

The North America-Europe Golf Challenge in Japan



# Mercedes-Benz Japan Cup 2010

Atsugi Kokusai Country Club - Friday 1 October



Mercedes-Benz



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# Mercedes-Benz Japan Cup 2010

Friday, 1 October 2010

Atsugi Kokusai Country Club



## FINAL REPORT

Organized by:



Title Sponsor:



Mercedes-Benz



Basic Facts

1. Background

Most of the Foreign Chambers of Commerce have their own golf competitions as part of their social activities. Some chambers, like the Swedish and the Finnish, also compete against each other regularly.

The idea of a Europe-U.S. annual golf event was first raised in 2002 in a discussion between Mr. Robert Grondine (ACCJ Governor), Mr. Richard Collasse (EBC Chairman) and Mr. Erik Ullner (EBC Vice-Chairman). The concept was to have an annual high-profile “Ryder Cup in Japan” that will draw the attention of the media and foster closer relations between the US and European companies in Japan. In Spring 2003 discussions were taken up again and a decision was made to go ahead, and thus the project got rolling in late April 2003. The first competition was played at Atsugi Kokusai C.C. on September 26, 2003. The second cup was played on October 1, 2004, the third on September 30, 2005, the fourth on September 29, 2006, the fifth on September 28, 2007, the sixth on September 26, 2008 and the seventh on 2 October 2009, all at the same venue.

2. Title Sponsor

From the inauguration of the event, 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 thus the tournament was renamed Mrcedes-Benz Japan Cup.

3. The Taskforce

To handle the planning and implementation of the event, the ACCJ and the EBC have appointed a taskforce. This year the taskforce consisted of Robert Bernal, Senior Adviser, Allied Pickfords (ACCJ), Sam Kidder, ACCJ Executive Director and Aron Kremer, Managing Director, Business Operations Asia, Hilton Grand Vacations (ACCJ) from the American side and Erik Ullner, EBC Treasurer, Joachim Hinne, DIHKJ and Clas G. Bystedt, FCCJ Executive Director from the European side. Mr. Bystedt was responsible for the web site, information to players and production of all material for the event.

The task force held several meetings (see page 3.), many of those with Daimler Japan and Chrysler Japan. The task force also exchanged hundreds of emails during the preparation period. The ACCJ members of the task force were responsible for recruiting North American sponsors, and the European members recruited European sponsors. The ACCJ was also in charge of the bus transportation.



The taskforce from left: Joachim Hinne, EBC, Bob Bernal , ACCJ, Clas Bystedt, EBC/FCCJ, Sam Kidder, ACCJ, Aron Kremer ACCJ and Erik Ullner, EBC.

4. Date and Course Selection

The date selected for the event, Friday 1 October, was decided in March, after consulting chambers and Mercedes-Benz Japan. It has been considered an advantage to have a regular date for the event, i.e. the last Friday in September, whenever possible. However, the week of Friday, 24 September (which would have been the natural date) had three public holidays which would have made communication with players very difficult in the week of the event. Thus, the following Friday, i.e. 1 October, was selected.

It was also decided to play the sixth event at the same course as the four previous events, i.e. Atsugi Kokusai Country Club. Last year’s survey showed that 77% of the participants wanted to play the same course. Interestingly, the more times we have played at Atsugi, the higher the percentage has got; 72% in 2005, 74% in 2006, 76% in 2007, 77% in 2008, 78% in 2009 and this year 73%.

The experiences from the first seven events, and the fact that it would be much easier to organize it again at the same venue, made the decision fairly easy. Mercedes-Benz Japan also supported the idea of using the same course. To ensure the quality of food service, both on course and at the party, the club was paid an extra 3,000 yen per participants (as in the five previous events). This was covered from cash sponsor money.

5. Play format & Team Competition

The maximum number of players in each team was basically fixed to 72, bringing a total of 144 players, i.e. 36 foursomes teeing off from all tees (shotgun start). But due to a weak sign-up, especially for the European team, actually only 121 players started in the competition, 65 for the North American team, 56 for the European.

The tournament was played using the Double Peoria (“shin-peria”) scoring system which decides the handicap from 12 hidden holes on the day. Due to the difficulty to assign correct handicaps to all the players it is almost the only option. In 2005 we tried stroke play with actual handicaps, but it can be said that the system partly failed, based on the many negative comments in that year’s survey.

The average score of the best 80 % of the players in each team was counted as the teams final score. In the event of a tie, the team with the best net player will win. If still a tie, the team with the best second wins, etc.

6. Individual competition & Prizes

In addition to the team competition it was also decided to establish the Best Net (20 prizes) and the Best Gross (3 prizes) winners, as well as the Longest drive (hole No. 17) and Nearest pin prizes (on all par-3).

