

10TH ANNIVERSARY

The North America-Europe Golf Challenge in Japan



Mercedes-Benz Japan Cup 2012

Atsugi Kokusai Country Club - Friday 28 September



Mercedes-Benz



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Mercedes-Benz Japan Cup 2012

Friday, 28 September 2012



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, the eighth on 1 October 2010, the ninth on 30 September 2011, 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), Aron Kremer, President, Kremcom / Genki Art Photography (ACCJ) and David Anderson, CCCJ Executive Director 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.

4. Date and Course Selection

The date selected for the event, Friday 28 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 77% 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, 77% in 2011 and this year 84%.

The experiences from the first nine 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.

Also 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.

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 some late cancellations and two no-shows, actually only 135 players started in the competition, 68 for the North American team, 65 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 (54 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).

7. 10th Anniversary Features

- After-Party at Mercedes-Benz Connection on Thursday, 4 October attended by almost half of the players.
- Three Japan LPGA pros participating in the event hitting tee shots with all groups on two holes and giving trophies at the prize ceremony.
- A bottle of wine to all with a MJB Cup 10th Anniversary label, MJB Cup caps and golf balls with anniversary theme
- More prizes than ever before, in total about 75 winners, i.e. more than half of the players received a prize in addition to the goodies-bag.
- Web site and all printed material branded with the anniversary theme.



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



NA Team Captain Jeff Bernier receives the trophy from Kintaro Ueno of Mercedes-Benz Japan.

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: MJB has confirmed their intention to continue as title sponsor. ACCJ and CCCJ will make a RFP among their key members.**

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, which this year caused 2-3 cancellations.. Therefore we should consider moving the event 2-3 weeks forward, e.g. to the middle of October. Mercedes-Benz Japan have been consulted on this issue and they have no objections to a change.

- **Proposal: Consider moving the event to the middle of October, e.g. Friday, 11 or 18 October**

3. Venue

Based on the participants’ survey, where 84% (highest ever) expressed their wish to play at Atsugi again, and only 9% wanted to move (7% undecided), the task-force do not see any reason to change the venue.

- **Proposal: confirm Atsugi Kokusai C.C. and continue using the East Course to avoid uncertainties regarding pace of p.**

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, and has been used since. The average score of the best 80% of players in each team was counted as the team score.

This year it took about 6 hours to complete the competition. This was about 20 min. faster than last year, with the same number of players (135). The pace of play seems not to have been any problem as 86% 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 5 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, 80% rated it excellent or good and none thought it was bad. The ratings for food at the party were a bit less positive, 71% excellent or good, 22% “average”, 7% “not so good”, none thought it was “bad”. This year some food items run out at the rest houses on the course and some noted in the survey that it also happened at the party. One reason was probably that this year we had a record number of non-playing staff, about 15, who all ate on the course and at the party and the club probably did not take this into account when planning the food service.

- **Proposal: inform the club of approximate number of non-playing staff and consider compensating the club, e.g. a food fee for non-playing staff.**

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. Last year and also this year the club agreed to decrease this fee to 1,000 yen, to leave more money from cash sponsorship surplus for charity.

In the survey, only 5% thought the fee was too high, whereas 16% thought that it could be even higher, 78% saw the fee as reasonable.

- **Proposal: keep current fees for participants; 3,000 yen non-refundable registration fee to organizers and 21,000 yen play fees to the club.**

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 MJB Cup office collected the fees. Having the registration fee non-refundable caused many to sign up fairly late to avoid losing the fee.

This year the European side had only 65 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 should start on the web site early April.

- **Proposal: no need for changes; 2012 version of web site should be up on 28 May 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 total sponsor value higher. Cash sponsorships decreased significantly, now 890,000 yen, 1,235,000 yen last year. Total sponsor value was estimated at about 10.3 million yen (8.4 million).

