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The North America-Europe Golf Challenge in Japan



# Mercedes-Benz Japan Cup 2013

Friday, 4 October 2013



## 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, the tenth on 28 September 2012, 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, Club, Marketing & Communications Director, Tokyo American (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 in charge of the bus transportation, the CCCJ took care of the trophies.

The task force got substantial support from Humza Ahmad and George Ohyama at the ACCJ.



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

### 4. Date and Course Selection

The date selected for the event, Friday 4 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, 27 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. 4 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, 84% in 2012 and also 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 (3,000 yen in 2005-2010).

### 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.

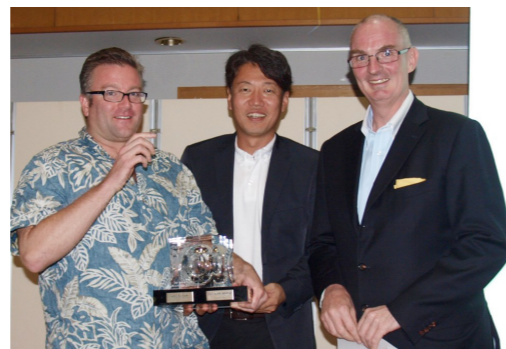
The average score of the best 80 % of the players in each team was counted as the teams final score. In the event of a tie, the team with the best net player will win. If still a tie, the team with the best second wins, etc.

### 6. Individual competition & Prizes

In addition to the team competition it was also decided to establish the Best Net (34 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). In addition, 17 prizes (the most expensive items) were drawn among all the participants.

### 7. After-Party @ Mercedes-Benz Connection

Also this year an After-Party was held at Mercedes-Benz Connection on Thursday, 10 October attended by about 80 persons, almost half of the players and many with their significant other. The party was free, all costs of the event were borne by Mercedes-Benz Japan.



NA Captain Bob Melson receive the trophy from Kintaro Ueno (Mercedes-Benz Japan), right EU team captain Mario Spitzer.

## 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: Re-confirm Mercedes-Benz Japan's (MBJ's) commitment to continue as a title sponsor. Members of the NA side shall create a target list of companies to approach about the possibility Co-Title sponsoring. The target list shall keep brand matching, sponsorship synergies and challenges, and MBJ's sensitivities in mind.**

### 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 and the week of Friday, 27 September has a holiday (Tuesday 23rd). Therefore we should consider keeping the date at the first part of October.

● **Proposal: Friday, 3 or Friday 10 October, 2014. The task force needs to consult Mercedes-Benz Japan on this issue.**

### 3. Venue

Based on the participants' survey, where 84% (highest ever) expressed their wish to play at Atsugi again, and only 8% wanted to move (8% undecided), the taskforce 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 play.**

### 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 (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. 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 same as last year, with more players (144 vs. 135). The pace of play seems not to have been any problem as 87% 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 pros 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, 82% rated it excellent or good and none thought it was bad. The ratings for food at the party were more positive than in previous years, 80% excellent or good (71% previous year), 14% "average", 5% "not so good", none thought it was "bad". This year there were enough food and drinks at all rest houses on the course. This year we also had Gotemba Kogen draft beer at two rest stations and at the party, therefore there was plentiful of beer.

● **Proposal: No need for any major changes.**

### 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 3% thought the fee was too high, whereas 11% thought that it could be even higher, 85% saw the fee was 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 MBJ 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 event had a full field, 72 players in both teams. 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; 2014 version of web site should be up on 26 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 slightly value higher. Cash sponsorships continued to decrease significantly, now only 388,500 (890,000 yen in 2012, 1,235,000 in 2011). Total sponsor value was estimated at about 10.4 million yen (10.3 million in 2012). Due to the low cash sponsoring the task force could not cover all expenses they had committed to (mainly for improved food service, logo golf balls and bus service) but some of the registration fees collected by ACCJ, CCCJ and EBC had to be used to cover these expenses.

● **Proposal: More efforts needed to recruit sponsors. Task-force members contact previous sponsors by mid-May before 2014 web site go live. We should not commit ourselves to buy logo golf balls before we have secured enough cash sponsors.**

### 11. 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). On no. 12 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 ca 150,000 yen, compared to 220,000 yen last year.

