

# The North America - Europe Golf Challenge in Japan



## Mercedes-Benz - Cole Haan Cup 2018



## 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, the fourteenth on 6 October 2017, 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.

In 2015, 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. Since then, the name of the event has been Mercedes-Benz - Cole Haan Cup.

## 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), Kjell Yadon, Senior Global Accounts Executive, ServiceNow (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.), most 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 5 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, 5 October, was selected for this year's event.

It was decided also to play the 16<sup>th</sup> 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, 81% in 2017 and this year 91%.

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. Also this year we played all of the West Course due to the reconstruction on the East 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 155 players started in the competition, 79 for the European team, 76 for the North American. 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, 13 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, 11 October and attended by 75 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 Stefan Albrecht and Cole Haan's Ryan Hart (right).



# 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 16<sup>th</sup> tournament played with the same concept and at the same course, and fourth year with Cole Haan as co-title sponsor, less meetings were required and most matters were handled by email.

## February 2018

- Mercedes-Benz Japan and Cole Haan Japan confirm title sponsorship for 2018 and the date, Friday, 5 October is set for the event.

## March 2018 (date in parenthesis)

- (1) Task force wrap-up of the 2017 event, improvements for 2018, confirming task-force members and sponsor recruitment tasks.

## April 2018

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

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

- (10) The 2018 web site at launched.

## June 2018

- (19) Task-force meeting with Mercedes-Benz Japan and Cole Haan Japan regarding rizes, schedule, sponsor recruitment situation, etc..

## July 2018

- (23) Registration open (more than one month later than in previous years to avoid many cancellations due to too early sign-ups)
- (23) Announcement to chambers requesting them to announce the event to their members and add it to their event calendar.
- (23) Email to all last year's players and sponsors annoucing opening of new web site and registration starting.

## September 2018

- (11) Task-force meeting with Mercedes-Benz Japan and Cole Haan Japan regarding their sponsorship contributions, current registration and sponsor recruitment situation, etc..
- (16-21) Shipping instructions sent to goods/services sponsors.
- (20) Course visit, confirming tees, rest houses, drink service, menus on course and at party, poster stands & frames, etc.
- (21) Registration deadline.
- (25) Email confirmation sent out to all registered players.
- (26) Task-force meeting with Mercedes-Benz Japan and Cole Haan Japan regarding schedule, staffing, prizes, After-Party, etc.

## October 2018

- (1) Playing groups assigned.
- (2) 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).
- (2-3) Pocket Guide, Scorecards, signboards, near-pin & longest drive flags, etc. printed and assembled at FCCJ.
- (4) Preparations at the course; 'goodies' bags prepared, prize allocations, registration desks prepared, etc.
- (9) Email to all participants regarding the event reports, Participants' Survey and last reminder about After-Party.
- (10) After-Party at Mercedes-Benz Connection.
- (15) Email to all participants After-Party report and survey reminder.

## Schedule on the day of play - Friday, 5 October, 2018

06.25 Bus departs from ACCJ (15 min. late)  
 06.30 Taskforce arrive at the club  
 07.00 Registration desks open  
 07.45 Chartered bus arrives at the club (15 min. late)  
 08.15 Briefing to participants (on schedule)  
 08.30 Off for tees (on schedule)  
 08.42 Tee-off from all tees (3 min. early)  
 15.15 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



Preparing carts. Need 40 carts to accommodate 155 players.

# Information to participants

## 1. The Web site

The web site has its own domain: [www.dccgolf-japan.com](http://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 415,000 page views between the launch (10 April) and 28 October 2018. 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 opening of registration, two email were sent out, i.e.

- 23 July - Announcement to chambers requesting them to announce the event to their members and add it to their event calendar
  - 23 July - 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.
- 25 September - confirmation of participation, event schedule, promotion of bus and notice of when further information will be sent.
- 2 October - detailed event information, pairings, promotion of After-Party and a link to the information kit (see the mail at right).

After the event, two emails were sent out:

- 9 October - thank you, information on the event report on the web site and instructions on the participants' survey, final After-Party reminder
- 15 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).