- **Proposal: more efforts needed to recruit sponsors. Task-force members contact previous sponsors by mid-May before 2013 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 the green received a bottle of wine, on no. 12 they received a sleeve of golf balls. Same as last year, there were also charity boxes in the party room. The surplus from sponsor cash will be donated to Bob Grondine’s charity “Room to Read”.

The Charity activities brought in a total of ca 220,000 yen, compared to 650,000 yen last year when the sponsor cash produced a significant surplus.

- **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. Main issue seems still to be the length, with too many prizes

- **Proposal: consider new options for the prize distribution and provide better opportunities for networking.**

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 33 players and staff used the service.

However, this year one reported incident and two comments in the survey (see page 10.) indicates that the return bus trip was not up to the standard that should be expected from all phases of this event by its organizers, sponsors and participants.

- **Proposal: consider the options to secure safe and comfortable service for all riders; e.g. discontinue the bus service or implement strict rules on behavior and alcohol consumption on bus (and perhaps throughout the event) and ensure the rules are followed.**

Participants Survey - Comments

“Great event all around. Lots of prizes and food/beverages for participants. Very good to see old faces and to meet some new ones.”
Statement from a North-American participant.

“Once again, fantastic arrangement. What is best with it, is the information part. Homepage, mailings, chambers, always updated with latest info, so you just go into the homepage and have everything, participants, timing and all. Also that everything is just smooth working, so can understand the 100 and 100 of hours put in behind this. We all love the arrangement, so thank you so much for your hard work.”
Statement from a European participant.

“Please continue! Even though it was my first time participating, I had a great time.”
“I spent a most exiting event ever before!! Thank you for your invite! I hope I can join next year. Thanks”
Statement from two Japanese participants

General Comments

- Please continue! Even though it was my first time participating, I had a great time.
- Great event all around. Lots of prizes and food/beverages for participants. Very good to see old faces and to meet some new ones.
- I liked the charity shots. That was a good idea, added greater competition, but allowed more people to be winner. And, hopefully made some money for charity. Appreciate opening the driving range and putting range for practice. That was very considerate and helpful. Overall, great group of people. Great weather and golf.
- It was a great event and I was very honored to be able to join. I would like to give my thanks especially for all those that worked in preparation and behind the scenes to make this such a great event.
- Thanks for setting the fun opportunity. However, I really felt tired due to the strong wind and 6 hours of continuing play without lunch break or rest.
- Thanks to the organisers. It is really run well and enjoyable
- I know this is a kind of Ryder Cup event between the ACCJ and European counterpart. But from the Japanese point of view, it would be nicer if you team up Japanese with either European or Americans.
- Disappointing to see fewer foreign participants at the event as the original idea of Bob G. and others was to have an event for North Americans vs. Europeans particularly since there are so many other events for local Japanese to take part in.
- I spent a most exiting event ever before!! Thank you for your invite! I hope I can join next year.
- Overall a great day. Very well run and great prizes.
- Always a fun event. Was truly a bit sad this year with Bob's passing. Would love to have a memorial trophy, or something in his name. He was a great guy, helpful to younger up and coming people in the foreign community here in Japan and someone who's passing was a loss to this community and to the event in small ways.
- Task force did a great job again this year. The course is easy, but that is generally a good thing for a tournament like this with mostly mid to high handicappers. People like having a good round when playing with their peers, and an easier but fun course like this is good for an executive oriented event like this. For the money paid the food, drink, and quality of the tournament and the people playing in it is always worth the money.
- Great event, this is my 3rd time, I'll be there again next year!
- The information provided regarding members, location, course, and requirements were professionally done. Appreciated.
- Great event guys, a lot of attention to detail went into the organizing, and a great day was had by all. The sponsorship was phenomenal, prizes, goodie bags- were excellent, well done.
- A very nice event providing opportunity for golf and business networking.
- Well done, an excellent day out, but the course was a little bit of a let down. Would love to play again and again, even though we lost.

