

# The North America - Europe Golf Challenge in Japan



## Mercedes-Benz - Cole Haan Cup 2019



## 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 with the first competition played at Atsugi Kokusai C.C. on September 26, 2003. The Canadian Chamber of Commerce in Japan's status changed from participating Chamber to and organizing Chamber in 2011.

## Tournament dates in the past

1st: 26 September 2003	10th: 28 September 2012
2nd: 1 October 2004,	11th: 4 October 2013
3rd: 30 September 2005	12th: 10 October 2014
4th: 29 September 2006	13th: 9 October 2015
5th: 28 September 2007	14th: 7 October 2016
6th: 26 September 2008	15th: 6 October 2017
7th: 2 October 2009	16th: 5 October 2018
8th: 1 October 2010	17th: 4 October 2019
9th: 30 September 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 Kjell Yadon, Senior Global Accounts Executive, ServiceNow (ACCJ), Kervin Go, Country Manager, Curvature (ACCJ) and David Anderson, M.D., Alberta Japan Office (CCCJ) from the American side and Erik Ullner, EBC Treasurer, Carl-Gustav Eklund, EBC Vice Chairman, Makoto Suwamoto, EBC Executive Operating Board Member and Antti Kunnas, FCCJ Executive Director from the European side.

Antti Kunnas 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.), and exchanged hundreds of emails during the preparation period. ACCJ members of the task force were responsible for recruiting North American sponsors, European members recruited European sponsors. ACCJ was in charge of the bus transportation and the CCCJ took care of the trophies. The task force got substantial support from Shotaro Imazu at ACCJ.

## 4. Date and course selection

The date selected for the event, Friday 4 October, was decided in March, after consulting chambers and Mercedes-Benz and Cole Haan. In the past the tournament has been played on last Friday of September or on first Friday of October. Lately the date has been on the first or second Friday of October, as later date decreases the risk of typhoons. Due to this Friday 4 October was selected for this year's event.

It was decided also to play the 17<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, 91% in 2018 and this year 97%.

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). Last year (2018) the participants number was even higher, but due to the changes in cup administration the player count was not pushed to the maximum this year, with 137 players being the final number for the competition. Of this, 65 for the European team, 72 for the North American. Slightly limited number of players helped in finishing the play in time.

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 3 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, other prizes (the most expensive items) were drawn among all the participants.

## 7. After-Party @ Mercedes me Tokyo

Also this year a very successful After-Party was held at Mercedes me Tokyo on Thursday, 10 October and attended by 74 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 — Shotaro Imazu who helped with several logistical matters, and from Mercedes-Benz Japan — Sayoko Shimosegawa and from Cole Haan Japan — Shie Sato were 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 — Antti Kunnas, who took over from Clas Bystedt after him acting as the MB-CH Cup Office for 16 consecutive years.

As this was already the 17<sup>th</sup> tournament played with the same concept and at the same course, and fifth year with Cole Haan as co-title sponsor, less meetings were required and most matters were handled by email. The changes in the MB-CH Cup Office brought some challenges with the shorter timeline than usual, but these were met and conquered without any major issues.

## March 2019

- (14) Initial meeting for 2019 event to confirm succession of the administration, confirming task-force members and sponsor recruitment tasks.

## June 2019

- (13) First 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

- (17) The 2019 web site launched.

## July 2019

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

## August 2019

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

## GydhYa Vyf 201-

- (2-14) Shipping instructions sent to goods/services sponsors.
- (10) Course visit, confirming tees, rest houses, drink service, menus on course and at party, poster stands & frames, etc.
- (20) Registration deadline.
- (24) 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 2019

- (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.
- (2-3) Cart Guide, Scorecards, signboards, near-pin & longest drive flags, etc. printed and assembled at FCCJ.
- (3) Preparations at the course; 'goodies' bags prepared, prize allocations, registration desks prepared, etc.
- (7) Email to all participants regarding the Participants' Survey and last reminder about After-Party.
- (10) After-Party at Mercedes me Tokyo, Roppongi.

## Schedule on the day of play - Friday, 4 October, 2019

06.15 Bus departs from ACCJ  
 06.30 Taskforce arrive at the club  
 07.00 Registration desks open  
 07.45 Chartered bus arrives at the club  
 08.15 Briefing to participants (on schedule)  
 09.05 Off for tees (30 minutes delay to planned time)  
 09.15 Tee-off from all tees (30 minutes delay to planned time)  
 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. All in all 35 carts to be used to accommodate 137 players.