● **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 (e.g. pre-drawing some prizes to make the ceremony more efficient) 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.

● **Proposal: Continue bus service as in previous years,**

## Participants Survey - Comments

*“Overall, an excellent event where I have participated since last four or five years. Get to meet many nice people from across the globe. Absolutely perfect management. Even more exciting because I love Benz cars, I have been driving Benz cars since last 20 years.”*

**Statement from a North-American participant.**

*“Dear Task-Force, You are to be congratulated on making this event better and better each year it is held. What an achievement! Thank you also for taking participant comments on board, particularly with regard to the on course catering. For this, you now get full marks. The services are available as soon as the first flight arrived at the hut. None of this being shoo-ed away. The quality of food has gone up considerably.”*

**Statement from a European participant.**

*“Thank you for organizing the event and your hospitality. I truly enjoyed the day very much for playing golf at the very beautiful golf course and networking with several people for future business. I look forward to participating the event next year.”*

**Statement from two Japanese participants**

### General Comments

- You made this event the highlight of the yearly golf season in Japan. Very enjoyable to participate!!!! Thank you very much!
- Thanks all organizing committee for every excellent arrangement. OTSUKARE SAMA DESHITA.
- Dear Committee members, Thanks for the great efforts and arrangement.
- Job well done. Congrats. This is by far the best organized golf event I participate in.
- Thanks for your(Kanji-san) arrangements. It was excellent event as usual. I want to participate also next year!!
- Overall the even was very positive.
- You made this event the highlight of the yearly golf season in Japan. Very enjoyable to participate!!!! Thank you very much!
- Thanks for both CC, TFs, sponsors!
- I was so enjoyed this time!
- In terms of organization, execution, quality and value for money this event is a model for the other Chamber events to follow.
- Very nice event. I hope that the sponsors see a benefit and will continue sponsoring.
- The door prizes were another great motivation for people to join the event and we should thank the many companies who donated generously for the event.
- Overall a very enjoyable well organised event. I'm looking forward to playing agin next year.
- Thanks to all task force members to arrange excellent event.
- Congratulations to the organizing committee. Keep up the good work. Best wishes
- Great day & lots of fun !
- Otsukaresama deshita !! Thank you !!
- Wish we could have the Japan pros out again like last year. Also really appreciated and enjoyed talking to Bennett Galloway! Kudos to him and you all. Thank you!
- The “After Party” at the Mercedes-Benz Connection was excellent too. It's great that significant others are invited to the party, as it allows greater inclusion and bonding. Considering all you get from this tournament it really is good value for money.
- As always, I thank task force members for all the preparation and arrangement. Also, Asami of CCCJ and Humza of ACCJ were quite helpful from early morning till late evening. Thank you very much for an exiting event.
- Enjoyed the Lady pro golfers from last year. Missed the wine sponsorship for the par 3 charity shot from last year. Missed out on the group shot for team 13B. Very good pairings - met good new friends. Location is convenient. Very good bus service provided from the train station.
- Great job! Well done. A big thank you to the organizers.
- Very well run and enjoyable event - I hope to play again next year.

### Comments about the course and play

- Hi Guys, You did a great job, well done! My only complaint was the greens were in bad shape.
- I would like to start,tee off,from No.1 or No.10. I could not plan how do I manage today's golf. Simply,I would like to enjoy playing goal. Please let me know next event 2014,because like to join again.
- The golf play went well at fair speed despite the fact that two persons within our team were beginners. We had to cheer them up a lot thou.

### Proposed other courses:

- Move to a better course, there are many
- Presidents Gold Tochigi
- Taiheyo Narita or Taiheyo Gotemba West courses are good and more reasonable in price!

### Comments about food and drinks

- Food on course - Beer and drinks good. Bananas, Onigiri, good. Fried American food (French fries, hamburgers) - Poor! Better option would be a range of deli sandwiches and a range of store bought potato chips... Better tasting, healthier and easier to eat on the course....any maybe even cheaper? Overall really enjoyed the event and really liked the course. Will sign up for next year.
- The food and beverage service was excellent this year.
- Dinner and drinks were well done and plentiful. Appreciate the karage chicken and onigiri MB party: Very convenient Plenty of food and drink - appreciated the cocktails as well.
- If you can bake hanburger and hotdog on site it should be the perfect.