Comments about the course and play

- It was an enjoyable round. the foursome in front of us where a little bit too slow. we sometimes waited up to 10 minutes to continue. or we were too fast. Why some group needs to make a lunch brake when there is a complete hole open in front of them? Caddy should push there a bit to play faster. But all in all a very good event
- My first time to this Golf Club, was a bit disappointed with the course and the clubhouse (locker rooms where appalling and the food was so-so not much variety at the after party. for 24,000 yen for a midweek tournament, You could have so much more from bigger and more prestigious clubs for sure.
- All golf courses has no enough players during weekday and be able to negotiate fee with such large competition even including lunch and party fee. 15,000-17,000 would be nice and acceptable for both.
- Location in terms of travel from Tokyo acceptable, change of golf course could be interesting but might be a challenge for organization point of view
- Very smooth. No complaints at all

Proposed other courses: Lakewood; Murasakigaoka GC; Somewhere near Tomei Expressway; Tsutsujigaoka CC; Utsunomiya Royal. Good price performance

Comments about food and drinks

- Keep up the excellent arrangements, this year party food was better than past years.
- Need mustard for the hamburgers and hot dogs. The mustard butter was questionable.
- The food and drink was plentiful on and off the course. That was appreciated, especially as it was a pretty warm day.
- Can't run out of food on the course and in the clubhouse food was gone fast.

Comments about JLPGA Pros

- LPGA players were excellent guests.
- The idea to ask Golf Pros to join was great! It would have been better if we had little more interaction with them. For example, 10 minute lesson at the golf range.
- Great job as always, and nice with the LPGA pros, thank you!
- Thank you for every of committee. Excellent to have 3 ladies pro there!

Comments about prizes and prize ceremony

- The award ceremony could perhaps be streamlined a bit? Fewer, but "heavier" prizes, maybe? Still, I play for the fun of it and was fine with not winning anything at all - thus carrying a lighter bag home :)
- The sponsors and prizes were really good this year and show a bit of a resurgence from the sparser years that have been more common in year 4-8. People loving getting free schwag (stuff), and this event has always had a lot of great prizes for almost everyone.
- Giving so many prizes up to 50 or 60 good score players is a dull part of the party.
- There were not any prizes for women. It would be nice if there are some prizes for women though there are not many women participants. Very well organized though. I wanted to win something...sigh.
- I expected that best gross woman player would be awarded. Whose score was best? The lottery time was a bit longer. In total, I enjoyed the event very much.
- The party was great and the service equally good.

Comments about bus transportation

- Might be wise to make clear guidelines/expectations for the return bus. Some people want to party, some want to rest, etc. Unfortunately a few people were very drunk and very loud and some even wanted to use the karaoke system. A good time and some drinking is expected but if a one or two can't control themselves it can make it uncomfortable for others. And personally I don't want to hear a bunch of drunk people singing so I wouldn't ever be in favor of karaoke.
- Thank you also for the bus, very good and convenient. Not only me, but some VIP other J-member comment that it is OK to drink on the bus on the way back, but just please do not be obnoxious to other members who wish to relax or sleep.

Comments on event announcements from chambers

- ACCJ listed the event in emails, on the website, and though social media. I heard from a couple of players that they almost missed the tournament because their Chamber did not promote it.
- CCCJ promoted it a lot. David personally invited several of us.
- Did not seem to hear about the event as much this year?
- Good update from Finnish and Swedish Chamber, but homepage in in my Favorites and have all info.
- My company is member of the German Chamber of Commerce. I think I did not receive any information from the German Chamber about this event.
- I would think there would be more British and Irish golfers, is there anyway the event could be better promoted to those nationalities?.

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, Humza Ahmad and Ayako Nakano, from Daimler Japan Friedemann Bruehl, after he retired in June Hiroshi Matsumoto, 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 and 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 tenth 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 2011 (date in parenthesis)

- (25) Mercedes-Benz Japan confirms title sponsorship for 2012

February 2012

- (27) Wrap-up meeting of the 2011 event, decisions on date, venue, registration fee, 10th anniversary issues, etc.