# Information to participants

## 1. The Web site

The web site has its own domain: [www.mbchcup.com](http://www.mbchcup.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. The site domain was changed to the current in Spring 2019.

The players sign-up procedure was handled separately for ACCJ, CCCJ and the EBC 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 creation and maintenance of the website was financially supported by the co-title sponsors Mercedes-Benz Japan and Cole Haan Japan.

## 2. Email information

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

- 22 July - Announcement to chambers requesting them to announce the event to their members and add it to their event calendar
- 22 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.
- 28 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:

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

The group mail program was set-up so that it showed "Mercedes-Benz - Cole Haan Cup Office" as sender.

## 3. Information kit

The 6 page A4 size information kit in pdf format 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 file 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 and the locker card. Giveaways from New Era (MB-CH Cup 2019 cap and tote bag) Mercedes-Benz Japan (towel), Cole-Haan Japan (large size and small size canvas bags and discount vouchers) a sleeve of MB-CH Cup 2019 golf balls, Air Canada golf balls, Lufthansa/Swiss golf tees, a bottle of Manotsuru sake and a bottle of Natural One juice were placed in "Goodies Bags" in the lockers (except for the cap which was distributed at the reception desks).

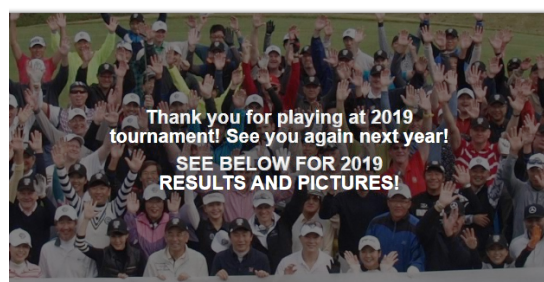
Before start of play the players were gathered for a photo-shoot and a short briefing by task-force member Kjell Yadon on the play format, main rules and charity shots. Due to the number of participants this has usually been done outside in front of the club house, but due to heavy rain before the start this was done at a party room inside. 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).

Kjell Yadon was also the MC for the awards ceremony.

North America - Europe Golf Challenge in Japan

Home About the Cup Results Contact Add Widget

## Mercedes-Benz - Cole Haan Cup 2019



Title Sponsors



COLE HAAN

## Results for 2019 Tournament

Team North America wins back the Cup from Team Europe at the tournament played on Friday, 4 October at Atsugi Kokusai C.C. in Kanagawa Prefecture. Team America, led by team captain Jeremy Sampson, scored 75.7 versus Europeans 76.6, counted on the average of the 80% best net. This makes it altogether the 10th victory for North American team against the 7 wins by Team Europe.



## Mercedes-Benz - Cole Haan Cup 2019

Friday, 4 October 2019

## Information to Players

Version: Tuesday, 1 September 2019

### Participants & Groups

(Blue represents Team Europe - Red the Team North America) - Version: Wednesday, 2 October at 8:00

Page 4

Out course				In course			
1A	Kintaro Ueno Rinaki Nagahara Jeremy Sampson Chris Lee	Mercedes-Benz Japan Co., Ltd. Finnair PGA Tour International Japan, LLC Mercedes-Benz	DIRKU 18 FCCU 28 ACCJ 18 ACCJ 8	10A	Stefan Albrecht Ben Sugimoto Ted Miller Ryan Dwyer	Mercedes-Benz Japan Co., Ltd. Individual Empire Entertainment Japan Inc. NAL Games LLP	DIRKU 24 Other 11 Other 36 ACCJ 11
1B	Kohji Hasegawa John Harrington Mark Sheahan-Alan Henry Yamaguchi	Kyushu Golf Co., LTD. Nikka Taylormade Golf Co., LTD. Hilton	DIRKU 38 FCCU 20 Other 18 ACCJ 16	10B	Carl Eldund Kjell Yadon Kerim Go	Hoganas Japan K.K. ServicioNew Japan K.K. Candam Japan	ACCJ 15 ACCJ 30 ACCJ 19
2A	Takashi Higashimura Shota Takahashi Takashi Kase Hiroaki Morikuchi Yoshiko Morikuchi	Lufthansa Group Brand Loyalty Japan KK Cole Haan Japan Hertko Standby Commerzbank AG	DIRKU 28 NCCU 18 ACCJ 30 ACCJ 36 DIRKU 11	11A	Christian Wolf Dean Rogers Roxetta Stone Learning Centers David Gorman Hiroshi Arizumi	J&S Forwarding Japan Co., Ltd. Rosetta Stone Learning Centers Cole Haan Japan Sho's Philips Japan	DIRKU 23 BCCJ 3 ACCJ 24 ACCJ 36 NCCU 21



