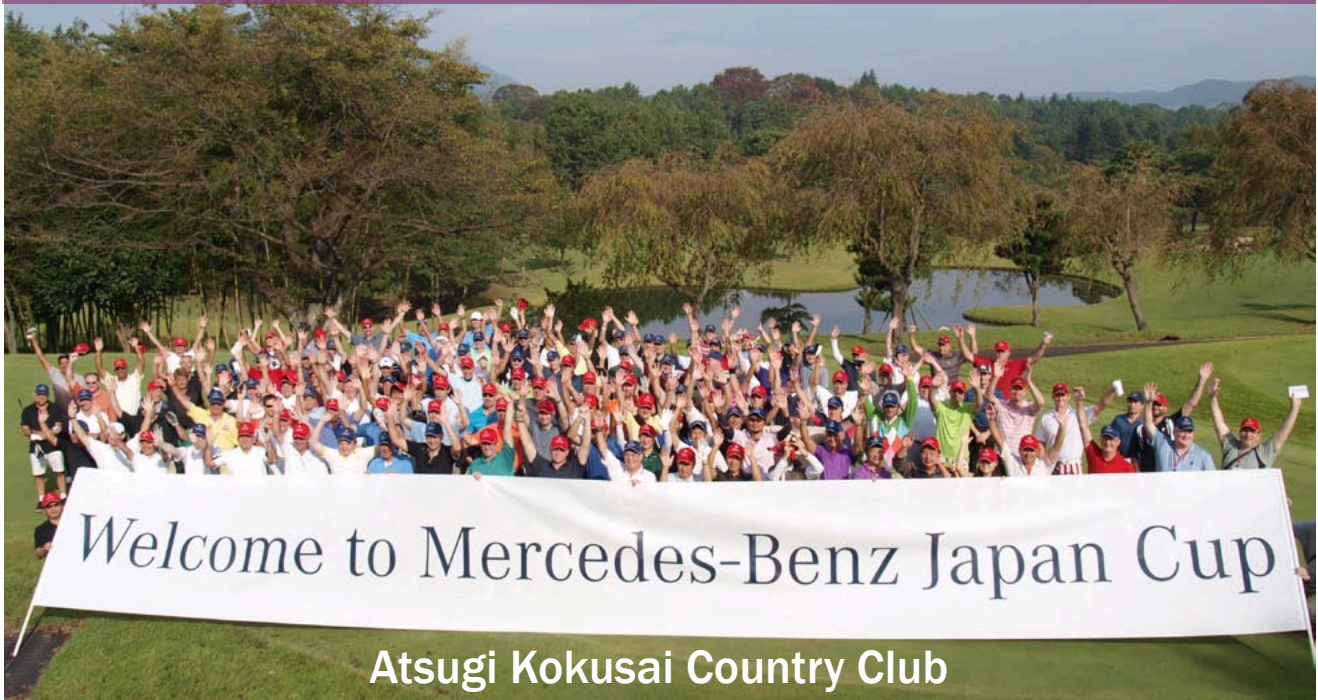


The North America-Europe Golf Challenge in Japan



Mercedes-Benz Japan Cup 2011

Friday, 30 September 2011



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, the eighth on 1 October 2010, 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 Mercedes-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, President, bc-services k.k., (ACCJ), Sam Kidder, ACCJ Executive Director and Aron Kremer, President, Kremcom / Genki Art Photography (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 Mercedes-Benz 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 30 September, 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 73% of the participants wanted to play the same course. 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 and this year 77%.

The experiences from the first eight 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.

This year the course agreed to lower their fees so that only 1,000 yen from the cash sponsor money would be used for improved food service, compared to 3,000 yen in previous years. The difference of 2,000 yen was donated to charity.

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 for the European team, actually only 135 players started in the competition, 73 for the North American team, 62 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.



NA Team Captains Jeff Bernier and James Mueller receive the trophy from Kintaro Ueno of Mercedes-Benz Japan.

6. Individual competition & Prizes

In addition to the team competition it was also decided to establish the Best Net (40 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).

