow box. Mark only number of strokes. Maximum score on a hole is double par + 1 or 3 on a par-4 hole.

Competitor:	Jukka Stukosaari		HCP: 30	Group: 1A	Team: EU																
	LD	AP																			
Hole	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	TOTAL		
Par	4	5	3	4	4	3	5	4	4	3	4	5	4	3	5	4	3	4	36	72	
Regular	888	510	399	374	385	147	512	400	393	5	168	268	362	365	496	308	100	100	1425	1425	6,308
Lowest	760	490	348	323	322	144	480	354	313	5	160	258	354	348	480	292	100	100	1314	1314	5,805
HCP	3	9	15	7	3	13	17	5	11												
SCORE																					

Player's signature: _____ Competitor's signature: _____

Return card to the marker's use. Do check your score with your marker after play. Collect cards according to the card to the score's desk.
 Hole 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 TOTAL
 Par 4 5 3 4 4 3 5 4 4 3 4 5 4 3 5 4 3 4 36 72
 Player's score: _____

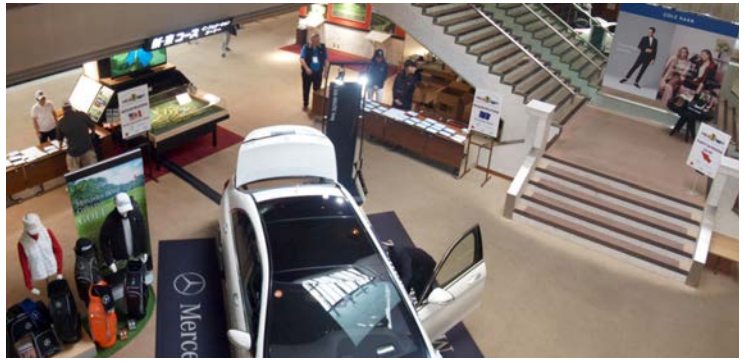


Golfball print

Event Photos



Entrance to Club House



The setup in the club house lobby, NA registration desk left, EU right and Mercedes-Benz and Cole Haan displays.



The European team registration desk.



Moving out to the holes.



Groups 1A, 1B and 1C on the first tee, hole sponsored by Chanel. From left: Bob Melson, Glen Sugimoto, Mark Sheldon-Allen, Hiroaki Nagahara, Henry Yamaguchi, Soichiro Sasabuchi, Greg Dinges (Cole Haan), Kintaro Ueno (Mercedes-Benz), Yasutaka Nakagawa (Chanel), Finnish Ambassador Jukka Siukosaari, John Kawase and Hiroshi Ariizumi.



Team Captains' (Carl Eklund, EU left, Naoki Ohyama, NA right) 'tandem shot' on their first hole? Not quite, photoshopped...



Ambassador Jukka Siukosaari taking aim for his shot on no. 10, which was a Mercedes-Benz Near Pin and Charity Shot hole.



LPGA Japan Tour Pro Chiaki Ishiyama made a shot with each group.



Ishiyama-pro posed for a photo with each group.



Enjoying food and drinks at one of the four rest houses.



These players seem to have lost a lot of liquid during their round...



Kintaro Ueno of MBJ presents the Individual Winner's Trophy to Philip Deane (EU).



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



The winning European team.

Report from the event

Participants

A record 157 players participated in this event, including 20 ladies. The European team had 76 players, the North-Americans 81. While the extra players presented a logistical challenge the pace of play was smooth and the play finished on schedule.

The players represented about 15 different nations. The Japanese made up the largest group, with 79 players (50%), followed by 24 Americans, 10 Germans, 8 Finns, 7 Canadians, 7 Brits, 4 Swedes and 28 representing about 8 other nationalities.

Counting by chambers the American Chamber had 63 players, followed by the Finnish Chamber with 22, German - 19, Canadian - 18, British - 8, Swedish - 7, and Dutch - 6.

Golfers of all levels took part, from scratch players to high handicappers and gross scores ranged from 75 (Philip Deane) to 176. 38 players scored a gross of less than 90, but also 54 had over 110. As a testament to the more difficult course (West Out instead of East Out) we played this year, last year only 19 scored over 110. The scores on West Out were on average 3-4 shots higher than on West In and 5-6 shots higher than on the East Out used last year.