Summary & Proposals

1. Title sponsor

Mercedes-Benz Japan has indicated that they are prepared to continue as title sponsors. Ideally, the event should have a cross-Atlantic link also regarding title sponsors, but as no American company (which would be interested to put in enough contribution) has been identified yet, the only realistic option is to continue with Mercedes-Benz Japan as sole title sponsor. For the image of the event it is also not desirable to change the (title) name of event too frequently.

- **Proposal: get a formal confirmation that Mercedes-Benz Japan will continue as title sponsor**

2. Date pf the event

From a viewpoint of chambers calendars and other golf events organized by chambers, as well as Mercedes-Benz Japan’s scheduling, a date in late September/ early October seems to be fine. There are typhoon concerns in that period, but this is probably a risk that has to be taken, as there are not many options. As the tournament has been played already eighth times in late September/early October, players, and chambers, have got used to this in their scheduling.

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

3. Venue

Based on the participants’ survey, where 73% expressed their wish to play at Atsugi again, and only 14% wanted to move (14% undecided), the task force do not see any reason to change the venue.

There were again some voices in the survey asking us to consider the West course at the club, which is longer and more difficult. The taskforce has studied this option before. The course might be too difficult for high handicap players causing the play to be even slower that it was this year. Furthermore the carts on the West course are not remotely controlled. But this option needs to be studied again, also finding out what implications it would have on the play fees. The course has informed that play on West course is more expensive, normally.

- **Proposal: confirm Atsugi Kokusai C.C. and discuss with them regarding use of the West Course.**

4. Play format and pace of play

The Double Peoria (“shin-peria”) scoring system has used in seven of the eight events. It is not a perfect system (too much of a lottery) and there has been criticism in the previous survey towards this scoring system. In 2005 it was decided to use stroke-play with actual handicaps instead, although the taskforce was aware that it was a risk as it would be very difficult to obtain correct handicaps from all the players, and a players with a completely wrong handicap could win the individual competition (and fine prizes), and even affect the team score. Based on this experience it was decided to go back to shin-peria for the 2006 event. This system was also used this year. Same as in previous years, the average score of the best 80 % of players in each team was counted as the team score.

It took about 5.5 hours to complete the competition. This was about 40 minutes faster than last year, mainly because of the rain that year. The pace of play seems not to have been any problem as 85% in the survey reported that the pace was very good (taking into account number of players) or that it was no issue.

- **Proposal: same maximum number of players (144) as in previous years and use shin-peria play format.**

5. Who is eligible to play?

The issue of professional golfers participating has been solved as it has been decided that they could participate but not win performance prizes and would not be included in team scores. This year one pro participated (Bennett Galloway). Another issue that has been discussed, and also voiced in the survey, should beginners, including players that never have played on a course before, be allowed to participate?

- **Proposal: no changes needed to this issue.**

6. Food and beverage service

Although the survey comments suggest that all participants are not happy with the food service, the survey data show that the ratings are improving.. The food on the course got good ratings, 79% rated it excellent or good and none thought it was bad. The ratings for food at the party were slightly less positive, 65% excellent or good, 14% thought that it was “not so good”, 2% “bad”.

- **Proposal: no major changes needed.**

7. Play fees

The participation fee consisted of two parts - a registration fee of 3,000 yen which was collected by ACCJ, CCCJ and EBC. The play fee, including lunch and party was 21,000 yen and paid directly to the club after play. As in the previous years, to improve the volume and quality of food, and to get a reasonable profit out of the event, the club wanted an additional 3,000 yen. To keep same play fee for the participants (i.e. 21,000 yen) and the balance was provided by cash sponsors.

In the survey, 12% of the respondents thought the fee was too expensive, whereas 7% responded that it could be even higher, 81% saw the fee was reasonable. Presumably it is very difficult to negotiate the price down with the club and the only other way of achieving a lower fee would be to use sponsor money, it is basically impossible to lower the fee as the participation fee has to be announced before we know the amount of sponsors’ cash contribution.

- **Proposal: no change in play fees**

8. Registration, cancellation and number of players

The registration procedure worked well, although it would be preferable that ALL players sign up through the web site (not by separate emails or word of mouth). Then all participants would be in the database, and do not have to be added manually.

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 MBJ Cup office collected the fees. Having the registration fee non-refundable had two effects; registrations came in much slower and number of cancellations, especially in the EU team decreased. But it might also have had an influence on the number of participants (which now was lowest ever, 121) as some postponed their decision until they were sure that they would be able to participate and then forgot about the event.

This year the European side had only 55 players (max. 72), one likely reason was that the Chambers did very little to promote the event among their members, e.g. only three European chambers announced the tournament in the web site event calendar. For a split-down per chamber, see page 8.

- **Proposal: keep registration fee non-refundable, open registration in June, as this year. Strongly urge the European chambers to actively promote the event to their members. To give the European chambers an incentive to promote the event, consider and discuss with the EBC sharing the registration fee (3,000 yen) between the EBC and the chambers (e.g. 1,500:1,500 or 2,000:1,000).**

9. Information and material

The web site was very much appreciated, as well as the material produced for the event. Also the information (by email and web site) provided to participants seems to have been sufficient, and timely, no complaints in this respect. The web site will be kept online until next event and as soon as the date for the next event is decided, it will be announced on the site. Sponsor recruiting for next event will start on the web site early April.