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, Makiko Ishikawa and Akina Tachimoto, 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 ninth tournament played with the same concept and at the same course, less meetings were required this time and many of the issues were handled through email.

October 2010 (date in parenthesis)

- (25) Mercedes-Benz Japan confirms title sponsorship for 2011

March 2011

- (10) Wrap-up meeting of the 2010 event, tentative decisions on date, venue, registration fee, etc.

April 2011

- (5 - 10) Discussions with EBC, ACCJ and Mercedes-Benz Japan if the 2011 event should be held in light of the 3/11 disaster. Conclusion was that it should be held, as much as possible in a "business as usual" manner to support the society.
- (17) Task-force meeting at ACCJ with Mr. Komuro to discuss play fees, subsidy for food service, etc. and .

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

May 2011

- (12) The 2011 web site at launched.

June 2011

- (20) Registration starts.
Announcement last year's participants and to all involved chambers requesting them to announce the event to their members.
- (27) Task-force meeting with Mercedes-Benz Japan; the final decision made to go ahead with "business as usual", although putting more efforts on charity.

August 2011

- (22) Task-force meeting with Mercedes-Benz Japan, confirm schedule, giveaways, prizes, staffing etc.

September 2011

- (16) Registration dead-line (was later postponed to 27 September as there were slots still available).
- (19-23) Shipping instructions sent to goods/services sponsors.
- (21) Email confirmation sent out to all participants.
- (25) Playing groups assigned.
- (27) Detailed event information sent out to all participants by email.
- (27) B-0 and A-1 sized posters printed at Kinko's.
- (27-28) Pocket Guide, Score Cards, signboards printed and assembled at FCCJ.
- (29) Preparations at the course; 'goodies' bags prepared, prize allocations, registration desks prepared, etc.

Schedule on the day of play - Friday, September 30, 2011

- 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)
- 15.10 Play finishes (10 min. behind schedule)
- 15.30 Party starts (on schedule)
- 16.00 Prize ceremony starts (on schedule)
- 16:50 Prize ceremony ends (10 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.

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 185,000 page views between the launch (15 April) and 20 October 2011. 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 were sent out, i.e.

- 25 April - Announcement to previous years players, sponsors and chambers about the date of the event and opening of web site
- 20 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
- 21 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

After the event, three emails were sent out:

- 3 October - thank you, information on the event report on the web site and instructions on the participants' survey
- 13 October - reminder to those who had not responded to the survey
- 19 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

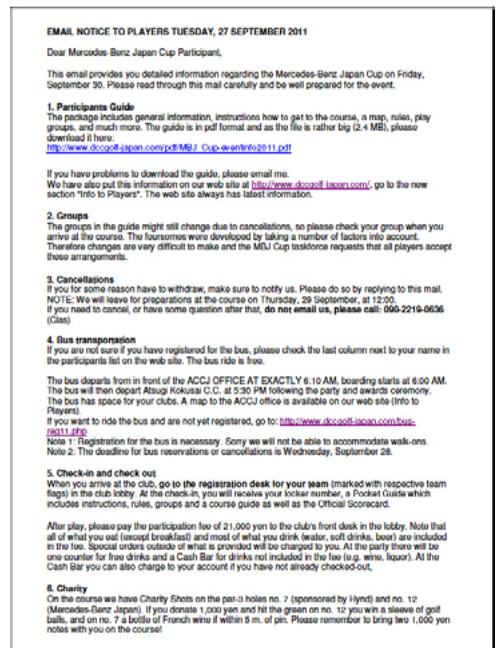
The 6 page A4 size information kit contained information on how to get to the course, including a large map in English made for this occasion, other instructions, rules and the participants and groups (with company names and chamber affiliation of the players, see sample at right).

The files were placed on the server and links to these were sent in the email bulletin on 27 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 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 Mercedes-Benz Japan (MBJ Cup 2010 cap, red for North American Team, blue for the European), and Garuda Japan (golf mental training book), 360RMG (USB stick) and a sleeve of MBJ Cup 2011 golf balls were also distributed (except for the cap, the giveaways were placed in the lockers).

Before start of play the players were gathered for a photo-shooting and a short briefing were the play format, main rules and charity shots 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).