Sponsors and Prizes

The event had 31 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, a pair of Business Class tickets to North America from Air Canada and a pair of Economy Class tickets to Europe from Swiss International Airlines. They also provided a sleeve of golf balls for the goodies bags. 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 2017 golf caps for all players.

TaylorMade provided golfing goods and also provided the prize for the Driving Contest on No. 13. Häfele two juicer, a Heliotent and high-end napkin bibs for the goodies bags and Philips 9 advanced home appliances as performance prizes.

Grand Hyatt Tokyo, DoubleTree by Hilton Naha, Hilton Osaka and Conrad Tokyo all gave out excellent accommodations, Genki Art provided two on-location portrait photo sessions, Neato Robotics two vacuum robots STIHL several of their products, Takara Shuzo sparkling sake for the goodies bags. Snell Golf and Titleist golf goods and FusionGOL web hosting services.

The cash sponsors were; Lufthansa (Gold), K&L Gates (Silver) and Asian Tigers Mobility (Bronze), CDAC (Bronze), Curvature (Bronze), Pipeline Security (Bronze), Robert Walters (Bronze), and Snell Golf (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 6th 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 272,000 yen. In addition all surplus over operating costs, 928,000 yen, was donated, bringing the total charity contribution to 1.2 million yen. The YMCA Challenged Children Fund and the organizers very much appreciate the players kind contributions.

Results

Team Competition

Team Europe 76.7 strokes - Team North America 77.5 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	Philip Deane	EU	84	13.2	70.8
2	Tsutomo Taguchi	NA	93	21.6	71.4
3	Timothy Campbell	EU	79	7.2	71.8
4	Karl Hahne	EU	90	18.0	72.0
5	Tetsuo Yamada	NA	90	18.0	72.0
6	Kieron Cashell	EU	95	22.8	72.2
7	Keith Allen	EU	75	2.4	72.6
8	Yasunori Takeuchi	EU	105	32.4	72.6
9	Brian Endo	NA	109	36.0	73.0
10	Dean Rogers	NA	77	3.6	73.4
11	Itaru Kagoshima	NA	89	15.6	73.4
12	Henry Yamaguchi	NA	89	15.6	73.4
13	Nick Berry	EU	82	8.4	73.6
14	Tetsuo Kamoshita	EU	94	20.4	73.6
15	Scott Chittenden	NA	94	20.4	73.6

* 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. 3 - Philip Deane (EU)

No. 6 - Stefan Gistafsson (EU)

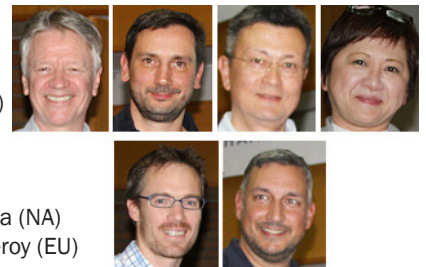
No. 10 - James Feliciano (NA)

No. 15 - Yoko Kudo (NA)

Longest Drive

No. 2 Laureus - Paul Braganza (NA)

No. 13 TaylorMade - Matias Leroy (EU)



Individual Competition - BEST GROSS

Pos.	Name	Team	OUT	IN	TOTAL
1	Keith Allen	EU	41	34	75
2	Dean R. Rogers	NA	42	35	77
3	Timothy Campbell	EU	41	38	79
	Yumiko Akasaka	NA	39	40	79
5	Eizo Nishino	EU	42	38	80
6	Jay Revels	NA	41	40	81
7	Nick Berry	EU	40	42	82
8	Philip Deane	EU	43	41	84
	Shinobu Sakanoshita	NA	44	40	84
	Hisanori Murota	NA	45	39	84

Participants Survey

To further develop the event, we conducted a survey among the participants. The survey was ran from October 10 - 20, 2017. 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 115 participants. We did not have email addresses to some of the guests and the organizers were excluded from the total of 157 players that participated in the event.

We received 48 valid responses after removing multiple and incomplete entries.

Thus the response rate is 41.7%, which can be considered good and gives a high statistical significance to the results. 23 of the respondents represented Team Europe, 25 Team North America.