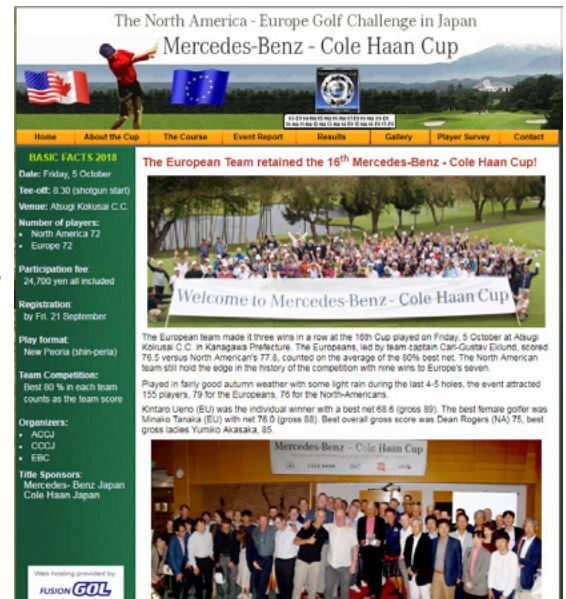
The files were placed on the server and links to these were sent in the email bulletin on 2 October. This allowed participants to download the file of their choice and did not have to receive a mail with a large attachment. This also allowed for the information to be constantly updated on the web site (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 2018 cap and tote bags) Mercedes-Benz Japan (MB clips & ball markers), Cole-Haas Japan (canvas bag and discount vouchers) a sleeve of MB-CH Cup 2018 golf balls, Air Canada and Swiss Airlines golf balls, premium napkins set from Haeefe, two bottles of Takara sparkling sake and Robert Walters green repair tool 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).

Bob Melson was also the MC for the awards ceremony.



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



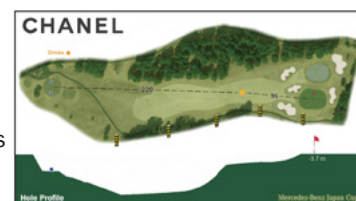
# Material produced for the event

## 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 2 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

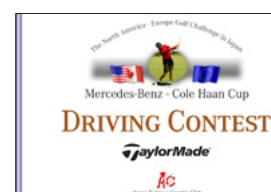
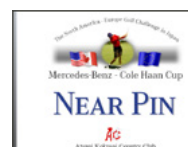
## 3. Posters and signboards

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 (Laureus and TaylorMade) holes, as well as for the hole sponsors (Chanel, Finnair, United Airlines, Air Canada, New Era and Warsteiner and Lufthansa). 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.

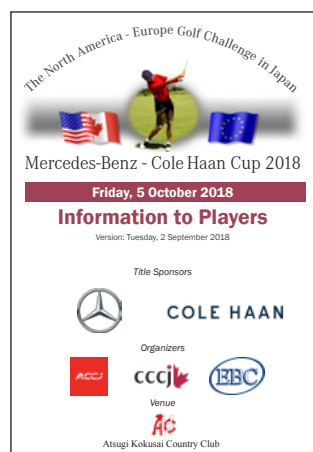


## Production costs

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, score card and signboards).



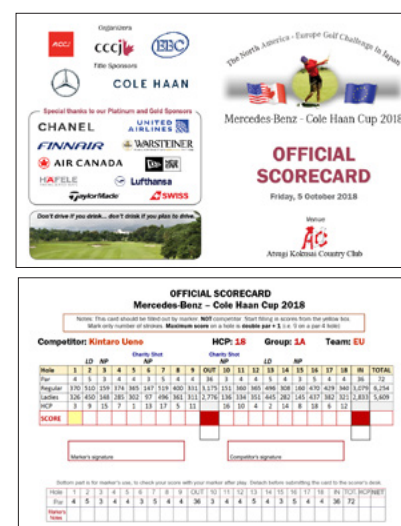
Driving Contest signboard (A1)



Information Kit (A4 - 6 pages)



Pocket Guide (A6 - 16 pages)



Personalized Scorecards





Entrance to Club House



Reception desks and title sponsors displays in the club house lobby



At the North American reception desk, David Anderson and Bob Melson.



Moving out to the holes.



Groups 1A, 1B and 1C on the first tee, hole sponsored by Chanel. From left: Karl Hahne, Takehisa Seki, Donald Bunkenburg, Hiroaki Nagahara, Ikuma Suzuki, Paul Kezin, Carl Eklund, Sachin N. Shah, Robert Blank, Kintaro Ueno and Kiyo Weiss.



The top group on the Charity hole no. 10. Mercedes-Benz Kintaro Ueno shows good example with a donation on the hole they sponsored.