### Comments about prizes and prize ceremony

- Very good event, smooth organisation. Little bit too long prize giving - it did not hold everyone's full attention which was a little bit of a giveaway that it was too drawn out.
- Good fun day, Presentation could be improved. Not so easy to hear, not so clear. Not much of a sense of build up to the winners and no mention of the scores when giving out the prizes. No mention of the handicap holes. No “booby maker” prize.
- Excellent event, good for net-working as well. The announcer during the party was (again) hardly to be understood ...with big exception of Joachim Hinne! NO break should be made (even the watches in the safe still) ...the result had been seen....!
- First time at the event and loved it. One request - the award event seemed to run a bit long and I think there are definitely ways to group the awards to cut down on the duration. For example, the closest to the pin is a great award but I think you can have everyone together for this rather than 1 by 1. Same with the net/gross scores. While on the subject on the closest to the pin (and longest drive), I thought it would have been fun if you provided the estimated distance for each winner!
- WONDERFUL EVENT - THE ORGANIZING COMMITTEE IS GREAT. The only room for improvement would be to move the awards ceremony along a bit faster and start the event 15 minutes earlier as traffic was nuts by the time we adjourned.
- Excellent event! I would love to join again next year with my friends. We should have more prizes to lower score player. It appears that the same players win multiple prizes. We should have some prizes for women!
- Another excellent event this year! As for prize presentation, maybe having two presenters to switch from time to time makes a good tempo and attraction to the audience.
- Very long Party and never-ending sponsors' mentioning... I know it's difficult to deal with though...
- The party at the course lasted too long. I understand you need to reward sponsors and price-providers, but it somehow compromises a quick return to Tokyo if staying until the end. Arriving at the course at 8 AM and leaving past 17h00 PM makes it nine hours in total...

## 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 were required this time and many of the issues were handled through email.

### January 2013 (date in parenthesis)

- (16) Mercedes-Benz Japan confirms title sponsorship for 2013

### April 2013

- (25) Wrap-up meeting of the 2012 event, decisions on date, venue, registration fee, etc.

### May 2013

- (13) The 2013 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

### June 2013

- (11) Announcement to chambers requesting them to announce the event to their members and add it to their event calendar
- (12) Task-force meeting with Mercedes-Benz Japan at Mercedes-Benz Connection in Nogizaka; mainly regarding MBJ sponsorship and After-Party.
- (18) Email to all last year's players and sponsors announcing opening of new web site and registration starting.

### August 2013

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

### September 2013

- (17-21) Shipping instructions sent to goods/services sponsors.
- (21) Registration dead-line (was later postponed to 27 September as there were slots still available).
- (24) Email confirmation sent out to all participants.
- (20) Task-force meeting at ACCJ; sponsor issues, shipping instructions, push for more players
- (25) Playing groups assigned.
- (26) Task-force meeting with Mercedes-Benz Japan; mainly regarding After-Party
- (25-26) Pocket Guide, Score Cards, signboards printed and assembled at FCCJ.

### October 2013

- (1) Final email confirmation to players, reminder about After-Party. B-0 and A-1 sized posters printed at Kinko's.
- (3) Preparations at the course; 'goodies' bags prepared, prize allocations, registration desks prepared, etc.

### Schedule on the day of play - Friday, 4 October, 2013

- 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)
- 16.05 Prize ceremony starts (5 min. behind schedule)
- 17:20 Prize ceremony ends (5 min. behind 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, 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 235,000 page views between the launch (22 April) and 30 October 2013. 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 - Announcement to chambers requesting them to announce the event to their members and add it to their event calendar
- 18 June - Registration open. Announcement to previous years players and sponsors about the opening of web site and registration starting.