Survey Results

General opinion about the event

Advance information to players

Response	NO.	PCT.	Graph
Excellent	41	85%	
Good	6	13%	
Average	0	0%	
Not so good	1	2%	
Bad	0	0%	

Total Number of Responses: 48

Arrangements during the event

Response	NO.	PCT.	Graph
Excellent	39	81%	
Good	8	17%	
Average	1	2%	
Not so good	0	0%	
Bad	0	0%	

Total Number of Responses: 48

The Course

Interesting/challenging layout

Response	NO.	PCT.	Graph
Excellent	28	58%	
Good	14	29%	
Average	5	10%	
Not so good	1	2%	
Bad	0	0%	

Total Number of Responses: 48

Course condition

Response	NO.	PCT.	Graph
Excellent	27	56%	
Good	17	35%	
Average	3	6%	
Not so good	1	2%	
Bad	0	0%	

Total Number of Responses: 48

Food & Beverage Service

On the course

Response	NO.	PCT.	Graph
Excellent	15	31%	
Good	20	42%	
Average	12	25%	
Not so good	1	2%	
Bad	0	0%	

Total Number of Responses: 48

At the party

Response	NO.	PCT.	Graph
Excellent	18	38%	
Good	24	51%	
Average	5	11%	
Not so good	0	0%	
Bad	0	0%	

Total Number of Responses: 47

Pace of Play

Response	NO.	PCT.	Graph
No issue	6	13%	
Good	32	67%	
Marshalling	4	8%	
No beginners	0	0%	
Penalize	0	0%	
Other	6	13%	

Total Number of Responses: 48

Main reason why I participated

Response	NO.	PCT.	Graph
Exciting event	26	54%	
Expand network	11	23%	
Friend encouraged	5	10%	
I like golf	4	8%	
Prizes	2	4%	
Do not know	0	0%	

Total Number of Responses: 48

Cost of participation

Response	NO.	PCT.	Graph
Could be more	8	17%	
Reasonable	37	77%	
Too expensive	1	2%	
No opinion/Don't know	2	4%	

Total Number of Responses: 48

Play Atsugi Kokusai C.C. again?

Response	NO.	PCT.	Graph
Yes	38	81%	
No	2	4%	
Do not know	7	15%	

Total Number of Responses: 47



Group 10C relaxing at the Warsteiner hole



Donald Bunkenburg/Lufthansa (second from right) is the proud sponsor of hole no. 12. With from left: their caddie, Karl Hahne, Thomas Zaleski and David Clement.



Henry Yamaguchi would like to change shoes...shape seems to match.

Participants Survey - Comments

"The weather held up. it was the perfect weather for golf and good company. The location of Atsugi is great since it is under 90 minutes from Tokyo (even with traffic). Great work to the committee again."

Statement from a North-American participant.

"A great day on the links. the peoria makes it casual and fun.The lottery prizes add excitement at the party."

Statement from a European participant.

"I've really enjoyed this Cup. Thank you for everything you have done for us!!"

Statement from two Japanese participants

General Comments

- Thanks to the committee and whole team to make this event happen.
- A great day on the links. the peoria makes it casual and fun.The lottery prizes add excitement at the party.
- What a fantastic day and really enjoyed !
- Great job again guys. Congratulations. Will look to sponsor next year. Many thanks!
- Excellent organization - as always. A big "Thank You" to the organizers!!!!!!
- I've really enjoyed this Cup. Thank you for everything you have done for us!!
- It was a fabulous event. This was my first time and I'm looking forward to playing every year!
- Excellent organization. Need to gather good player in the same play, to haven more fun. (Similar handicap)
- Great event that I've been participating in for a number of years now & I plan to continue doing so!
- Job well done.
- Thank you for arranging this exciting event! If I choose one thing which can improved, but we waited for more than an hour (on hole no. 10). If we did not wait there, we had not been hit by rain and did not have any chance to get cold. (maybe, a hole to take a photo with a pro-golfer? if so, the opportunity might be better to be optional). Well, totally, I am fully satisfied so please let me join this for the next time as well. Thank you.
- Very well organized. Great job this year again everyone.
- Great event. I'd like to select more one answer to question 5. Exciting event and good business networking.
- Unless we get a super famous Pro Golfer, I suggest doing away with having a Pro on the course shooting on a par 3 with each group.