- **Proposal: no need for changes; 2011 version of web site should be up on 15 April at latest; date and venue confirmed earlier.**

10. Sponsors and prizes

The sponsor categories remained same this year. The number of goods/service sponsors were at same level as last year, but sponsor value less. Cash sponsorships decreased significantly, now 840,000 yen compared to 1,365,000 yen last year. Total sponsor value was estimated at about 7.7 million yen (down from 10.6 million last year).

- **Proposal: more activities and efforts needed to recruit sponsors (especially on the EU side).**

11. Charity component

This year the charity component, for the YMCA Challenged Children Project (CCP), also included a Charity Shots, on the par-3 7th (YMCA and Mercedes-Benz Japan). Those who donated 1,000 yen and hit the green received a sleeve of golf balls. Same as last year, there were also charity boxes in the party room. The Charity activities brought in a total of 112,000 yen (compared to 194,000 yen last year when there were two charity shot holes).

- **Proposal: same charity activities as this year and perhaps try to have two charity shot holes**

12. Party and prize ceremony

There has been, not only this year but also in the past, many negative comments in the survey about the party and prize ceremony - it is too long, boring, the presenations cannot be heard, do not understand the English of the presenter, difficult to network, etc. etc.

- **Proposal: consider changing the format, schedule, presenters and content of the ceremony**



## Participants Survey - Comments

*“This event was very well organized and the course was great. I really enjoyed my group as well. The food on the course and at the dinner were great. Arrangement of the shuttle bus was very nice as well. Just wish my score was a little better. Thanks a lot for a great event.”*  
Statement from a North Amercian participant

*“It was a wonderful day in the nature with an excellent and professional organisation and a great sponsorship from Mercedes-Benz and the other compa-nies. Thank you very much. “*  
Statement from a European participant.

*“Very enjoyed with perfect arrangement and group member who were very nice senior partner. Weather was also nice excluding only my score. Expect to have revenge at next year.”*  
Statement from an Japanese participant

### General Comments

- Another great event - and such a close result!
- Well organized event from the very beginning until the closing of the event. The results and nice pictures on the web on top of that. Thank you!
- This year was my second time to participate in this event. It was a wonderful experience and I surely would like to participate once again next year if I am invited by some friend. Thanks a lot for warm welcome and consideration of participants’ opinion.
- Thank you to the organizing committee for an outstanding event. This was the best golf event I have participated in in Japan. The reason was that first of all we could play through, which i much prefer, second of all the on-course catering and the charity hole and the general atmosphere! Well done, keep it that way!
- That was a very fun event for me though it was the first time participating this event. I should have talked a lot of different people during the event because I don’t often have a lot of opportunity to meet people who are in different field of IT as my job is related to IT. anyway, I would like to participate this event again next year.
- Same industrial group should be made especially for the Party. Make flags ie Automotive Part supplier, OEM, Consultant etc.
- GREAT EVENT!! Had a very nice flight too and their good golfing encouraged my own too!! Well done what weather was concerned!!!!!!!!!!!!!! See you next year!
- Was very impressed with the organisation on the day, especially as over 130 golfers involved.
- Nice caddie ! Excellent players ! Fantastic task force !
- To the task force, yet another fantastic event!! You guys keep out doing yourselves every year. Job well done!!!!
- Lovely course, great caddies. Only problem is it was a little far from town, but worth the effort. This was my first time to join the event and I was really impressed with how well everything was organized and handled. Outstanding effort to get the support you got from the sponsors, the quality of prizes was much better than I had expected. Really looking forward to next year’s event.
- Great work again from the comittee. Felt all participants enjoyed even more than before. We’re settling in?
- Thank you very much for arranging me to play with pretty girls!! I hope I can play with pretty girls again next year.
- Overall excellent. Must keep on next year!!!
- Enjoyed the event as usual. Will look forward to participating again next year.
- Well done team! Overall you did a great job and the competition this year was every bit as enjoyable as previous years. This, for me, is the pre-eminent social / business golf tournament in the calendar and it is a real pleasure to participate. Thank you for all your efforts.
- The various Chambers should promote sponsorship and the event more to their respective memberships.
- The event was very smooth and the bus left clubhouse on time. Amazing ! Thanks for task force members and ACCJ staff.
- I missed out on three years of this event and it was great to be back playing in the DCC.
- This event was very well organized and the course was great. I really enjoyed my group as well. The food on the course and at the dinner were great. Arrangement of the shuttle bus was very nice as well. Just wish my score was a little better. Thanks a lot for a great event.