Task-force member Erik Ullner gives instructions before start of play.



# Material produced for the event

## 1. Scorecard

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

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

## 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.

## 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 (Finnair, United Airlines, New Era, 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. Cart guide

An 8-page cart guide with a map and other information of each hole was included in each cart to help players understand the course better.

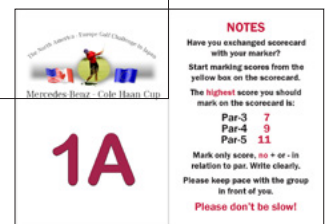
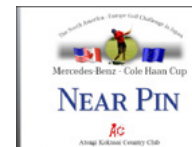
## 7. The logo

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

Typesetting of the title is in Corpo A.



Location Map



## 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).



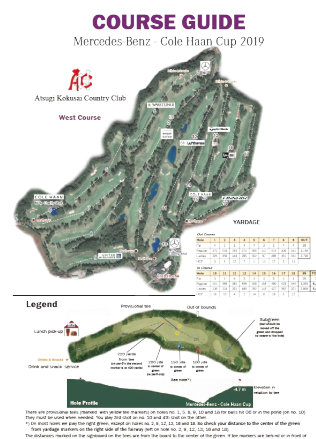
Golfball print



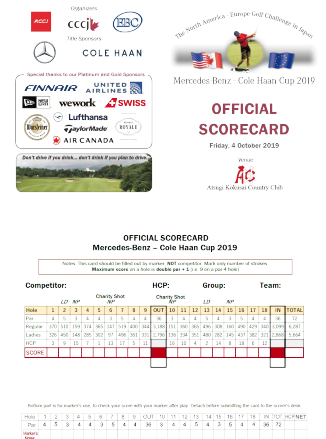
Driving Contest signboard (A1)



Information Kit (A4 - 6 pages)



Cart Guide (A4 - 8 pages)



Personalized Scorecards



Entrance to Club House



North American reception desk at the club house lobby



Due to heavy rain before the start we had our briefing indoors



Kjell Yadon and Antti Kunnas of task force, ready to go



Chris Lee of group 1A teeing off from the first hole.



The top group on the first hole. From the left, Chris Lee, Jeremy Sampson, Hiroaki Nagahara and Kintaro Ueno



Having fun along the play at the hole sponsored by United





Between swinging the clubs, players had also some time to relax and get into mood for flying



Group 13A ready to tee off, with all smiles as the weather cleared off after rainy morning.



Scorer's desk receiving the first returning players



Party room at the club house filled with tired but happy players and sponsors



Trophies waiting for the players, with main trophy in the middle.



Taskforce members Erik Ullner (in the back), Kjell Yadon (front left) and Kervin Go explained the procedures for the prize ceremony.



The winning North American team.

# Report from the event

## Participants

The event attracted 137 players, including 20 ladies. The Europeans had 65 players, North-Americans 72.

The players represented about 15 different nations. The Japanese made up the largest group, with 67 players (49%).

Counting by chambers the American Chamber had 55 players, followed by the German Chamber with 17, Finnish - 15, Canadian - 13, British - 8, Swedish - 6, and Dutch - 5.

Golfers of all levels took part, from scratch players to high handicappers and gross scores ranged from 72 (Dean Rogers) to 163. 21 players scored a gross of less than 90, but also 12 had over 120.

## Sponsors and Prizes

The event had 28 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 pair of Business Class tickets to USA from United, a pair of Business Class tickets to Europe from Finnair, and a pair of Economy Class tickets to Europe from Swiss International Airlines. They also provided a set of tees for the goodies bags. Warsteiner provided beer for the course and prize ceremony as well as for the After-Party on 10 October, and also donated money to qualify as Gold sponsor. New Era provided original one-of-a-kind Mercedes-Benz - Cole Haan Cup 2019 golf caps for all players.