Out course	Country	ACCJ	CCCJ	EU	Its course
1A James Marlowe	United Kingdom	ACCJ 25			10A Jeff Bower
1B Antonio Lopez	Spain	ACCJ 26			11A Gary Lester
1C David Smith	USA	ACCJ 27			12A Mattarun Chakrabarti
1D Mike Oliver	USA	ACCJ 28			13A Mervyn Saterone
2A David Smith	USA	ACCJ 29			13B David Bower
2B George Archibald	Canada	ACCJ 30			
3A Mike Suter	USA	ACCJ 31			
3B James Marlowe	United Kingdom	ACCJ 32			
4A Karl Frazee	USA	ACCJ 33			



Aron Kremer gives some last minute instructions. Front task-force members Eirik Ullner, Bo Bernal and Joachim Hinne.

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 27 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

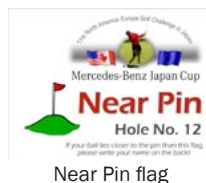
Three B0 (ca 115 x 140 cm) posters were made in-house and printed at Kinko's (see back page for a smaller version). A1 posters were also made as promotion boards at the near pin and longest drive holes, as well as for the hole sponsors (Chanel, Hynd, Amway, United Airlines and Delta Airlines). In addition 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 35) 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.



Near Pin flag



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, one for the photo shooting, one at the club house entrance (which was later moved to the party room).

Mercedes-Benz Japan also provided tees, for which small boxes were made.



The North America-Europe Golf Challenge in Japan
Mercedes-Benz Japan Cup 2011
Near Pin Prize
 Experience the fascination!
 Win a weekend test drive of a Mercedes-Benz!
 Mercedes-Benz Japan Co., Ltd.

Open Car
 Mercedes SL600

Luxury Model
 Mercedes S-Class

SUV Models
 Mercedes ML 350
 Mercedes ML 350 BlueTec

Mercedes-Benz

Longest Drive signboard (A1)

The North America-Europe Golf Challenge in Japan
Mercedes-Benz Japan Cup 2011
Friday, 30 September 2011
Information to Players
 Version: Thursday, 29 September at 17:00
 Title Sponsor
 Mercedes-Benz
 Organizers
 ACCJ EBC
 Venue
 AC
 Atsugi Kokusai Country Club

Information Kit (A4)

The North America-Europe Golf Challenge in Japan
Mercedes-Benz Japan Cup 2011
Friday, 30 September 2011
Event Information & Course Guide
 Title Sponsor
 Mercedes-Benz
 Organizers
 ACCJ EBC
 Venue
 AC
 Atsugi Kokusai Country Club

OFFICIAL SCORECARD
Mercedes-Benz Japan Cup 2011
 Competitor: James Mueller
 HCP: 21 Group: SA Team: NA

Hole	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	Total
Par	4	4	3	4	4	3	4	4	3	4	4	3	4	4	3	4	4	3	72
Score																			

Scorecard

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Pocket Guide (A6)

Report from the event

Participants

135 players participated in this event, including 4 ladies. The North American team had 73 players and the European 62. The players represented about 15 different nations. The Japanese made up the largest group, with 49 players, followed by 36 Americans, 10 Germans, 6 Finns, 5 Canadians, 5 Brits, 4 Swedes, 3 Swiss and about 15 representing other nations.

Counting by chambers the American Chamber had 63 players, followed by the Finnish and German Chambers with 13 each, Swedish with 9, Canadian with 8, British with 7, Dutch with 4 and Belgian-Luxembourg with 3. Golfers of all levels took part, from single players to high handicappers and gross scores ranged from 70 to 147!

Sponsors and Prizes

The event had 34 sponsors, including the title sponsor Mercedes-Benz Japan. Thanks to this, we were able to supply tasty and refreshing food and drink throughout the day and had many quality skill prizes 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), notable prizes included Chanel necklace & earrings, a pair of business class tickets to the USA from United Airlines, and a pair of business tickets to Honolulu by Delta Air Lines.

