



DaimlerChrysler Cup

The First Annual North America - Europe Golf Challenge in Japan

Atsugi Kokusai Country Club - Friday 26 September 2003



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Andre Zimmermann
EBC Vice Chairman



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Atsugi Kokusai Country Club - 26 September 2003



DaimlerChrysler Cup

The First Annual North America - Europe Golf Challenge in Japan

FINAL REPORT

Organized by:



Title Sponsor:

DAIMLERCHRYSLER

Background

1. The Event Idea

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 about one year ago 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.

2. Taskforce

To handle the planning and practical arrangements, the ACCJ and the EBC appointed in March each one member to the taskforce, Joe Lestage, the ACCJ Programs Committee chairman and one from the EBC - Erik Ullner.

FCCJ Executive Director Clas Bystedt was asked to join the committee to represent practical experience of organizing golf events from the European side. He had also experince of projects done in cooperation between all foreign chambers in Japan through his involvement in the Foreign Chambers Information Group (FCIG) and its surveys.

The taskforce discussed the project over phone and email in May and early June and met for the first time on 26 June 2003.

3. Date and Course Selection

The original date selected for the event was Friday 3 October, but due to a request from the title sponsor (see below), the event was moved one week earlier (3 October is the German Unifictaion Day).

One initial idea was to hold the event at Tama Hills Golf Club on a Monday, when the club is closed for other players. This venue is used by the ACCJ. However, due to the fact that the course is a US Navy course and might apply restrictions on which nationalities could play, and as it was decided to look for a more neutral course.

Through Erik Ullner, who is acquainted with the President (Haruo Komuro) of Atsugi Kokusai Country Club, contact was made to this club to discuss the availability of the course, and fees for play, lunch and party. The course accepted to close their East Course for use by this event. The cost, all included was 21,000 yen, which was regarded reasonable taking into account the quality, reputation and location (only 45 km from Central Tokyo) of the club and course.. Thus it was decided to use Atsugi Kokusai for the first event, and also use it for future events, if the experience of this first event were positive.

4. Selection of Title Sponsor

As it was obvious that the event could not use the name “Ryder Cup in Japan”, it was decided to find a suitable title sponsor which would give the event its name, and also provide financial support and prizes for the event. One idea was to find one sponsor from each side of the Atlantic and give the event a double-name. But as it soon emerged that it would be difficult to find two companies that would be interested in the concept and also match each other.

Therefore it was decided to try to find a “hybrid” company, and very soon the name of DaimlerChrysler was brought up. They were contacted, showed interest and a first meeting with them and Erik Ullner and Clas Bystedt was held with representatives of DaimlerChrysler Japan on 4 June. After this meeting, Clas Bystedt made a proposal on the committments of DaimlerChrysler, which amounted to a value of about 1 million yen for the first year, including the Cup, play fees for invited VIPs, caps and other handouts to each participants and other prizes. DaimlerChrysler Japan accepted this proposal.

5. Play format & Team Competition

The maximum number of players in each team was fixed to 72, bringing a total of 144 players, i.e. 36 foursomes teeing off from all tees (shotgun start).

As it would be extremely difficult to obtain correct handicaps from all the players, it was decided to use the Double Peoria (“shin-peria”) soring system which decides the handicap from 12 hidden holes on the day.

The average score of all players in each team will be 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

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



From left: Joe Lestage, Clas Bystedt and Erik Ullner



Atsugi Kokusai C.C. President Haruo Komuro



The North American Team

Summary & Proposals

1. The Date

From a viewpoint of chambers calendars and other golf events organized by chambers, a date in late September/early October seems to be fine. However, there are concerns about typhoons in that period, and a typhoon hitting on the day of play, would very much ruin the event, and perhaps even cancel it out.

Therefor the taskforce has been studying other alternatives. If the date will be changed, it now looks that the most likely period would be late May, early June. For DaimlerChrysler 28 May would be suitable.

The issue of date is being studied and the date will be fixed as early as possible, at latest early December.

2. Venue

The taskforce do not see any reason to change the venue, alos the partiicpants survey confirms the same. There were some voices claiming the course was too easy, and that we should use the West course at the club, which is longer and more difficult.

However, the taskforce do not see this as a viable option. The course might be too difficult for high handicap players causing the play to be even slower that it was this year. Another reason that would course slower play is that there are fairly long distances to walk between greens and tees. Furthermore the carts on the West course are not remotely controlled.

The taskforce suggest to use the same (East) course, but to recommend the club to use longest possible tee options to make the course longer.

3. Play format and number of players

Although the Double Peoria (“shin-peria”) soring system is not a perfect sytsem (too much of a lottery) there is not much choice, as it would be very difficult to obtain correct handicaps from all the players.