### Comments about the course and play

- (pace of play) Best ever seen for a tournament of this size
  - This year nobody complained about the slowness of the game. It was a lot better than the previous years. I had fun, enjoyed the game and met great people.
  - It was a great event this year, with the pace of play going much faster and the weather was perfect. In the future it might be good to start only one group on par 3s, and only allow 66 players on a side. I think the would ensure fast play like we had this year.
  - Shot-gun start is a very good idea to finish the game for large number of participants.
  - Very good overall thank you. Just one thing related to the course: all these out of bounds every time you get out of the fairway are sometimes a bit frustrating... took at least 6 penalties because of that.
  - Excellent, as I understand the event finished in record time. We only had to wait twice during the entire round, which was fabulous
  - Having fun mixed for business development
  - I was amazed how well the field move considering the numbers! Awesome effort
  - Rather flat layout
  - Good event. Greens were in a tough condition but that is partly due to weather.
  - The condition of the course was fine, the design not a big fan.
- Proposed other courses:** Any course that gives us a better weekday rate. For example, I recently played Narashino Kuko Course in Chiba - holiday / weekend was only 10,800 for the golf + lunch = 12,800., Haruna no Mori or Murasakizaka, Lakewood GC, Shishido HillsCC, Susono GC, Taiheiyo Club, Gotenba West course, Taiheiyo Narita

### Comments about food and drinks

- Hamburgers were great
- Very poor drinks selection after golf - beer or water - not even tea or coffee. So cheap on the part of the club, especially since they are charging us such a high fee for a weekday round of golf.
- I criticized the food and beverage service at the party as they ran out of softdrinks (!) even before the the actual party started and asked for cash. Later they gave out free Colas again, but organization was not clear in that point. Otherwise I enjoyed it very much.
- For the second year in a row by the time we reached the first “food hole” there was no food in sight. Given we had risen at about 5:00a.m. in the morning and it was past 9:00a.m. by the time we hit the food cabin it was a great disappointment to see there was nothing available. You might either tell people to bring their own food or announce that the food cabins will not be stocked until (say) 10:00a.m. At least then we would know.
- A good day out, only had Coors light beer after which is not to my taste

### Comments about prizes and prize ceremony

- Prizes were lower quality this year, it seems, but guess that is a result of the economy; or does it reflect the efforts of the prize / donation seeking committee? Hope not - I know it’s a lot of work to get companies to donate.
- Award ceremony took too long and it was disappointing when someone questioned the score.
- Without detracting from the admirable contribution Clas makes every year to this event I am forced to suggest that we ask a native English speaker to introduce the prizes, scores and winners. This is the high point of the post-tournament party and everyone is naturally interested in who has won, what the scores were and what prizes are being given. It is less than ideal if tables are having to continually ask each other; What did he say? Who won that? What score did he have? How long was the drive? What was the prize? It is notable that native English speakers in the room were having considerable difficulty following proceedings so how much harder must it be for those people in the room for whom English is a second language?
- Less prizes than before, for the same price and the same party length...
- I really appreciate the great effort Clas made in working on this event. It is a great event and very well run and organized. However, I really have a hard time understanding his spoken English. Could a native English speaker or someone with a less heavy accent MC the party?
- The MC absolutely needs to be changed (I think his name is Klaus?). Due to the accent his comments are hard to understand, and it really takes away from the event and awards and as a result is not fair to the sponsors and participants.
- It is good with many prices but it feels like it is just a big lottery. I understand why you use the Shin peria? since peoples official handicaps are questionable. But now it is only luck and therefore the competition part loses its charm a bit.

## Planning and Preparations

Below we list the tasks and events in chronological order. Many, if not most items involved also others than the taskforce. From the ACCJ Hitoshi Maruyama and Makiko Ishikawa, from Daimler Japan Friedeman Bruehl and Sayoko Shimosegawa where very much involved in the planning and organizing of the event. Also Ms. Tokunaga and Ms. Tsuchiya from YMCA Japan were involved in the planning, and responsible for the execution of the charity component.

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

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

### October 2009 (date in parenthesis)

- (28) Wrap-up meeting of the 2009 event, tentative decisions on date, venue, registration fee, etc.

### March 2010

- (2) Task force meeting to discuss title sponsor issue.  
(2) Mercedes-Benz Japan confirms title sponsorship for 2010  
(9) Chrysler Japan declines title sponsorship for 2010
- (24) Task force meeting with Mercedes-Benz Japan, confirming date, venue, non-refundable registration fee, tentative budget and emergency plan if cash sponsors money falls short of target.  
Sponsorship categories decided (amounts 1,000 yen)

| Category | Cash | Goods/services (retail value) |
|----------|------|-------------------------------|
| PLATINUM | 300  | 800 - >                       |
| GOLD     | 150  | 400 - >                       |
| SILVER   | 75   | 200 - 399                     |
| BRONZE   | 40   | 100 - 199                     |