Westin Tokyo, Hilton Niseko Village, Hilton Odawara Resort & Spa, Hilton Osaka, Hilton Grand Vacations all gave out excellent accommodations and the Conrad Tokyo and gave out valuable restaurant service at their hotel. International Solutions Group donated a delux BBQ set, Garuda Japan provided a leadership book and 360 Risk Management Group provided a USB memory stick for the 'goodies bags' which all players recieved, Loudmouth golf wear gave out assorted apparel and goodies, Lakewood G.C. provided golf rounds and Titleist donated some golf equipment. Coca-Cola and Coors provided beverages and FusionGOL web hosting services.

The cash sponsors; Hynd, White & Case, Asian Tigers Premier Worldwide Movers, Amway(also provided energy drinks at hole no. 8), Santa Fe, Nippon Ericsson, CBI Partners, Hilton Grand Vacations (also provided hotel accommodations), K&L Gates, Hapag-Lloyd, Konigstedt, IFS Japan ,G&S Japan, Chartis, BC-Services K.K. and Avergence Inc.. These cash 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 2011 golf caps and one weekend of free test drives for their cars to winners of all four near pin and the longest drive competitions. 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 tournament's charity was again directed to the YMCA Challenged Children Project (CCP). In addition to collection boxes the effort included two Charity Shots, one on the par-3 hole supported by Hynd, another on the par-3 hole 12 supported by Mercedes-Benz and staffed by Mercedes-Benz and YMCA. Those who donated 1,000 yen and hit within 5 m of the flag on the 7th got a bottle of French wine, on the 12th those who hit the green received a sleeve of golf balls.

In addition, the Atsugi Kokusai Country Club reduced their charge and that along with other measures allowed for an additional donation of 2,000 yen per player. All sponsor monies left over after expenses shall also be donated.

The Charity activities brought in an estimated total of about 850,000 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 75.60 strokes -

Team Europe 75.91 strokes

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

Special Prizes

Near Pin Winners

No. 5 - JP Jacopin, EU

No. 7 - Hideki Hirano, NA

No. 12 - Dean Rogers, NA

No. 16 - Glen Sugimoto., EU

Longest Drive

Yuzo Hashiya, NA



Best three net

Best three gross

Individual Competition - BEST NET

Pos.	Name	Team	Gross	HCP	NET
1	Fred Terada	NA	84	14.1	69.8
2	Yuzo Hashiya	NA	70	0.0	70.0
3	Peter Notarianni	NA	80	9.5	70.5
4	Yasutaka Nakagawa	EU	79	8.3	70.7
5	Glen Sugimoto	EU	83	11.8	71.2
6	Carl Eklund	EU	89	17.8	71.2
7	Robert Noddin	NA	95	23.7	71.3
8	Tuomo Kuuppo	EU	93	21.3	71.7
9	Nathaniel Graddy	NA	93	21.3	71.7
10	Ted Miller	NA	73	1.2	71.8
11	Hideki Hirano	NA	85	13.0	72.0
12	Hiroyuki Oki	NA	81	8.3	72.7

Note: if same net score, lower handicap wins.

Individual Competition - BEST GROSS

Pos.	Name	Team	OUT	IN	TOTAL
1	Yuzo Hashiya	NA	33	37	70
2	Dean Rogers	NA	38	35	73
	Ted Miller	NA	36	37	73
4	Skip Kiil	NA	38	40	78
5	Rober Melson Jr.	NA	40	39	79
	Yasutaka Nakagawa	EU	41	38	79
7	Kiyoyasu Kawakami	EU	39	41	80
	Peter Notarianni	NA	38	42	80
9	Hiroyuki Oki	NA	45	36	81
10	Yoshikazu Kato	EU	40	42	82
11	Junichi Obata	EU	41	42	83
	Jose A. Hernandez	NA	42	41	83
	Glen Sugimoto	EU	41	42	83

Participants Survey

To be able to further develop this event, we made a survey among the participants. The survey was conducted between 3 and 14 October. To encourage participants to complete the survey, two winners for a free weekday golf round at Lakewood Golf Club 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).