Comments about the course and play

- The location of Atsugi is great since it is under 90 minutes from Tokyo (even with traffic).
- Greens were a bit bumpy - howabout fixing greens tutorials for the real beginners.
- Overall, great job again! Thank you. However, I do have the following comments regarding our caddie. Our group's caddie (13A) was absolutely horrible. I had her two years ago and she was just as bad. She did absolutely nothing to help our foursome, lost balls, caused penalties in our scores, did not read the greens, etc. She is not mentally fit to be a caddie. I think it may have something to do with her age, but am not sure. Part of me thinks she treats this outing as a vacation. I seriously suggest that the organizers lodge a complaint with Atsugi-kokusai about her. Apparently, according to another foursome who had her last year, she is notorious for being a horrible caddie.

Comments about food and drinks

- Perhaps a few different snacks for buffet next time How about bringing back the draft beer as well ? And some campaign girls!
- Sweets such as chocolates or candies beside burgers would be served.
- The Food & Drink place on the first hole should be maked better. It is hard to see from where the cart stops at the T-Box.

Comments about prizes and prize ceremony

- Competition prize to the best grosses is to be limited only to the best one, and not to runner up and 3rd ones, and also to avoid double prizes (i.e. best gross and ranking prize to the same person) to give more chances to average players.
- It's a little pity it's so noicy when all people gather at the price cermony, so it's difficult to hear all presentations, sponsors, name etc.
- Better quality of the loudspeaker, soundsystem and clear and high voice for next years presentation would be good.
- Suggest consider the proceedings of the party not to be noisy with chatting but to draw attention to each sponsor's presentation by participants

Comments about the pace of play

- Too long- but reason I don't know.
- From my perspective limiting the number of participants strictly to 144 will already help to speed up play.
- The par 3s became clogged, especially the hole no. 10 with lady pro and lunch serving. It would be better to play without waiting through 18 holes and then eat and have party.
- Good pace, but the wait for the par 3 with the pro was too long (in excess of 30 minutes). the teams should have teed off before the previous group were allowed to put
- Too long, too many participants. Very beginners is not helping, playing more than 120... need to go faster out of the green
- 1 hour wait at the hole where the woman pro was!
- Incredible waste of time at nr 10; rest was "normally" slow for that type of event
- Need to encourage people to play faster, still most went very well on the Course.
- It took about 6 hours to complete the round and that didn't include a lunch break (well, I guess the 45 minute backup at the par-3 1st turned into a lunch break). Somehow the par-3's need to move faster

Comments about an alternative course

- Tsutsujigaoka CC
- A little bit longer course

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:** Cole Haan Japan has confirmed that they would like to continue as co-title sponsor (when joining in 2015 they committed to three years which was up now). Mercedes-Benz Japan has also confirmed their intention to continue.

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. 5 October, 2018. Confirmed.

3. Venue

Based on the participants' survey, where 81% expressed their wish to play at Atsugi again (only 4% suggested a change), the task-force do not see any reason to change the venue.

- **Proposal:** Confirm Atsugi Kokusai C.C. and use all of West course, as this year, unless the club suggests playing the reconstructed East In and West Out (East Out is now under construction). We should still try to shorten the course a bit, e.g. move the tee on the 1st hole down in line with the rest house.

4. Play format and pace of play

The Double Peoria ("shin-peria") scoring system has been used in fourteen of the fifteen 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 his best ever gross 94, with a declared handicap of 28. If his declared handicap had been used, he would have won the individual competition with a clear margin, with shin-peria, he was now no. 90.

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 3-4 extra groups (four 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 last year's survey, bananas and energy bars were 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, that 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 respectively. The play fee, including lunch service 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, 157 players. For a split-down of participants per chamber, see page 8.

- **Proposal:** Keep registration fee non-refundable, open registration later, proposal late-July (this year mid-June) to lessen the cancellations.

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. Frequent updates on delays caused by construction work on Tomei Expressway were appreciated and worked well. 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; 2018 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 more (29 vs. 27) than last year and total sponsor value higher, now it was estimated at about 12.8 million yen (12.6 million in 2016). Cash sponsorships grew significantly, now only 665,000 yen (420,6000 in 2016).

- **Proposal:** We should ensure that we reach same sponsor levels as this year, but more cash sponsors are needed to increase our charity contribution. Task-force need to contact previous sponsors and potential new early in 2018.

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 272,000 yen, compared to 257,320 yen previous year. In addition all surplus over operating costs (incl. a reserve fund), 928,000 yen was donated i.e. the total charity contribution from the event was 1.2 million 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 48 players and staff used the service.

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

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