#### Categories and Contributions

| Category              | Cash        | OR | Goods/Services (retail value) |
|-----------------------|-------------|----|-------------------------------|
| PLATINUM <sup>+</sup> | 300,000 yen | OR | 800,000 yen and over          |
| GOLD                  | 150,000 yen | OR | 400,000 - 799,000 yen         |
| SILVER                | 75,000 yen  | OR | 200,000 - 399,000 yen         |
| BRONZE                | 40,000 yen  | OR | 100,000 - 199,000 yen         |

### April 2010

- (10) The 2010 web site at launched.
- (25) Announcement to sponsors and chambers about the date of the event and opening of web site

### June 2010

- (2) Registration starts.  
Announcement to chambers requesting them to announce the event to their members.  
(Note: it was decided that the task force/office would not sent invitation to sign-up to last years’ players as many chambers have lost members and the task force should not invite retired members)

### September 2010

- (17) Registration dead-line (was later postponed to 29 September due to lack of participants).
- (21) Shipping instructions/invoices sent to sponsors.
- (22) Email confirmation sent out to all participants.
- (26) Playing groups assigned.
- (27) Meeting with Mercedes-Benz Japan re. prizes, material, charity concept, staffing, etc.
- (28) Detailed event information sent out to all participants by email.
- (28) B-0 and A-1 sized posters printed at Kinko’s.
- (29-30) Pocket Guide, Score Cards, envelopes, signboards printed and assembled at FCCJ.
- (31) Preparations at the course; ‘goodies’ bags prepared, prize allocations, registration desks prepared, etc.

### Schedule on the day of play - Friday, October 1, 2010

- 06.10 Bus departs from ACCJ
- 06.30 Taskforce arrive at the club
- 07.00 Registration desks open
- 08.15 Briefing to participants (on schedule)
- 08.30 Off for tees (on schedule)
- 08.45 Tee-off (on schedule)
- 14.30 Play finishes (30 min. ahead of schedule)
- 15.20 Party starts (10 min. ahead of schedule)
- 15.40 Prize ceremony starts (20 min. ahead of schedule)
- 16:40 Prize ceremony ends (35 min. ahead of schedule)
- 17:30 Bus departs for Tokyo (on schedule)
- 18:30 The taskforce leave the club - mission completed



Enjoying the day on the course.



## 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 rather 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 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.

The web site has had about 165,000 page views between the launch (10 April) and 15 October 2010. The creation and maintenance of the web site was financially supported by Mercedes-Benz Japan.

### 2. e-mail information

Prior to opening of registration, two email where sent out, ie.

- 20 April - Announcement to previous years players, sponsors and chambers about the date of the event and opening of web site
- 2 June - Registration open announcement to chambers requesting them to announce the event to their members

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

- upon registration - automatic confirmation
  - 24 September - confirmation of participation, promotion of bus and notice of when further information will be sent
  - 27 September - detailed event information, pairings, more promotion of bus and a link to the information kit
  - 30 September - last reminder of important matters, weather forecast
- After the event all players got three bulletins, i.e.
- 4 October - thank you, information on the event report on the web site and instructions on the participants’ survey
  - 14 October - reminder to those who had not responded to the survey
  - 21 October - information on the results from the survey

The group mail program was set-up so that it showed “Mercedes-Benz Japan Cup Office” as sender.

### 3. Information kit

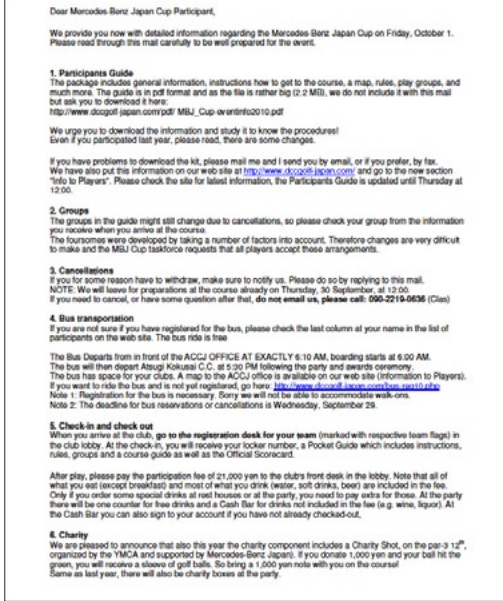
The 6 page A4 size information kit contained information on how to get to the course, including a large map in English made for this occasion, other instructions, rules and the participants and groups (with company names and chamber affiliation of the players, see sample at right).

The files were placed on the server and links to these were sent in the email bulletin on 28 September. 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 (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 Mercedes-Benz Japan (MBN Cup 2010 cap) and Garuda Japan (golf mental training book) and a sleeve of MBJ Cup 2010 golf balls were also distributed (placed in the lockers).