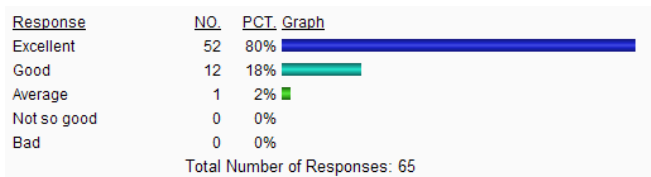
We received 65 valid responses after removing multiple and incomplete entries.

Thus the response rate is 55.1%, which can be considered very good and gives a high statistical significance to the results. 27 of the respondents represented Team North America, 33 Team Europe (5 respondents did not give their name).

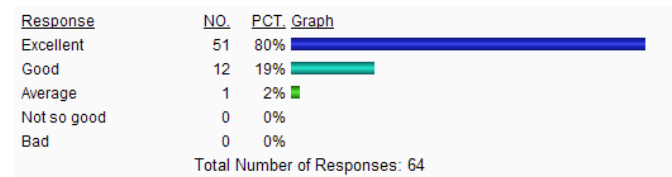
Survey Results

General opinion about the event

Advance information to players

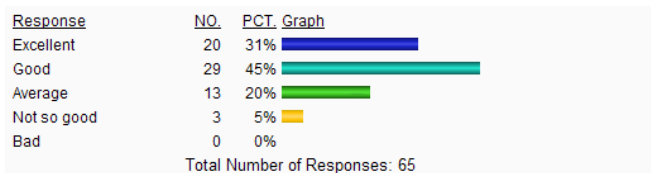


Arrangements during the event

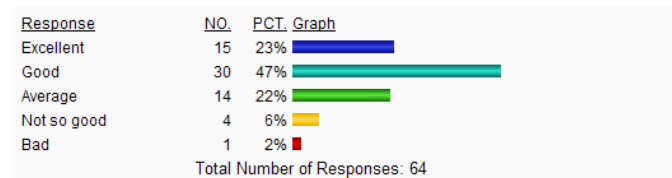


The Course

Interesting/challenging layout

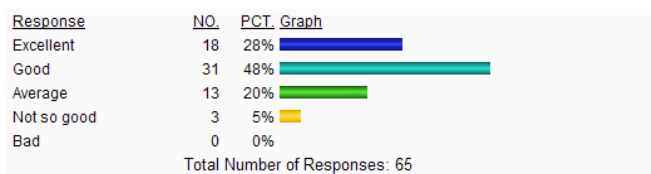


Course condition

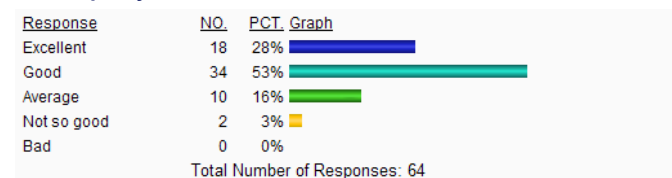


Food & Beverage Service

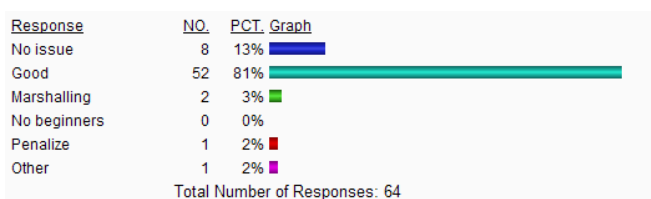
On the course



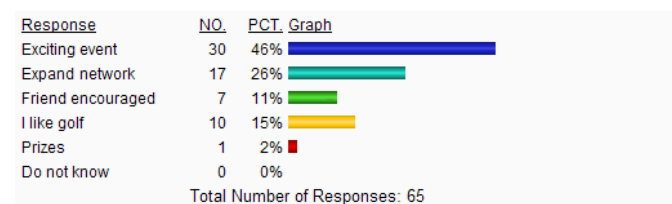
At the party



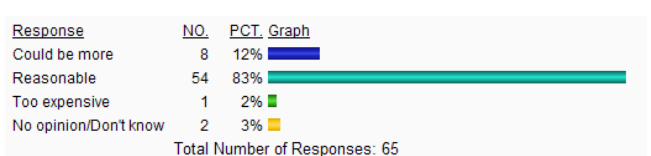
Pace of Play



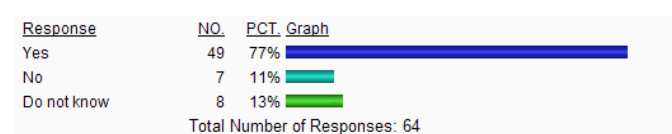
Main reason why I participated



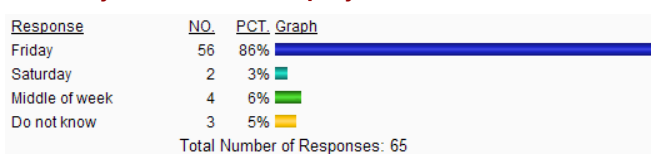
Cost of participation



Play Atsugi Kokusai C.C. again?



Best day of the week to play



Participants Survey - Comments

"This was my first time playing in this event. I heard it was well organized before I arrived and you proved that to be true. I've run tournaments before and I know how difficult it is to do. The course was excellent since I figure you guys can't control the typhoon impact."

Statement from a North-American participant.

"First time for me to play in your event, but I have to say it's the best tournament I ever played. Well done and keep going. Will be there next year, calendar permitting."

Statement from a European participant.

"This was my first time to participate but I found it very interesting. I got to know many businessmen through a round of golf. Thank you ACCJ and Mercedes for organizing such a great event. I would like to participate next year as well."

Statement from an Japanese participant

General Comments

- Another awesome year!! Actually one of the best so far:) Was a challenge playing with the trees down, but the rules were fair with this as well. Had an excellent Caddy and great members in our 4some.
- Congrats to organizers, altogether well done.
- Congratulation NA-CAN! Great work / result by the organizers! Don't take the 10th anniversary of the M-B-Cup away from AKCC = they deserve that special cup!