All participants received four 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.
- 1 October - detailed event information, pairings, promotion of After-Party and a link to the information kit.
- 3 October - final confirmation and promotion of After-Party

After the event, two emails were sent out:

- 7 October - thank you, information on the event report on the web site and instructions on the participants' survey
- 15 October - After-Party report and survey reminder
- 22 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

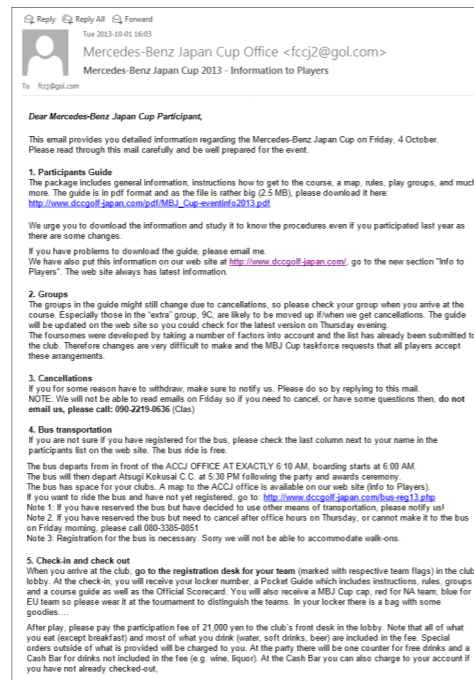
The 6 page A4 size information kit contained information on how to get to the course, including a large map in English made for this occasion, other instructions, rules and the participants and groups (with company names and chamber affiliation of the players, see sample at right).

The files were placed on the server and links to these were sent in the email bulletin on 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 2013 Anniversary cap, red for North American Team, blue for the European), a sleeve of MBJ Cup 2013 golf balls, Restaurant vouchers from Tokyo American Club and keychains from TaylorMade 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 where 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	Team	ACCJ	CCCJ	EU	In course
1A	Yoshitaka	DAIWA SECURITIES	DAIWA SECURITIES	DAIWA SECURITIES	DAIWA SECURITIES
1B	Yoshitaka	DAIWA SECURITIES	DAIWA SECURITIES	DAIWA SECURITIES	DAIWA SECURITIES
2A	Yoshitaka	DAIWA SECURITIES	DAIWA SECURITIES	DAIWA SECURITIES	DAIWA SECURITIES
2B	Yoshitaka	DAIWA SECURITIES	DAIWA SECURITIES	DAIWA SECURITIES	DAIWA SECURITIES
3A	Yoshitaka	DAIWA SECURITIES	DAIWA SECURITIES	DAIWA SECURITIES	DAIWA SECURITIES
3B	Yoshitaka	DAIWA SECURITIES	DAIWA SECURITIES	DAIWA SECURITIES	DAIWA SECURITIES
4A	Yoshitaka	DAIWA SECURITIES	DAIWA SECURITIES	DAIWA SECURITIES	DAIWA SECURITIES
4B	Yoshitaka	DAIWA SECURITIES	DAIWA SECURITIES	DAIWA SECURITIES	DAIWA SECURITIES



Aron Kremer gives some last minute instructions accompanied by task-force members Erik Ullner (left) and Joachim Hinne.

# Participants Survey

To be able to further develop this event, we made a survey among the participants. The survey was conducted between 7 and 18 October. To encourage participants to complete the survey, three winners were drawn among the survey respondents. Two winners for two weekday golf rounds for four persons at Atsugi Kokusai C.C.

## Survey Responses

The survey was announced to 121 participants. We did not have email addresses to some of the guests and the organizers were excluded from the total of 144 players that participated in the event.

We received 62 valid responses after removing multiple and incomplete entries.

Thus the response rate is 51.2%, which can be considered very good and gives a high statistical significance to the results. 34 of the respondents represented Team North America, 28 Team Europe.

## Survey Results

### General opinion about the event

#### Advance information to players

Response	NO.	PCT.	Graph
Excellent	48	77%	
Good	14	23%	
Average	0	0%	
Not so good	0	0%	
Bad	0	0%	
Total Number of Responses: 62			

#### Arrangements during the event

Response	NO.	PCT.	Graph
Excellent	46	79%	
Good	12	21%	
Average	0	0%	
Not so good	0	0%	
Bad	0	0%	
Total Number of Responses: 58			

### The Course

#### Interesting/challenging layout

Response	NO.	PCT.	Graph
Excellent	23	37%	
Good	34	55%	
Average	4	6%	
Not so good	1	2%	
Bad	0	0%	
Total Number of Responses: 62			