TaylorMade provided golfing goods and also provided the prize for the Driving Contest on No. 13. Reserve Royale provided Belgian luxury beer for the prize ceremony and the afterparty. WeWork provided free usage of their office space, Ambigum offered a VIP sushi tour for six.

Grand Hyatt Tokyo, DoubleTree by Hilton Naha gave out excellent accommodations, Conrad Tokyo provided a dinner for two at one of their restaurants. Genki Art provided two on-location portrait photo sessions, STIHL several of their products, Obata Shuzo sake for the goodies bags and afterparty and Titleist golf goods. Uncle Nearest introduced their whisky in sample bottles at the prize ceremony and also at the afterparty, Natural Beverages gave juice drinks for the goodie bags. U&Me gave natural soap and lip balm for all goodie bags.

The cash sponsors were; Lufthansa (Gold), Asian Tigers Mobility (Silver), Curvature (Bronze), Pipeline Security (Bronze), Robert Walters (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 200,000 yen. In addition all surplus over operating costs, 500,000 yen, was donated, bringing the total charity contribution to 700,000 yen. The YMCA Challenged Children Fund and the organizers very much appreciate the players kind contributions.

# Results

## Team Competition

North America 75.7 strokes - Europe 76.6 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	Shinobu Sakanoshita	NA	92	22.8	69.2
2	Young-soo Moon	NA	77	7.2	69.8
	Klaus Meder	EU	95	25.2	69.8
4	John Kim	NA	86	15.8	70.4
5	Dean Rogers	NA	72	1.2	70.8
6	Motoki Yoshihama	EU	88	16.8	71.2
7	John Monksmith	NA	86	14.4	71.6
	Kenichi Negita	EU	86	14.4	71.6
9	Florian Kirschner	EU	97	25.2	71.8
	Tetsuo Kamoshita	EU	97	25.2	71.8
11	Yoshiaki Morimoto	EU	78	6.0	72.0
	Ted Miller	NA	84	12.0	72.0
	Satoshi Hasegawa	NA	96	24.0	72.0
14	Mark Sheldon-Allen	NA	107	34.8	72.2

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

## Individual Competition - BEST WOMEN NET

Pos.	Name	Team	Gross	HCP	NET
1	Eri Sekiguchi	NA	90	16.8	73.2
2	Asami Suzuki	NA	107	32.4	74.6
3	Kyoko Takeda	EU	106	31.2	74.8
4	Naoko Sumida	EU	89	13.2	75.8
5	Minako Tanaka	EU	90	13.2	76.8

## Special Prizes

Near Pin Winners

No. 3 MB - Tetsuo Kamoshita (EU)

No. 6 CH - Hiroyuki Mizoguchi (NA)

No. 10 MB - Carl Eklund (EU)

No. 15 CH - Shota Takahashi (EU)

Longest Drive

No. 2 Laureus - Dean Rogers (NA)

No. 13 TaylorMade - Warren Arbuckle (NA)

## Individual Competition - BEST GROSS

Pos.	Name	Team	OUT	IN	TOTAL
1	Dean Rogers	NA	36	36	72
2	Young-soo Moon	NA	38	39	77
3	Yoshiaki Morimoto	EU	38	40	78
	Timothy Fearney	NA	39	39	78
5	Glen Sugimoto	NA	40	40	80
6	Chris Lee	NA	40	42	82
	Hisanori Murota	EU	40	42	82
8	John Flynn	NA	41	42	83
9	Ted Miller	NA	43	41	84
10	John Kim	NA	43	43	86
	John Monksmith	NA	45	41	86
	Kenichi Negita	EU	46	40	86
13	Hiroyuki Tonami	NA	43	44	87
14	Joni Santala	EU	46	42	88
	Warren Arbuckle	NA	44	44	88
	Makoto Suzuki	NA	45	43	88



## Participants Survey

To further develop the event, we conducted a survey among the participants. The survey was ran from October 7 - 19, 2019. 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 106 players to get as much feedback as possible. We did not have email addresses to some of the guests and the organizers were excluded from the total of 137 players that participated in the event.

We received 39 valid responses after removing multiple and incomplete entries.