- First of all; well done to the Task Force! You guys are the best and we, the players, are very lucky to have you. Thanks! Other than that, what a day's golf? The broad grins and happy smiling faces said it all. And I noticed that the ideal conditions allowed several golfers to leave the course with personal bests. Myself included.
- A wonderful day. Wouldn't miss it for the world next year.
- For the past 2 years I have played with no one but Japanese. That's OK but nex year I would like to play with EU players. Thank you!
- I liked the colored (red and blue) baseball caps to distinguish the teams. This should be kept for future events.
- I think it is good to go back to Atsugi for the 10th anniversary, After that changes could be considered. I think a weekday is better so more can be re-routed for charity. Not all pictures taken are displayed in gallery. Any place to see them?
- It was a fabulous day. For each can of beer consumed on the course, a credit on the handicap should be given - hic! Thanks to all!!!
- It was great to participate at this event with so many people and my sincere appreciation to the organization as everything went so perfectly well!!!
- It was my first time coming to this event so I have no way to compare with other years, but I thought it was well organized and enjoyable.
- It was my first time to play at the event. I liked it. I did not know there were free practice balls in the morning. I did not know the free golf tees were available on the cart. It would be helpful if these were notified unless I just missed the notification. It was a great event. Thank you.
- Overall a very good event. Looks like it returning to the days of old. Good to see how many sponsors there were this year. I hope we can help make 10th anniversary a really great event.
- Overall an excellent event and that is why we are coming back year after year.
- As a first time participant though I was delighted with the organisation and, work permitting, will participate regularly. Thanks to the organisers!
- This time it is first time for me to participate. I think it is good for North American, European and Japanese to communicate and look the different cultures.
- This was my first time and I really enjoyed myself. Will definitely join next year. "Great job and Thanks!" to all who supported the tourney!
- This year was my first year and I had a great time. Well run competition and lots of great prizes to be won. Sponsors were great and offered excellent prizes. I especially liked that draw at the end which allowed players to win some great prizes, even if they didn't play well during the day.