#### Course condition

Response	NO.	PCT.	Graph
Excellent	20	34%	
Good	26	45%	
Average	11	19%	
Not so good	1	2%	
Bad	0	0%	
Total Number of Responses: 58			

### Food & Beverage Service

#### On the course

Response	NO.	PCT.	Graph
Excellent	28	46%	
Good	22	36%	
Average	9	15%	
Not so good	2	3%	
Bad	0	0%	
Total Number of Responses: 61			

#### At the party

Response	NO.	PCT.	Graph
Excellent	23	40%	
Good	23	40%	
Average	8	14%	
Not so good	3	5%	
Bad	0	0%	
Total Number of Responses: 57			

### Pace of Play

Response	NO.	PCT.	Graph
No issue	6	10%	
Good	53	87%	
Marshalling	1	2%	
No beginners	0	0%	
Penalize	1	2%	
Other	0	0%	
Total Number of Responses: 61			

### Main reason why I participated

Response	NO.	PCT.	Graph
Exciting event	31	51%	
Expand network	15	25%	
Friend encouraged	5	8%	
I like golf	8	13%	
Prizes	2	3%	
Do not know	0	0%	
Total Number of Responses: 61			

### Cost of participation

Response	NO.	PCT.	Graph
Could be more	7	11%	
Reasonable	53	85%	
Too expensive	2	3%	
Don't know	0	0%	
Total Number of Responses: 62			

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

Response	NO.	PCT.	Graph
Yes	52	84%	
No	5	8%	
Do not know	5	8%	
Total Number of Responses: 62			

## Report from the event

### Participants

144 players participated in this event, including a record number of 15 ladies. Both teams had 72 players. 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 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 two Chanel J12 watches, a pair of business class tickets to Europe from Finnair, a pair of business class tickets to the Honolulu from United Airlines and Delta Air Lines.

Dale Carnegie provided 5 prizes for business management courses, Westin Hotel Tokyo, Hilton Odawara Resort & Spa, Hilton Osaka, and the Conrad Tokyo all gave out excellent accommodations. BlackBerry two phones, GenkiArt photography services, International Solutions Group donated a delux BBQ set, and Living Wines provided 150 bottles of wine, which were specially labelled by the MBJ Cup office (see image at right), for the 'goodies bags, which all players recieved, TaylorMade and Titleist golf goods and Loudmouth golf wear. Berry Bros. & Rudd supplied the sparkling wine served at the scorers desk and champagne for the winning team. Gotemba Kogen Resort & Brewery, Coca-Cola and MolsonCoors provided beverages, Mie Project coffee and FusionGOL web hosting services.

The cash sponsors; White & Case, Asian Tigers Mobility, DeVere Group, K&L Gates, Seiryu Asset Management Ltd., Konigstedt, IFS Japan, Hynd 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 2013 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 fundraising was again directed to the YMCA Challenged Children Project (CCP). In addition to collection boxes the effort included a Charity Shot 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 sleeve of golf balls..

The YMCA and the organizers very much appreciate your kindness and warm contribution to the Challenged Children Fund.

### After-Party @ Mercedes-Benz Connection

Also this year and After-Party was held at Mercedes-Benz Connection on Thursday, 10 October attended by about 80 persons, almost half of the players and many with their significant other. The party was free for the participants, all costs of the event were borne by Mercedes-Benz Japan.



## Results

### Team Competition

Team North America 75.9 strokes - Team Europe 76.2 strokes

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

### Special Prizes

Near Pin Winners

- No. 5 - Latesh Kumar Gajria, NA
- No. 7 - Neal Walters, EU
- No. 12 - William Ramsay, EU
- No. 16 - Miyako Matsuoka, EU