Thus the response rate is 36.8%, which can be considered good and gives a high statistical significance to the results. 17 of the respondents represented Team Europe, 22 Team North America.

### Survey Results

#### General opinion about the event

##### Advance information to players

Response:	No.	PCT
Excellent	23	62%
Good	11	30%
Average	3	8%
Not so good	2	5%
Bad	0	0%

##### Arrangements during the event

Response:	No.	PCT
Excellent	28	76%
Good	9	24%
Average	2	5%
Not so good	0	0%
Bad	0	0%

#### The Course

##### Interesting/challenging layout

Response:	No.	PCT
Excellent	21	57%
Good	17	46%
Average	1	3%
Not so good	0	0%
Bad	0	0%

##### Course condition

Response:	No.	PCT
Excellent	20	54%
Good	14	38%
Average	4	11%
Not so good	1	3%
Bad	0	0%

#### Food & Beverage Service

##### On the course

Response:	No.	PCT
Excellent	8	22%
Good	17	46%
Average	11	30%
Not so good	2	5%
Bad	1	3%

##### At the party

Response:	No.	PCT
Excellent	5	14%
Good	21	57%
Average	11	30%
Not so good	0	0%
Bad	2	5%

#### Pace of Play

Response:	No.	PCT
Good	13	35%
No Issue	4	11%
Average	18	49%
Not so good	3	8%
Bad	1	3%

#### Main reason why I participated

Response:	No.	PCT
Exciting event	17	46%
To expand my net	11	30%
Friend encouragement	3	8%
I like to play golf	5	14%
Chance to win golf	3	8%

#### Cost of participation

Response:	No.	PCT
Could be more	5	14%
Reasonable	30	81%
Too expensive	4	11%
No opinion / don't	0	0%

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

Response:	No.	PCT
Yes	36	97%
No	1	3%
Do not know	2	5%

### 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 2019, grey for the European Team, white 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

*"Great tournament and very well organized. Thank you for putting on a successful event. I will be sure to sign up again next year."*

Statement from a European 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 two Japanese participants

*"I have made a number of good golf friends and a few business connections over the years playing in this tournament and enjoy the fun competition and appreciate the fact that you guys have a gross prize and attract some pretty good golfers as well as beginners to play in this event."*

Statement from a North-American participant.

## General Comments

- Very interesting event and having good relationship with various executives.
- Congratulations on arranging such a great event. It is always nice and I always meet new, nice people.
- Information sharing before the event was a little bit late and less than last year. So some of my colleagues was worried about if he/she was correctly registered or not.
- Great tournament and very well organized. Thank you for putting on a successful event. I will be sure to sign up again next year.
- Fewer and fewer actual Americans and Europeans are playing this event so the atmosphere no longer unique and has become more like every other golf tournament.
- To make it more exciting event for all, maybe we should emphasize net score and abolish gross score(prize). Therefore, even 30 handi players have a higher chance to win something.
- It was great opportunity to meet some one who did not know, play together and have some fun.
- Great tournament! Thank you organizers. Since we waited so many years for the construction on the East Course to finish, it sure would be nice to play the new East Course. I personally like the East Course better.
- Even though the weather at the morning was so bad, the management team had a good decision for the opening ceremony and tee time. I really appreciate sponsors and management team for this event.
- The decision to delay the tee off gave very good results.
- Great event again this year. Solid prize pool (sorry to not see Chanel this year though as that always is a big WOW prize that creates a buzz). It does seem like the prize pool for the drawing etc.. has been dwindling slowly over the last 10 years bit by bit, but that said it is still one of the best prize pools anywhere for foreigners in Japan, so no complaints just an observation.
- The task force does a great job putting together a fun and interesting event. I have made a number of good golf friends and a few business connections over the years playing in this tournament and enjoy the fun competition and appreciate the fact that you guys have a gross prize and attract some pretty good golfers as well as beginners to play in this event. The format continues to be fun and the work that goes into by the organizers is greatly appreciated here at least.
- Having participated to the event on the second time, I found this time again this is such an exciting event. As a sponsor providing a pair of business class tickets to US, I think it is reasonable for us to have slots of free participation or discounted fee, maybe for next time.
- It was the first time to participate and it was a fun event.