Comments about the course and play

- The course = excellent under the circumstance of Roke just went through!!
- It could be better if we did not have typhoon. We could not find balls sometime. Next year should be better course condition, I look forward to playing there then.
- Maybe I am not familiar with the handicap system but prefer to play according to my real handicap instead peoria Maybe it is time to switch courses to change it up a bit.
- Thanks for Komuro san and his team to put lots of efforts to repair all damages occurred by Tayphoon.
- The course was excellent since I figure you guys can't control the typhoon impact.

Proposed other courses: A more challenging and nicer course; Higashi Chiba C.c., or somewhere in Chiba. Heavy traffic out west is always a problem coming home; Lake Wood CC ; Lakewood CC or Gotemba CC ; Play the other (West) course which is better.; Taiheiy course

Comments about food and drinks

- Add ice to the drink coolers on the course.
- I was pleased to note that you took on board comments made last year about getting the food out to the refreshment huts earlier in the day. Having got up early - as we all did - by the time we hit the first food station we were ready to have something to eat and the food was all there. But... The staff would not let us eat it. They said "It's not lunchtime yet." This is bizarre.
- The quality of Food on the course went down compared with the past. They did not want to open the food until 10:00, I do not understand the reason...
- This year, food station said we can have only one chance of taking lunch. So, it was rather difficult to decide in which timing we should eat. Until last year, that was more lenient.

Comments about prizes and prize ceremony

- Sorry to mention it again, but some are not coming well over the microphone....
- Picking up of prizes for Top 30(?) players took too long. Also, the rule that you can come only for one price, was not clear. After the top 10 interest was fading.
- Price giving is a little too long.....doesn't leave too much time for networking/socialising.
- Some guys got long drive, near pin etc price. So I asked myself what is the meaning of allowing only one price per person if this is not done that way.
- The better players win multiple prizes and trophies - eliminating other players from taking something home from the event.... a count-back system should be used to "spread the wealth" on prizes....one trophy to one player rule should be considered - also some prizes for the less skillful players (most water balls, most sand shots, most lost balls) High Gross and High Net scores....the same players go home with the prizes every year. Look at the records from prior years - this is a fun event, so make it "fun and memorable" for even the high handi-cappers.
- When calling up the names of Winners, a bit better pronunciation would be good, specially Japanese names, need basic japanese knowledge.....(others can help ...)

Ideas for the 10th Anniversary event

- A Mercedes-Benz as a hole-in-one prize at one of the Par 3s?
- Add a German Beer Sponsor - after all, German beer is the best in the world....
- At the party, I would like to put the board which is shown player number like 9A to expand business network smoothly.
- Better prizes such as free rounds, lessons with golf pros, discounts on equipment. - some fun mini contests along the course such as putting with a driver/with your opposite hand on a putting mat. Or playing near pin against a young amateur golfer/pro.
- Change to an other golf course. But I'll come again, without problem to Atsugi.... Probably extremely difficult to organise, but a 2 days event would be great....
- Return the focus of the event to the foreign community. The event is supposed to be North Americans vs. Europeans. There are many other turnaments for our Japanese hosts to play in.
- Run two slide shows - sponsors on one and photos of the past events on another. People love to see themselves and their friends on the "big screen"
- Sponsoring of a Hole in One event by a major company with a commemorative price
- Mercedes-Benz give away a prize, not a test drive. More prestigious prize for golf winners, less smaller prizes. more prizes to be given, more ladies participation.
- Have some real great prizes, i.e. golf coaching clinic, access to top courses in the region,etc.etc..tickets to sports events.
- Get a US co-sponsor again. Also, a change in venue could be reinvigorating Giving out more prizes. Special discounts on Mercedes cars! Inviting Japanese pro golfers to give special lessons or to play together.
- Have a Ryder Cup player (former or present) in the room or hitting balls on the driving range or putting green. Give Yen 1000 to charity and you can actually drive the SL (or any other Benz of your choice) one round on the parking lot. Driving simulator on the premise. Give picture collection book covering last 10 years to everybody.
- How about some special event at the end of the competition. You might consider offering three events and each player can select to participate in only one of them. The three events could be longest drive, nearest the pin and a putting competition from 45 ft. The winner of each event wins a prize/trophy.
- If technically possible, competition (or prize setting) among players of the same age range would be interesting; eg category 1- under 50 Y, category 2- 50Y to 65Y and category 3- over 65Y.