The 'Star Alliance' hole, United Airlines players Hiroyuki Tonami and Eriko Kawabe on the 12th hole sponsored by Lufthansa. At right Kenichi Negita and Hiroshi Ariizumi.





Group 11A, Near Pin contest and YMCA Charity shot at no. 5, both sponsored by Cole Haan.



Group 10B starting the second half on hole no. 1, 'on the tee, representing Europe, Kenichi Negita'.



An early burger, hot dog and chicken nugget lunch for Kjell Yador. Golf makes you hungry...



Eriko Kawabe, Hiroyuki Tonami and Hiroshi Ariizumi enjoying the Warsteiner beer at the rest house on no. 15.



The winner of the Chanel prize, presented by Ikuma Suzuki.



European Team Captain Carl Eklund celebrates. James Feliciano, who stood in for the NA Team Captain applauds.



The winning European team.



# Report from the event

## Participants

The event attracted 155 players, including 20 ladies. The Europeans had 79 players, North-Americans 76.

The players represented about 15 different nations. The Japanese made up the largest group, with 83 players (54%), followed by 19 Americans, 11 Canadians, 9 Brits, 8 Finns, 7 Germans, 4 Swedes and 28 representing about 8 other nationalities.

Counting by chambers the American Chamber had 58 players, followed by the Finnish Chamber with 22, Canadian - 18, German - 14, British - 10, Dutch - 8, and Swedish - 7.

Golfers of all levels took part, from scratch players to high handicappers and gross scores ranged from 75 (Dean Rogers) to 156. 21 players scored a gross of less than 90, but also 18 had over 120.

## 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 crystal trophy for the Ladies' Champion (from Cole Haan Japan) were given out. Notable prizes included a Chanel bracelet, 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, who also provided golf balls for the goodies bags, 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 11 October, and also donated money to qualify as Platinum sponsor. New Era provided original one-of-a-kind Mercedes-Benz - Cole Haan Cup 2018 golf caps for all players.

TaylorMade provided golfing goods and also provided the prize for the Driving Contest on No. 13. Häfele a grill and two Heliotents and high-end napkins for the goodies bags and Philips 8 advanced home appliances as performance prizes.

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

The cash sponsors were; Lufthansa (Gold), K&L Gates (Silver), Asian Tigers Mobility (Bronze), CDAC (Bronze), Curvature (Bronze), Pipeline Security (Bronze), Robert Walters (Bronze, also green repair tools for goodies bags). 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 285,000 yen. In addition all surplus over operating costs, 715,000 yen, was donated, bringing the total charity contribution to 1 million yen. The YMCA Challenged Children Fund and the organizers very much appreciate the players kind contributions.

# Results

## Team Competition

Europe 76.5 strokes - North America 77.8 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	Kintaro Ueno	EU	89	20.4	68.6
2	Hisanori Murota	EU	80	8.4	71.6
3	Keith Allen	EU	79	7.2	71.8
4	William Ramsay	EU	89	16.8	72.2
5	Paul Jones	NA	76	3.6	72.4
	Steven Thomas	EU	76	3.6	72.4
7	Atsuo Tanaami	NA	100	27.6	72.4
	Veli Solehmainen	EU	100	27.6	72.4
9	Young Soo Moon	NA	81	8.4	72.6
10	Itaru Kagoshima	NA	85	12.0	73.0
	Kazutaka Nagao	NA	85	12.0	73.0
12	Tim Paech	EU	77	4.6	73.4
13	Toshimichi Kida	EU	89	15.6	73.4
14	Motoki Yoshihama	EU	94	20.4	73.6
15	Dean Rogers	NA	75	1.2	73.8

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

## Individual Competition - BEST WOMEN NET

Pos.	Name	Team	Gross	HCP	NET
1	Minako Tanaka	EU	88	12.0	76.0
2	Ryoko Sumita	EU	94	18.0	76.0
3	Naoko Noguchi	EU	86	9.6	76.4
4	Yumiko Akasaka	NA	85	8.4	76.6
5	Eriko Kawabe	NA	96	19.2	76.8

## Special Prizes

Near Pin Winners

No. 3 MB - Itaru Kagoshima (NA)

No. 6 CH - Robert Blanck (NA)

No. 10 MB - Minako Tanaka (EU)

No. 15 CH - Ikuma Suzuki (EU)

Longest Drive

No. 2 Laureus - Dean Rogers (NA)

No. 13 TaylorMade - Matias Leroy (EU)