March 2012

- (12) Task-force meeting with Mercedes-Benz Japan mainly regarding 10th anniversary issues, MBJ sponsorship (sole title sponsor in 2012, pleased to have an American co-title sponsor in 2013).

June 2012

- (3) The 2012 web site at launched.

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

- (6) Task-force meeting at ACCJ; confirm CCCJ as an official organizer
- (11) Email to all last year's players and sponsors announcing opening of new web site and registration starting.
- (18) Announcement to chambers requesting them to announce the event to their members and add it to their event calendar
- (25) Task-force meeting at Mercedes-Benz Connection in Nogizaka; 10 year anniversary issue and After-Party planning

August 2012

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

September 2012

- (11) Task-force meeting with Mercedes-Benz Japan; mainly regarding After-Party
- (14) Registration dead-line (was later postponed to 26 September as there were slots still available).
- (17-21) Shipping instructions sent to goods/services sponsors.
- (18) Email confirmation sent out to all participants.
- (20) Task-force meeting at ACCJ; sponsor issues, shipping instructions, push for more players
- (23) Playing groups assigned.
- (25) Detailed event information sent out to all participants by email.
- (25) B-0 and A-1 sized posters printed at Kinko's.
- (25-26) Pocket Guide, Score Cards, signboards printed and assembled at FCCJ.
- (27) Final email confirmation to players, reminder about After-Party.
- (27) Preparations at the course; 'goodies' bags prepared, prize allocations, registration desks prepared, etc.

Schedule on the day of play - Friday, September 28, 2012

- 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)
- 14.50 Play finishes (10 min. ahead of schedule)
- 15.30 Party starts (on schedule)
- 16.00 Prize ceremony starts (on schedule)
- 17:15 Prize ceremony ends (on 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, CCCJ or EBC.

The players sign-up procedure was handled separately for ACCJ, CCCJ and the Europeans as they required different instructions on how the registration fee was collected. After the player registered, he/she was sent an email confirming the registration and information on how the fee was collected.

The structure of the site was changed during the project period to reflect the different phases of the project, i.e. the promotion phase, registration phase, the information phase and the “after-the-event” phase, including the After-Party and Participants’ Survey.

The web site has had about 215,000 page views between the launch (15 April) and 20 October 2012. 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.

- 11 June - Registration open.
Announcement to previous years players and sponsors about the opening of web site and registration starting.
- 18 June - Announcement to chambers requesting them to announce the event to their members and add it to their event calendar

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

- upon registration - automatic confirmation.
- 18 September - confirmation of participation, promotion of bus and notice of when further information will be sent.
- 25 September - detailed event information, pairings, promotion of After-Party and a link to the information kit.
- 27 September - final confirmation and promotion of After-Party

After the event, two emails were sent out:

- 1 October - thank you, information on the event report on the web site and instructions on the participants’ survey
- 16 October - information on the results from the survey and After-Party report

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

3. Information kit

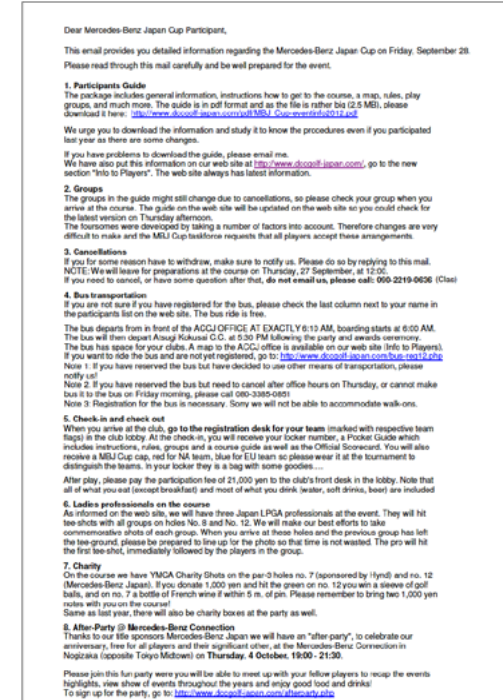
The 6 page A4 size information kit contained information on how to get to the course, including a large map in English made for this occasion, other instructions, rules and the participants and groups (with company names and chamber affiliation of the players, see sample at right).