## Comments about food and drinks

- Organization was excellent, much better than expected, with lot of drinks and enough food on the course.
- There were enough party food and drinks.
- This year the quality of food and the variety of drinks during the course was somewhat inferior to previous year, in my opinion. But still a very nice event in all.
- Food on the course was adequate, but of lower quality than last year (burgers especially, too much of that mealy-Japanese style burger).

## Comments about prizes and prize ceremony

- Very good event! Prize ceremony could be faster.
- Small suggestion at post-event party at the club: When getting into performance award, bringing team result upfront would have been better to keep the participant's engagement. Also, would be nice to make sure the rules around the raffles are stated upfront so that more will stay.
- Wish we would have a few more Prizes to give to no 4 to 10 or 15 as in the past...on the Prize Table... ex more golf goods... An advantage with this was that as we did not have more Prizes to present, we saved time during the Prize ceremony and could start the Lottery faster.
- The goodie bags were much nicer this year so kudos to the organizing and prize committee for arranging those.
- It was a very good event. The end party could have been a bit quicker or started earlier, but that is a minor point.
- It was the first time to participate and it was a fun event. I liked the idea of lots of raffle prizes as well. I definitely want to join again if I can.

## Comments about the course and pace of play

- Pace of play seemed to be better this year. Of course there were waiting involved, but no major bottlenecks. Score cards could use some better planning.
- I participated 16 times and the pace has improved very much, because of the new rule of double par plus one. First several times it took more than 3.5 hours to play half round.
- 10-15min. interval between 9-10 and 18-1 would make pace of play bit faster. Some players are too slow!
- I have participated in this event for 4 times, thanks the host Atsugi Kokusai for allowing us to use course for this golf.



# 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. 2 October, 2020.**

## 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 this year should 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 to complete the competition. This was 15 min. faster than last year, due to the fact that we had 15 players fewer than in 2019. However, due to heavy rain we had to postpone the tee-off with 30 minutes, and in the end the play finished 15 minutes late of the schedule. 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).**

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 showed that though most participants are happy with the food service, the ratings for food on the course and at the party both dropped. Now 68% (85% in 2018) rated it excellent or good, where only 30% saw it as average. The ratings for food at the party were slightly lower than in previous years, but still good; 71% excellent or good (83% last year), 30% "average" (17% last year). In the comments, there were also views that food was not as good as in previous years. This year there were enough drinks at all rest houses on the course. Also this year also we had several drink sponsors on the course, such as Warsteiner and Natural One. As Natural One was our only soft drink sponsor, we bought some other soft drinks and added portion of beer (arranged by the course).

- **Proposal: Menu and food used needs to discussed with the club catering. This year there was a clear drop in satisfaction in the survey, with less of those who thought food was excellent and a surge in number of those who saw it only as average. This is partly due to the fact that the club has outsourced the catering.**

## 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, only 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 3,000 yen non-refundable registration fee. Due to tax hike, playing fee of 21,700 yen to the club is expected to rise.**

## 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 MBCH Cup office collected the fees in collaboration with EBC. This year the event had a participancy of 137 players.

- **Proposal: Keep registration fee non-refundable, open registration 2-3 weeks earlier in 2020 than in 2019 to complete overlapse with Olympics.**

## 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 for the most. However, partly due to shift in administration some participants were expecting more information at an earlier stage. As there was a change in domain name, some repeater participant might have had difficulties in finding the new site.

- **Proposal: Updates and renewal in information material is needed for next year. New domain released this year can be continued to be used also next year. Announcement to the players and chambers should be done at earlier stage than last year, as Olympics and other events will surely mix schedules.**

## 10. Sponsors and prizes

The sponsor categories remained same this year. The number of sponsors was slightly less (28) than last year. Cash sponsorships decreased somewhat, now 495,000 yen (625,000 yen in 2018).

- **Proposal: We should start contacting potential sponsors early 2020, especially as the olympics will be in the same year. We also need to recruit more cash sponsors to increase the charity value.**

## 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 200,000 yen, compared to 285,000 yen last year. In addition surplus over operating costs, ca. 500,000 yen will be donated i.e. the total charity contribution from the event will be a 700,000 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 36 players and staff used the service.

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

## Platinum Sponsors

**FINNAIR**



**UNITED AIRLINES**

## Gold Sponsors



**Lufthansa**

**SWISS**

**TaylorMade**



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**AIR CANADA**

## Silver Sponsors



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