## Individual Competition - BEST GROSS

Pos.	Name	Team	OUT	IN	TOTAL
1	Dean Rogers	NA	37	38	75
2	Steven Thomas	EU	39	37	76
3	Paul Jones	NA	37	39	76
4	Tim Paech	EU	37	40	77
5	Keith Allen	EU	41	38	79
6	Hisanori Murota	EU	41	39	80
7	Young Soo Moon	NA	43	38	81
	Lyndon Taylor	NA	41	40	81
	Yoshiaki Morimoto	EU	40	41	81

## Individual Competition - LADIES BEST GROSS

Pos.	Name	Team	OUT	IN	TOTAL
1	Yumiko Akasaka	NA	45	40	85
2	Naoko Noguchi	EU	43	43	86
3	Minako Tanaka	EU	45	43	88
4	Ryoko Sumita	EU	44	50	94
5	Eriko Kawabe	NA	51	45	96



## Participants Survey

To further develop the event, we conducted a survey among the participants. The survey was ran from October 9 - 19, 2018. 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 114 participants. We did not have email addresses to some of the guests and the organizers were excluded from the total of 155 players that participated in the event.

We received 47 valid responses after removing multiple and incomplete entries.

Thus the response rate is 41.2%, which can be considered good and gives a high statistical significance to the results. 24 of the respondents represented Team Europe, 23 Team North America.

### Survey Results

#### General opinion about the event

##### Advance information to players

Response	NO.	PCT.	Graph
Excellent	42	89%	<div></div>
Good	5	11%	<div></div>
Average	0	0%	
Not so good	0	0%	
Bad	0	0%	

Total Number of Responses: 47

##### Arrangements during the event

Response	NO.	PCT.	Graph
Excellent	38	86%	<div></div>
Good	6	14%	<div></div>
Average	0	0%	
Not so good	0	0%	
Bad	0	0%	

Total Number of Responses: 44

#### The Course

##### Interesting/challenging layout

Response	NO.	PCT.	Graph
Excellent	22	47%	<div></div>
Good	22	47%	<div></div>
Average	2	4%	<div></div>
Not so good	1	2%	<div></div>
Bad	0	0%	

Total Number of Responses: 47

##### Course condition

Response	NO.	PCT.	Graph
Excellent	18	39%	<div></div>
Good	23	50%	<div></div>
Average	5	11%	<div></div>
Not so good	0	0%	
Bad	0	0%	

Total Number of Responses: 46

#### Food & Beverage Service

##### On the course

Response	NO.	PCT.	Graph
Excellent	18	38%	<div></div>
Good	22	47%	<div></div>
Average	7	15%	<div></div>
Not so good	0	0%	
Bad	0	0%	

Total Number of Responses: 47

##### At the party

Response	NO.	PCT.	Graph
Excellent	21	46%	<div></div>
Good	17	37%	<div></div>
Average	8	17%	<div></div>
Not so good	0	0%	
Bad	0	0%	

Total Number of Responses: 46

#### Pace of Play

Response	NO.	PCT.	Graph
No issue	9	19%	<div></div>
Good	27	57%	<div></div>
Marshalling	5	11%	<div></div>
No beginners	2	4%	<div></div>
Penalize	1	2%	<div></div>
Other	3	6%	<div></div>

Total Number of Responses: 47

#### Main reason why I participated

Response	NO.	PCT.	Graph
Exciting event	34	72%	<div></div>
Expand network	5	11%	<div></div>
Friend encouraged	3	6%	<div></div>
I like golf	4	9%	<div></div>
Prizes	1	2%	<div></div>
Do not know	0	0%	

Total Number of Responses: 47

#### Cost of participation

Response	NO.	PCT.	Graph
Could be more	6	13%	<div></div>
Reasonable	37	79%	<div></div>
Too expensive	2	4%	<div></div>
No opinion/Don't know	2	4%	<div></div>

Total Number of Responses: 47

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

Response	NO.	PCT.	Graph
Yes	43	91%	<div></div>
No	3	6%	<div></div>
Do not know	1	2%	<div></div>

Total Number of Responses: 47

### The Tournament Cap



Since 2008 we have provided players with custom-made caps in different colors for each team.

Until 2015 the caps were provided by Mercedes-Benz Japan but in 2016 New Era became Platinum sponsor and provided the caps with their own unique design for the event. See left the designs for 2018, white for the European Team, dark blue for the North American.