The files were placed on the server and links to these were sent in the email bulletin on 25 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 2012 Anniversary cap, red for North American Team, blue for the European), a bottle of wine with a 10th Anniversary label and a sleeve of MBJ Cup 2012 golf balls were also distributed (except for the cap, the giweavays 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).



Participants & Groups			
(Red represents the Asian North America - Blue team (Europe))			
Version: Thu, 27 September 2012 at 10:00			
Out course	Out course	Out course	In course
1A	1A	1A	1A
1B	1B	1B	1B
2A	2A	2A	2A
2B	2B	2B	2B
3A	3A	3A	3A
3B	3B	3B	3B
4A	4A	4A	4A
4B	4B	4B	4B



Aron Kremer gives some last minute instructions accompanied by task-force members (from right) Davis Anderson, Bob Bernal and Erik Ullner.

Participants Survey

To be able to further develop this event, we made a survey among the participants. The survey was conducted between 1 and 12 October. To encourage participants to complete the survey, three winners were drawn among the survey respondents. Two winners for a weekday golf round for four persons at Atsugi Kokusai C.C. and one winner for a 10,000 yen restaurant voucher at Lilla Dalarna (Swedish restaurant in Roppongi)

Survey Responses

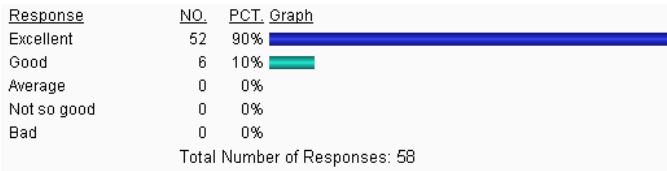
The survey was announced to 118 participants. We did not have email addresses to some of the guests and the organizers were excluded from the total of 135 players that participated in the event. We received 58 valid responses after removing multiple and incomplete entries.

Thus the response rate is 48.2%, which can be considered very good and gives a high statistical significance to the results. 25 of the respondents represented Team North America, 26 Team Europe (7 respondents did not give their name).