Before start of play the players were gathered for a photo-shooting and a short briefing where the main rules were explained and also how to fill out the scorecard, check and sign it and how to return it after play (a scorer’s desk was prepared in front of the club house).



| Participants & Groups                                     |     |  |           |
|---|-----|--|-----------|
| (Red represents the Team North America, Blue Team Europe) |     |  |           |
| Version Thu, 1 October 2010 at 11:45                      |     |  |           |
| Out course  |     |  | In course |
| 1A  | 10A |  |           |
| 1B  | 10B |  |           |
| 2A  | 11A |  |           |
| 2B  | 11B |  |           |
| 3A  | 12A |  |           |
| 3B  | 12B |  |           |
| 4A  | 13A |  |           |



Aron Kremer gives some last minute instructions.

## Participants Survey

To be able to further develop this event, we made a survey among the participants. The survey was conducted between 4 and 14 October. To encourage participants to complete the survey, two prizes, watches donated by Mercedes-Benz Japan, were drawn among those who submitted the survey.

### Survey Responses

The survey was announced to 108 participants (we did not have email addresses to some of the guests and the organizers were excluded from the total of 121 players that participated in the event).

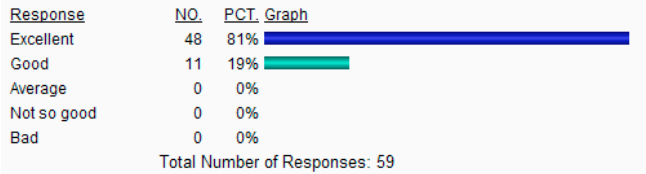
We received 59 valid responses after removing multiple and incomplete entries.

Thus the response rate is 54.6%, which can be considered very good and gives a high statistical significance to the results. 28 of the respondents represented Team North America, 27 Team Europe (4 respondents did not give their name).