The New Era Cap Company is an American headwear company headquartered in Buffalo, New York. It was founded in 1920. New Era has over 500 different licenses in its portfolio. Since 1993 they have been the exclusive baseball cap supplier for Major League Baseball (MLB).



# Participants Survey - Comments

*"We were very fortunate with the weather that day, Always it is a fun event, the food and entertainment was great. Great work to the golf committee."*

Statement from a North-American participant.

*"Great event!! Happy to be back on the course and played this one again!! Very nice flight, even with HDC between 2 to 36...myself!!!"*

Statement from a European participant.

*"It was a very enjoyable round with good members playing together. Also I found all arrangements excellent especially food and beverages on course. I would like to participate again if I have a chance next year."*

Statement from two Japanese participants

## General Comments

- As hoped for, a fun day (my first time to join) and a great opportunity to participate in wider CC community while meeting new connections. Many thanks again to all involved in the organization.
- Excellent arrangements once again. Enjoyable event in relaxed atmosphere. Thank you!
- Dear all staff, Thank you very much for your acceptance to enter as a member of the players even though I am a beginner. I had wonderful opportunity to meet members to build my business relationship. Thank you so much for your preparation and support. I sincerely appreciate all of you.
- Enjoyed it very much. Caddy was friendly and modest.
- Great event this year. Always generally well organized and prizes are a big attraction. The Chambers do a great job bringing together corporate member sponsorships that really attract high level executive participants. Looking forward to many more years of playing the Mercedes-Benz - Cole Haan Cup.
- Thank you every arrangements and great task force !
- We hope to be a sponsor to support this joint chamber event next year!
- Great event! Even though I haven't played in nearly 20 years, my teammates were patient and super friendly...and our team just great! Will now restart practicing golf! See you next year!
- Great event!! Happy to be back on the course and played this one again!! Very nice flight, even with HDC between 2 to 36...myself!!!
- Thanks as always to the organizing team!!
- I personally appreciate Clas-san's marvelous arrangements, and good luck his another life in Portugal! Thank you very much indeed for all those concerned for arrangements and organizations.
- I thought the event was smooth and well done this year. Enjoyed the day and good chance to catch up with familiar faces. Goodies bag was well loaded : ). Best to date?
- It was a very enjoyable round with good members playing together. Also I found all arrangements excellent especially food and beverages on course. I would like to participate again if I have a chance next year.
- I've been participating many years now and really enjoy the event. I personally prefer a faster pace of play but understand that with the numbers of participants this can be difficult.
- Overall very nice and enjoyable event. Overall a really enjoyable time and no big complaints. I'm sure I am back next year.
- Would like to thank all of the task force members for organizing the great event. And a special thanks to Clas!
- Please increase pairing of Japanese with non-Japanese, rather than make all Japanese pairing, to make it more international. Other than that it was most enjoyable event and I would like to thank the organizer.
- The attention to detail is excellent, that is what makes this event so much better than the other Chamber golf tournaments and other amateur golf events serving the international community. It's just far better than the others!
- We were very fortunate with the weather that day, Always it is a fun event, the food and entertainment was great. Great work to the golf committee.

## Comments about the course and play

- The course is now really an entrenched part of this event. Changing would be a major event. Generally everyone knows this event at this course. No need to change in my opinion. The course is being invested in and being improved and this bodes well for the long term. The large dining area is perfect as well.
- Atsugi Kokusai is a good golf course but if a golf course with less congested return traffic were available, I would not mind changing.
- Atsugi Kokusai is hilly course for beginners. I would like to play on the other golf course, but it is difficult to find another course or organize with that much of participants.
- Playing at the blue tee would be more fair.

## Comments about food and drinks

- Very good arranged foods and drinks at few places of teeing ground.
- There should be drinks and snacks on the carts, at the very least water bottles.

## Comments about prizes and prize ceremony

- The prize presentation was fine but wonder if you Put food and drinks at back of room, players at front to a bit more engaged, put some of the raffle prizes as the game prizes to get a bit more anticipation etc. Just some idea ...
- If I am looking for a place for improvement, then I think the awards ceremony could benefit from more build up/excitement. I'm not sure if it's the floor layout, or style of program, in combination with everyone in one food line (maybe stations would be better to decentralize). Not sure what the answer is, but I have noticed it both years I have attended and heard similar comments from others sitting around me.
- The number of prizes seemed to be quite a bit less than previous years.