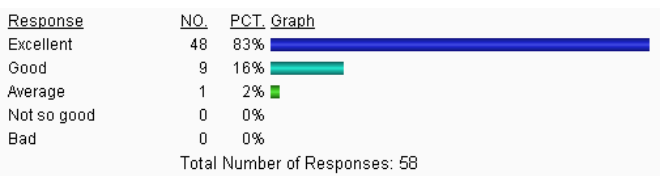
Survey Results

General opinion about the event

Advance information to players

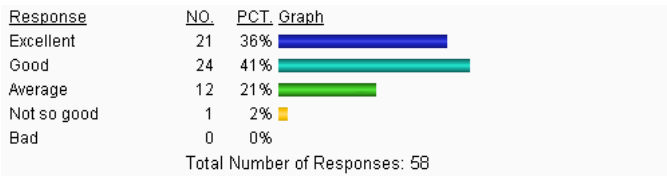


Arrangements during the event



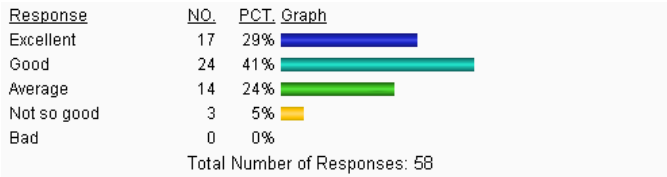
The Course

Interesting/challenging layout

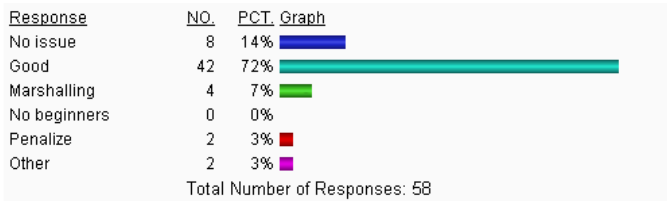


Food & Beverage Service

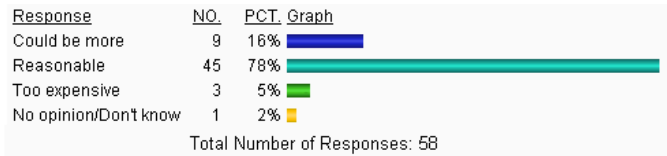
On the course



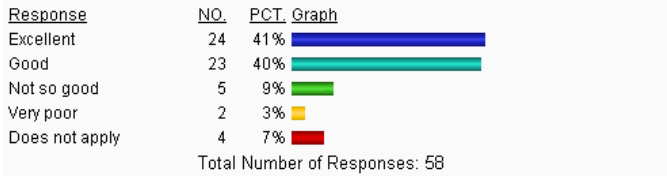
Pace of Play



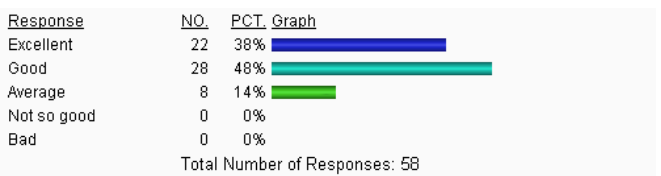
Cost of participation



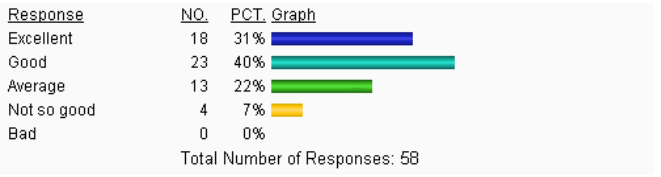
Information about the event from my chamber



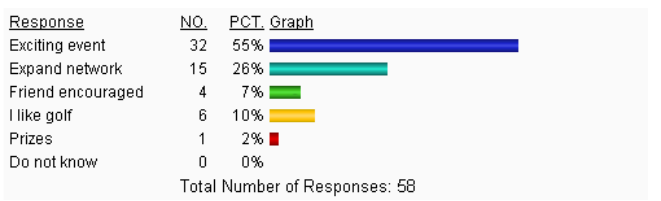
Course condition



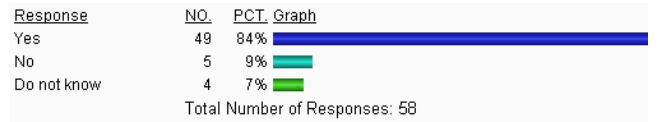
At the party



Main reason why I participated



Play Atsugi Kokusai C.C. again?



Report from the event

Participants

133 players participated in this event, including 11 women.. The North American team had 68 players and the European 65. The players represented about 15 different nations. The Japanese made up the largest group, with 53 players, followed by 30 Americans, 10 Germans, 8 Brits, 7 Canadians, 7 Swedes, 3 Finns, 3 Swiss and about 15 representing other nations. Counting by chambers the American Chamber had 55 players, followed by the German Chamber with 16, Canadian with 14, Swedish with 10, Finnish with 9, British with 8, Irish with 4, Dutch and Belgian-Luxembourg with 3. Golfers of all levels took part, from single players to high handicappers and gross scores ranged from 73 to 141!

Japan LPGA Professionals at the event

As a 10th Anniversary special feature, we had three Japan LPGA professionals, Shiho Toyonaga (22), Kotono Kozuma (20) and Haruka Kudo (19) at the event all day. They took turns on hitting tee shots with all groups at holes no. 8 and 12 and also presented prizes.