### Survey Results

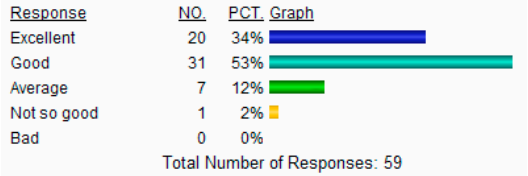
#### General opinion about the event

##### Advance information to players



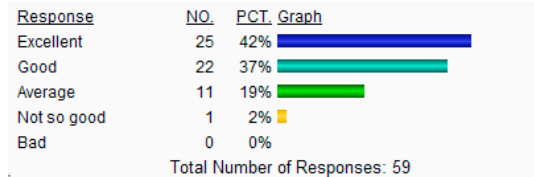
#### The Course

##### Interesting/challenging layout

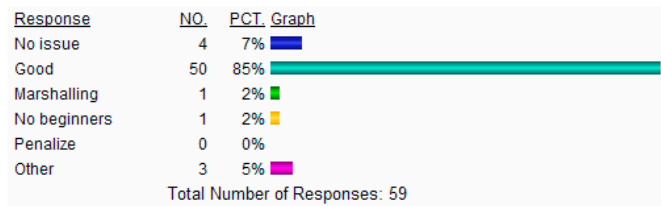


#### Food & Beverage Service

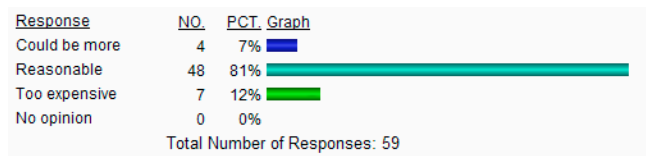
##### On the course



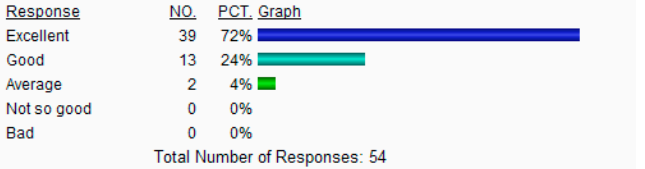
##### Pace of Play



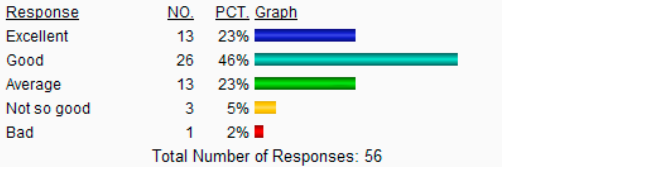
##### Cost of participation



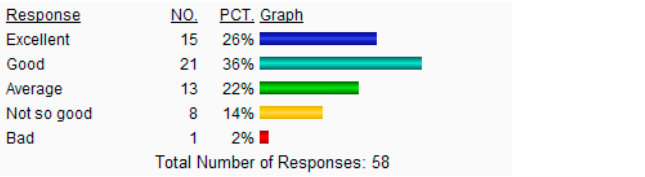
##### Arrangements during the event



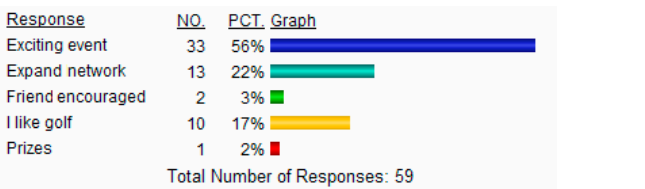
##### Course condition



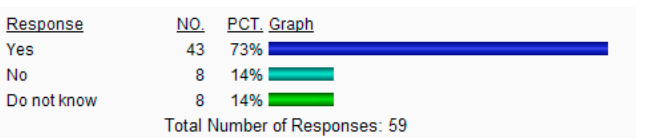
##### At the party



##### Main reason why I participated



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





Report from the event

Participants

This time, 121 players participated in this event, including 7 ladies. The North American team had 65 players, the European 56. The players represented about 15 different nationalities. The Americans made up for the largest group, about 40 players, followed by 36 Japanese, 10 Germans, 7 Canadians, 7 Brits, 7 Finns, 4 Swedes, 4 Norwegians, 3 Swiss and about 10 representing other nationalities. By chambers the American Chamber had 52 players, Canadian 13, Finnish 12, German 11, Swedish 8, British 5, Norwegian 4 and Swiss 3.

Golfers of all levels took part, from single players to high handicappers. Gross scores ranged from 78 to 139!

Sponsors and Prizes

The event had 23 sponsors, including the title sponsor Mercedes-Benz Japan. Thanks to this, we had 7.8 million yen worth of sponsorship used to support the event, given away as skill prizes, and at the chance prize drawing. Apart from the beautiful Hoya crystal Cup to the winning team and a crystal trophy for the winner of the individual competition (from Mercedes Benz Japan), notable prizes were a valuable Chanel bracelet, United Airlines pair of business class tickets to USA, and a pair of business tickets to Honolulu by Delta Air :Lines.

Westin Tokyo, Hilton Niseko Village, Hilton Odawara Resort & Spa, Hilton Osaka and Conrad Tokyo accommodation and restaurant services at their facilities. Garuda Japan provided a golf instruction book for the ‘goodies bag’, Coca-Cola and Coors beverages and FusionGOL web hosting services. The cash sponsors; White & Case, Allied Pickfords, Asian Tigers Premier Worldwide Movers, Santa Fe, CBI Partners, Hilton Grand Vacations (also provided a drawing for hotel accommodation in the “Goodies bag”), K& L Gates, Hapag -Lloyd, Konigstedt, International Solutions Group and IFS Japan contributions were very important as it enabled us to improve the drink and food service at the event and cover other costs related to organizing the tournament.

Apart from the trophies, Mercedes-Benz Japan also provided original Mercedes-Benz Japan Cup 2010 golf caps, five watches and one weekend free test drives of their cars to winners of all four near pin and the longest drive prize. Mercedes-Benz Japan also covered the cost for the administration, web site and costs for posters, signboards, pocket guides, scorecards, etc.

Charity component

This year the charity component, for the YMCA Challenged Children Project (CCP), also included a Charity Shot on the par-3 12th (YMCA and Mercedes-Benz Japan). Those who donated 1,000 yen and hit the green received a sleeve of golf balls. Same as last year, there were also charity boxes in the party room. The Charity activities brought in a total of 112,000 yen. The YMCA and the organizers very much appreciate your kindness and warm contribution to the Challenged Children Fund.

Results

Team Competition

Team North America 74.72 strokes -  
Team Europe 74.78 strokes

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

Special Prizes

Near Pin Winners  
No. 5 - Skip Kill, NA  
No. 7 - Keigen Cho, NA  
No. 12 - James Mueller, NA  
No. 16 - Motoki Matsukawa., NA  
Longest Drive  
Robert Melson, NA



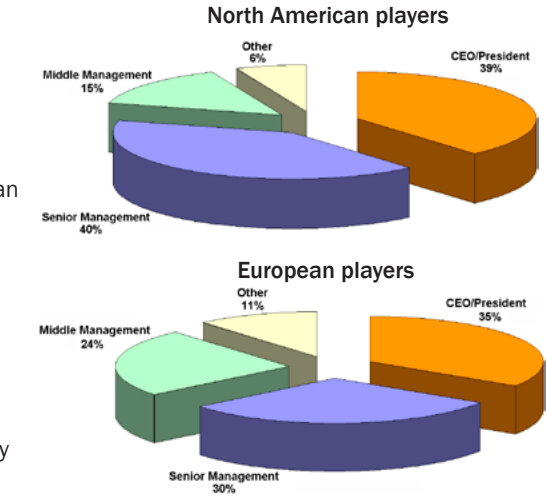
Individual Competition - BEST NET

| Pos. | Name                   | Team | Gross | HCP  | NET  |
|------|------------------------|------|-------|------|------|
| 1    | Brian Foley            | NA   | 79    | 10.7 | 68.3 |
| 2    | Theodore Miller        | NA   | 81    | 10.7 | 70.3 |
| 3    | Katsushi Kurokawa      | NA   | 81    | 10.7 | 70.3 |
| 4    | David Keller           | NA   | 80    | 9.5  | 70.5 |
| 5    | Yosuke Sakamaki        | NA   | 95    | 23.7 | 71.3 |
| 6    | Joseph Peters          | NA   | 95    | 23.7 | 71.3 |
| 7    | Kenneth Bunce          | NA   | 88    | 16.6 | 71.4 |
| 8    | Eberhard Baehr         | EU   | 93    | 21.3 | 71.7 |
| 9    | Andreas Trautmansdorff | EU   | 93    | 21.3 | 71.7 |
| 10   | Alan White             | NA   | 86    | 14.2 | 71.8 |
| 11   | Sakari Romu            | EU   | 79    | 7.1  | 71.9 |
| 12   | Oivin Ervik            | EU   | 78    | 5.9  | 72.1 |