## Comments about the pace of play

- Maybe just need to tighten up the play process to avoid long waits, multiple groups on tees, etc. But well understood it's a "matsuri" rather than full-on tournament.
- Overall a great experience but a 18 hole tournament that takes 7 and a half hours is quite long. I understand it's not a competitive tournament but max 5 hours is what it should take for the round. I think there needs to stricter rules that allow either faster play or the players need to have a certain handicap to play.
- A little too long - perhaps reduce maximum score to double par, and try to "strictly" impose that
- Too many groups. Some holes had A, B & C groups
- Too long (play time), use both courses
- Par 3s need more marshaling
- Eliminate 3 flights starting on one whole -- or expand event to use 27 holes at this or another club



# Summary & Proposals

## 1. Title sponsors

Cole Haan Japan signed for one year after their initial 3 year term expired in 2017, Mercedes-Benz Japan is expected to continue.

- **Proposal: Confirm as soon as possible that the title sponsors, Mercedes-Benz Japan and Cole Haan Japan re prepared 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. 4 or 11 October, 2018, later date might be safer from tyhoons.**

## 3. Venue

Based on the participants' survey, where 91% 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 West course, as this year, unless the club suggests playing the reconstructed East In and West Out (East Out is now under constrution). Tees (except on the difficult par-3 3<sup>rd</sup> hole it could be moved forward), rest houses and drink stations used in 2018 seems to be fine.**

## 4. Play format and pace of play

The Double Peoria ("shin-peria") scoring system has been used in fifteen of the sixteen events. It is not a perfect system - too much of a lottery - and there has been criticism in the surveys towards this scoring system, although not his year. 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 h. 15 min. to complete the competition. This was 15 min. longer than last year, can be mainly be contributed to the rain druing the last 4-5 holes, the number of players was a bit less than last year 155 vs. 157. The pace of play seems not to have been any problem as 76% in the survey reported that the pace was good or that it was no issue, although several made comments on this (see bottom of page 10).

- **Proposal: Announce same maximum number of players, 144, allowing for just three extra groups (four this year). The third group (traditionally the task-force group) could be abolished because three groups on a par-3 cause congestion from the beginning. The task-force group could be 10B. Shin-peria play format should be used as it is very difficult to find a good alternative to 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. An issue that has been discussed earlier - should beginners be allowed to participate. This year we had 17 players with a gross score above 120, last year 19.

- **Proposal: No major changes to this issue but on the web site we should ask players who have never shot below 120 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

This year's survey shows that ost participants are happy with the food service, the survey data show that the ratings for food on the course are slightly better, now 85% (last year 84%) rated it excellent or good, but no-one thought it was not so good or bad. The ratings for food at the party were slightly lower than in previous years, but still good; 83% excellent or good (90% last year), 17% "average" (10% last year), but no-one thought it was not so good or bad. In the comments, there were no negative views. This year there were enough food and drinks at all rest houses on the course. Also this year we 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 either so we had to buy 35 cases from them (arranged by the course)

- **Proposal: No need for any major changes. 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, nly 4% thought the fee was too high, whereas 13% thought that it could be even higher, 79% saw the fee as 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. The current web site will stay online end of the year, when FusionGOL (now part of Rakuten) will discontinue barter sites. So a new site, with new domain name, e.g. . Sponsor recruiting for next event will start on the web site early April.

- **Proposal: No need for changes re. information material, new web site has to be created with new doamin name and should be up around mid-April as this year, if new site is available earlier, date and venue confirmed then.**

## 10. Sponsors and prizes

The sponsor categories remained same this year. The number sponsors were same (29) as last year and total sponsor value higher, now it was estimated at about 12.8 million yen (12.7 million in 2017). Cash sponsorships decreased somewhat, now 625,000 yen (665,000 in 2017).

- **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 2019.**

## 11. Charity component

This year the charity component, for the YMCA Challenged Children Project (CCP), also included two Charity Shots, on the par-3 6<sup>th</sup> (Cole Haan Japan) and 10<sup>th</sup> (Mercedes-Benz Japan). Same as last year, there were also charity boxes in the party room. The Charity activities brought in a total of 285,000 yen, compared to 272,000 yen last year. In addition all surplus over operating costs, ca. 650,000 yen will be donated i.e. the total charity contribution from the event will be a 935,000 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. "7<sup>th</sup>, 10<sup>th</sup>, 20<sup>th</sup>, 30<sup>th</sup>, 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.**

## Platinum Sponsors



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