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 a record number of 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 J12 watch, a pair of business class tickets to Europe from Finnair, a pair of business class tickets to the USA from United Airlines, and a pair of business tickets to Honolulu by Delta Air Lines. Hilton Odawara Resort & Spa, Hilton Osaka, Hilton Grand Vacations and the Conrad Tokyo all gave out accommodations. BlackBerry two phones, GenkiArt photography services, International Solutions Group donated a BBQ set. Living Wines provided 150 bottles of wine for the ‘goodies bags,, which where specially labelled by the MBJ Cup office, Loudmouth golf wear, Maruman, TaylorMade and Titleist donated golf equipment. Maruman also supported the After-Party financially. Berry Bros. & Rudd supplied the sparkling wine served at the scorers desk and champagne for the winning team. Coca-Cola and MolsonCoors provided beverages, Moet Hennessy Diageo gave 10 year old Talisker whisky and FusionGOL web hosting services.

The cash sponsors; White & Case, Hynd, Asian Tigers Mobility, Boyd & Moore, K&L Gates, Hapag-Lloyd, Konigstedt, IFS Japan, Chartis and BC-Services K.K.. 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 2012 golf caps and a weekend 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 fundraising 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 the green got a bottle of French wine on the 7th hole and a sleeve of golf balls on the 12th. In addition, all sponsor monies left over after expenses shall be donated to Bob Grondine’s charity “Room to Read”.

After-Party @ Mercedes-Benz Connection

The event’s After-Party was held on Thursday, 4 October at Mercedes-Benz Connection in Nogizaka. Attended by about 70 players and their significant others, the participants enjoyed an evening with great comradery between the two teams, excellent food and unlimited drinks and a lot of networking.



Results

Team Competition

Team North America 74.09 strokes - Team Europe 74.89 strokes
Note: the team score was calculated as average from the best 80% in each team.

Special Prizes

- Near Pin Winners
No. 5 - Carl Eklund, EU
No. 7 - Masao Tetsuya, NA
No. 12 - Hidehiko Yamaguchi, NA
No. 16 - William Ramsay., EU
Longest Drive
Yoji Kuwakino, EU



Individual Competition - BEST NET

Pos.	Name	Team	Gross	HCP	NET
1	Masao Tetsuya	NA	86	16.6	69.4
2	Adam Rider	NA	91	21.3	69.7
3	Hiroyuki Hosoda	NA	84	14.2	69.8
4	Nick Masee	NA	95	24.9	70.1
5	Keizo Mori	EU	87	16.6	70.4
6	Yuji Kurano	NA	92	21.3	70.7
7	Dean R. Rogers	NA	77	5.9	71.1
8	Masa Ueda	EU	89	17.8	71.2
9	Keiko Takayanagi	NA	102	30.8	71.2
10	Akihiro Takano	EU	82	10.7	71.3
11	Yoshikazu Kato	EU	88	16.6	71.4
12	Clarke Robertson	EU	88	16.6	71.4

Note: if same net score, lower handicap wins.

Individual Competition - BEST GROSS

Pos.	Name	Team	OUT	IN	TOTAL
1	Robert Melson	NA	39	34	73
2	Glen Sugimoto	EU	36	38	74
3	Dean R. Rogers	NA	41	36	77
4	Kurt Gibson	NA	38	40	78
5	Ryan Dwyer	NA	41	39	80
6	Akira Niwayama	NA	40	41	81
7	Akihiro Takano	EU	39	43	82
8	Hiroyuki Hosoda	NA	39	45	84
	Hiroshi Matsumoto	EU	37	47	84
	David Jones	EU	41	43	84
	Yasutaka Nakagawa	EU	41	43	84
	Jeff Hager	NA	41	43	84

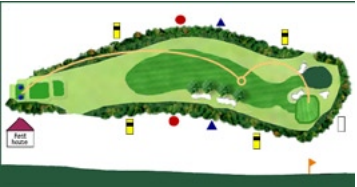


Best three net

Best three gross

1. Pocket Guide and Scorecard

When the participants arrived at the course they received 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



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 25 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 where also made as promotion boards at the near pin and longest drive holes, as well as for the hole sponsors (Chanel, White & Case, Finnair, United Airlines, Delta Airlines and Hynd). 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 YMCA charity shot.