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 if no American company (which would be interested to put in enough contribution) can be identified, 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: Mercedes-Benz Japan have confirmed their intention to continue as title sponsor. ACCJ will make a RFP among their key members.**

2. Date of 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, 28 September is the obvious choice**

3. Venue

Based on the participants' survey, where 77% expressed their wish to play at Atsugi again, and only 11% wanted to move (12% undecided), the task-force do not see any reason to change the venue, especially as the next event will be the 10th Anniversary.

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 task-force 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 been used in eight of the nine events. It is not a perfect system (too much of a lottery) and there has been criticism in the surveys towards this scoring system. 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, which caused a lot of criticism but at the prize ceremony and in the survey. 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 6 h 20 min to complete the competition. This was about 30 min. slower than last year, mainly because the increase in number of players (135 vs. 121). The pace of play seems not to have been any problem as 91% in the survey reported that the pace was good 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 /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 pro's participated. Another issue that has been discussed, and also voiced in the survey, should beginners be allowed to participate. This is not a major issue because this year only 7 players had a gross score above 120, and it is a friendly tournament for chamber members.

- **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, 76% rated it excellent or good and none thought it was bad. The ratings for food at the party were even more positive, 81% excellent or good, 16% "average", 3% "not so good", none thought it was "bad". This year two issues caused many (founded) complaints; the staff at the rest-houses in some cases refused to serve food from the morning and due to the unusually hot weather for the season, the drinks in the cooler boxes outdoors were too warm.

- **Proposal: the start and amount of food service on the course and well as more efficient cooling of drinks needs to be discussed with the club.**

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. 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 3,000 yen per participant to the club from the cash sponsor money. This year the club agreed to decrease this fee to 1,000 yen, and the task-force decided to donate 2,000 yen per participants to charity.

In the survey, only 2% (12% in 2010) thought the fee was too high, whereas 12% (7%) thought that it could be even higher, 83% (81%) saw the fee was reasonable.

- **Proposal: keep current fees for participants, discuss with club if the support for food service should be increased to ensure full service on course**

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 and there would be double assurance that all registrations are recorded.

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 caused the number of cancellations to decrease, although many signed up fairly late (to avoid loosing the fee).

This year the European side had only 62 players (max. 72), one likely reason was that some Chambers did very little to promote the event, e.g. only five European chambers announced the tournament in the web site event calendar. For a split-down of participants per chamber, see page 8.

- **Proposal: keep registration fee non-refundable, open registration in June, as this year. Urge the European chambers to promote the event.**

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; 2012 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 increased significantly, now 1,235,000 yen, 840,000 yen previous year. Total sponsor value was estimated at about 8.4 million yen (7.7 million).

- **Proposal: more efforts needed to recruit sponsors. Task-force members contact previous sponsors early April before 2012 web site go live.**

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 (Hynd) and 12th (YMCA and Mercedes-Benz Japan). On no. 7 those who donated 1,000 yen and hit within 5 m. of the flag received a bottle of wine, if they hit the green on no. 12 they 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 650,000 yen (compared to 112,000 yen last year when there were two charity shot holes).

- **Proposal: same charity activities as this year, but if sufficient (more) cash sponsor money, not give all to charity but keep some in a reserve fund.**

12. Party and prize ceremony

This year there were only a few negative comments in the survey about the party and prize ceremony.

- **Proposal: consider providing better opportunities for networking, perhaps having a theme, special guest, etc. to commemorate the anniversary.**

10th Anniversary Ideas

- Have a Ryder Cup player (former or present) in the room or hitting balls on the driving range or putting green.
- More prizes to more people and some small gifts on party tables.
- Run two slide shows - sponsors on one and photos of the past events on another.
- Sponsoring of a Hole in One event by a major company with a commemorative price.

The North America-Europe Golf Challenge in Japan



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Atsugi Kokusai Country Club - Friday 30 September



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