Longest Drive

Robert Melson, NA



Best three net



Best three gross

### Individual Competition - BEST NET

Pos.	Name	Team	Gross	HCP	NET
1*	Dean Rogers	NA	70	0	70
2	Gereon Sperling	EU	70	0	70
3	Joe Signorelli	NA	81	10.7	70.3
4	Neal Walters	EU	76	4.7	71.3
5	Hiroaki Sugawara	EU	88	16.6	71.4
6	Latesh Kumar Gajria	NA	93	21.3	71.7
7	Yoshikazu Kato	EU	83	10.7	72.3
8	Frank Marcus Weber	EU	83	10.7	72.3
9	Robert Melson	NA	76	3.6	72.4
10	Carl-Gustav Eklund	EU	95	22.5	72.5
11	Stefan Gustafsson	EU	95	22.5	72.5
12	Akira Niwayama	NA	87	14.2	72.8

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

### Individual Competition - BEST GROSS

Pos.	Name	Team	OUT	IN	TOTAL
1*	Gereon Sperling	EU	36	34	70
	Dean Rogers	NA	34	36	70
3	Justin Choulochas	NA	38	38	76
	Robert Melson	NA	40	36	76
	Neal Walters	EU	36	40	76
6	Akihiro Takano	EU	38	40	78
	William Ramsay	EU	36	42	78
8	Yuya Suzuki	NA	40	40	80
9	Rex Valentine	NA	42	39	81
	Glen Sugimoto	EU	39	42	81
	Joe Signorelli	NA	38	43	81

\* as the Best Net was awarded to Rogers, Sperling was declared Best Gross.

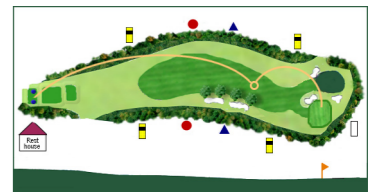
## Material produced for the event

### 1. Pocket Guide and Scorecard

When the participants arrived at the course they received the Pocket Guide and the Scorecard. 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



Location Map

### 2. Information kit

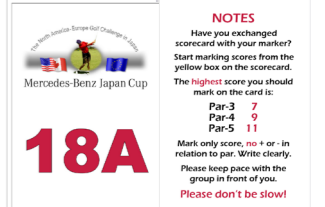
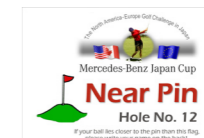
The 6-page Information Kit was made as a pdf file so that each participant could download it and print out if needed. A mail with a link to the location of this file was sent out on 1 October. The kit included instructions, rules, participants & groups and a large size access map to the course. This map was also made for the event. The back page had again logos of all the sponsors.

### 3. Posters and signboards

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, Finnair, United Airlines, Delta Airlines and Dale Carnegie). 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 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.

### 7. The logo

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

Typesetting of the title is in Corpo A.



### Production costs

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

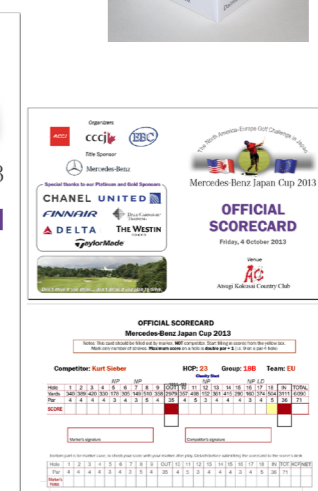
Mercedes-Benz Japan also provided tees, for which small boxes were made.



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, George Ohyama and Bob Bernal



Preparing for play; putting, stretching and chatting.



Groups 1A, 1B, 10A and 10A on the first tee. From left: Clas Bystedt, Ryan Dwyer, Bob Bernal, Glen Sugimoto, Toru Takahashi, Akira Niwayama, Aron Kremer, Yasutaka Nakagawa, Kintaro Ueno, Robert Melson (NA team captain), Mario Sptizer (EU team captain), Mie Spitzer, Chiharu Taita, Erik Ullner and Yuya Suzuki.



Yuya Suzuki's (Delta) tee-shot on No. 1.



The YMCA Charity Shot on hole no. 12



Group 10A enjoying a nice lunch break in the rest-house.



A happy group 3B after finishing their play.



The Scorers' Desk welcoming the players after the round.



The buffet table



MBJ Vice President Marc Boderke left presents the individual winner's trophy. Center Gereon Sperling, right Dean Rogers.



Winner of the second Chanel prize, a J12 watch, presented by Yasutaka Nakagawa (right)



The winning North American team.