Note: if same net score, lower handicap wins.

Individual Competition - BEST GROSS

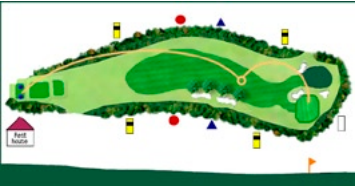
| Pos. | Name              | Team | OUT | IN | TOTAL |
|------|-------------------|------|-----|----|-------|
| 1    | Oyvind Ervik      | EU   | 39  | 39 | 78    |
|      | Glen Sugimoto     | EU   | 38  | 40 | 78    |
|      | Robert Melson     | NA   | 36  | 42 | 78    |
| 4    | Sakari Romu       | EU   | 41  | 38 | 79    |
|      | Brian Foley       | NA   | 40  | 39 | 79    |
| 6    | Kiyoyasu Kawakami | EU   | 40  | 40 | 80    |
|      | David Keller      | NA   | 43  | 37 | 80    |
| 8    | Chiharu Taita     | NA   | 41  | 40 | 81    |
|      | Theodore Miller   | NA   | 44  | 37 | 81    |
|      | Katsushi Kurokawa | NA   | 36  | 45 | 81    |
| 11   | Steven Wheeler    | NA   | 38  | 44 | 82    |
| 12   | Fraser Jamieson   | EU   | 39  | 45 | 84    |
|      | Yasutaka Nakagawa | EU   | 43  | 41 | 84    |



Material produced for the event

1. Pocket Guide, Scorecard and Envelope

When the participants arrived at the course they received an envelope containing the Pocket Guide and the Scorecard. As the Scorecards had name, group and team on them, the envelopes were also personalized with name, group and team flag (see samples below). The Pocket Guide (16 pages) contained greetings from the organizers and the title sponsor, instructions, rules, participants & groups and a hole-by-hole course guide which has been specially made for this event. The back page had logos of all the sponsors. The scorecard had a feature which was appreciated - as groups started on different holes, the scorecard had a yellow mark where the marker should start entering scores. This year the scorecard was made in a size to fit into the club’s card holder.



Course Guide sample

2. Information kit

The 6-page Information Kit was made as a pdf file so that each participant could download it and print out if needed. A mail with a link to the location of this file was sent out on 28 September. 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

Three B0 (ca 115 x 140 cm) posters were made in-house and printed at Kinko’s (see back page for a smaller version). A1 posters were also made as promotion boards at the near pin and longest drive holes, as well as for the hole sponsors (Chanel, White & Case, United Airlines and Delta Airlines). 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.

4. Near pin and longest drive flags

Near pin and longest drive flags were also made with the event logo.

5. Cart signs

To enable participants to easily locate their cart (among 36) at the start, a number sign was made for each cart. On the reverse side (visible from inside the cart). essential rules and instructions were printed.



Cart number sign

6. The logo

The original logo (image) has been designed by Tomo Bystedt. Typesetting of the new 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 and signboards). Costs for hole sponsor panels and stands were covered by the sponsors. Mercedes-Benz Japan also produced two large size banners.





Event Photos



Entrance to Club House



In the lobby; registration desks and a Mercedes-Benz supercar.



Sayoko Shimosegawa and Kolja Hiller of Mercedes-Benz Japan at the European registration desk.



Carts lined up for the start.



Groups 1A, 1B, 10A and 10B of the first tee, sponsored by Chanel.



Hoping for a near pin and test drive - Andreas Trauttmansdorff, Jeffrey Bernier, Joachim Hinne and Chiharu Taita



Good selection of food at the rest houses.



The finest cars on the day, unfortunately not prizes



Winner of the 'Michael Schumacher Fashion Award' - all the colors of Benetton, Ferrari and Mercedes-Benz.



Team captains Erik Ullner (EU) and Sam Kidder (NA) greeting and thanking for a good match.



Winner of the Mercedes Benz Japan individual trophy, Brian Foley, NA (68.3).



Winner of the Best Gross (78) on age (52), Oyvind Ervik.



Delta's Jeffrey Bernier with the winner of the Delta Air Lines prize.



The winning team is announced and Erik Ullner points at Sam Kidder; 'your took it!'.



The winning North American team.