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.



6. Numbered signs for photoshoots with the pros

The JLPGA pros hit tee-shots on two hole with all the groups and commemorative photos were taken. Panels were made for this, with exchanable numbers to identify each group, see phot at right.



7. The logo

The original logo image was been designed by Tomo Bystedt in 2003. Typesetting of the title is in Corpo A.

8. The 10th anniversary slide show

To commemorate the 10th anniversary a slide show was produced with images and highlights from the previous tournaments. This was shown at the party and prize ceremony. Images from the 2012 event were added to the slide show and shown again at the After-Party.

9. The 10th anniversary wine bottle label

To commemorate the 10th anniversary the wine donated by Living Wines for the ‘goodies bag’ was provided with a special MBJ Cup label (in two versions) designed and printed at the MBJ Cup office.

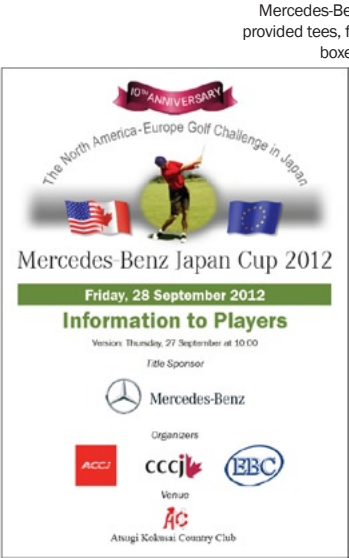


Production costs

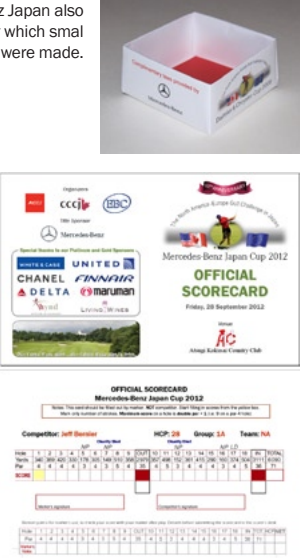
About 200,000 yen was spent on the material for the event, including printing of the B0 and A1 size posters at Kinko’s, high grade paper for pocket guide and scorecards, panels and stands for posters, toners for the in-house color laser printer, near-pin and longest drive flags, cart signs, etc.. These costs were covered by Mercedes-Benz Japan, including design and assembly work (pocket guide, signboards and wine labels). 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).



Longest Drive signboard (A1)



Information Kit (A4)



Scorecard



Pocket Guide (A6)

Event Photos



Entrance to Club House



The registration area in the lobby of the club house.



At the North American registration desk, from right Ayako Nakano, Asami Okusawa, Humza Ahmad and Bob Bernal.



The game in on!



Groups 1A, 1B, 10A and 10A on the first tee. From left: Kintaro Ueno, Jerry Fujii, Ambassador Lars Vargo, Hiroyuki Nakamura, Chiharu Taita, Bob Bernal, Yasutaka Nakagawa, Stefan Gustafsson, Erik Ullner, Jeff Bernier, Masao Tetsuya, Aron Kremer, Hiroshi Matsumoto, Toru Takahashi and Yoji Kuwakino.



A lot of activities on no. 12. Near pin prize, charity shot and Japan LPGA pro hitting the first shot as a good example!



Having a break before starting the second half.



Group 1A with pro Kotona Kozuma on hole no. 12.



The Scorers' Desk welcoming the players after the round.



Relaxing with a glass of sparkling wine after completing the round and signing scorecards..



The buffet table



Masao Tetsuya, individual winner (best net), NA, receives the trophy from Haruka Kudo.



Near Pin Winner on No. 16, William Ramsay (EU) receives the prize, a Mercedes-Benz test drive, from Shiho Toyonaga.



The winning North American team.