The average score of all players in each team was counted as the team score. This was well accepted by both teams. But to avoid one or a few players to affect too negatively on the team score, in future only the best 80 % should be counted.

The maximum number of players in each team was fixed to 72, bringing a total of 144 players, i.e. 36 foursomes teeing off from all tees (shotgun start). The actual number teeing off on the day was 133, for a split-down per chamber, see page 3.

Play was rather slow as it took about 6 hours 15 minutes to complete the competition. The slowness of play was also critizised in some of the feedback responses. To speed up play it might be considered to start with only one foursome on the par-3 holes, which would bring down total number of players to 128.

As for Japanese players, 30 participated on this occasion. As it might not have been clear to all Japanese members of the Chambers, it should be emphasized next time that the event is not only open to Eurorpean and North American nationals, but to all chamber members.

4. Food and beverage service

This is the area (according to the survey where most improvements should be made. The option of having several lunch service points was appreciated and the beverage service seems to have been good, however there were calls for other beer than American.

As for food, many requested some “heavier” options for the lunch service, e.g. better sandwiches or hot-dogs. Also the food at the party got varied responses. More western food selections to be added.

5. 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.

To improve the volume and quality of food, and to get a reasonable profit out of the event, the club would like to raise the play fee with 2-3,000 yen. The taskforce suggests that we accpet this request, but that we try to keep same play fee for the participants (i.e. 21,000 yen) and the balance would be provided by cash sponsors.

6. Registration and cancellation

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

Even though it is understandable that with this large number of players, and many signing up even months before the event, there would be cancellations. However, the number of cancellations were surprisingly many, about 25, most likely including some that were not even sure they would play but signed up “just in case”.

To avoid “light-hearted” sign-ups, we suggest that at least the registration fee (3,000 yen) would not be returned in any case and perhaps charge an additional cancellation fee (e.g. 3-5,000 yen) for cancellations after the registration dead-line.

7. 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 January.

8. Sponsors and cash donations

This year, although the total number of sponsors was very satisfying, there were only four cash sponsors generating only 450,000 yen. To be able to provide a fair compensation for all the work in organizing this event, and to compensate for a possible increase in the fee paid to the club, more cash sponsors are needed, and/or a “cash input” from the title sponsor.



Participants Survey - Comments

52 respondents also gave some comments. Many of them (almost all...) included thanks to the organizers and compliments about the arrangements, such as:

- The event, the organization, the whole was very professional. You have all done a super job.
- Overall, an excellent event & very well organized - impressive considering the magnitude.
- I am extremely impressed with the organization of this event.
- A memorable impeccably organized event. Even thinking hard I don't know what to improve.
- Very good event, the web page and all printed material was excellent! Very professional.
- Excellent build up through the website.
- I think this was a very well prepared and organized event. The website and information on the day were excellent. Daimler Chrysler and other sponsors can be proud to have their name associated with it.
- I enjoy the whole day and was impressed by the organizing skills of the people in charge. This should be a model for other similar events.
- The best golf-event I have ever attended.

Comments about the course and play

- Course condition was fine, but the course itself was not so interesting - too many short par 4s.
- The only problem were the traffic jam in Atsugi around 8.00 am
- Took time to play 18 holes (more-than 6 hours). Consider to use 27 holes. The only negative comment I have is that the pace of play was a little too slow for my liking. The only fixes for this would be to decrease the number of players or to allow both courses at the club to be used.
- Only criticism would be that 6 1/4 hours is TOO long for a round of golf. Possible solutions:- (1) Allowing members of the opposite team to "give" short puts - i.e less than putter grip - would speed up play. (2) Atmosphere during the actual round of Golf might be improved by having a "Match Play" format. This would also speed up play. Handicaps would then be an issue but most players know their average handicap ...
- If there were as system better than Double Peoria that would be preferable, but absent a perfect fix I suppose that this system is a "necessary evil." Next time the separation in to Flight A and Flight B is highly desirable to allow players of all caliber to play comfortably and enjoyably.
- I wonder if the tournament would work better with 'self-declared' handicaps. There is the risk of false handicaps being used but the peoria system has a feeling of a lottery. Also, if someone declare their handicap to be, say, 20 and they shoot 75, they will be exposed for all to see. And the tournament organiser can excercise discretion in such a case.
- In case we could find out somewhat reliable system to check each players hcp, Stableford system would be preferable instead of this Japanese lottery. Could it be considered that max. pts is (for example) 42 and if more, to be deleted/disqualified from the total/individual com- petition due to wrong hcp.

Comments about food and drinks

- Lunch choices were not as good as the beverages, I like the "on the go" idea, but a more robust choice of sandwiches would be preferred. The after party was a bit weak on food, not enough variety and not enough volume..
- Excellent in quality and quantity during the play. The food at the party however was surprisingly bad.
- The one major drawback was the food on the course. If we do not do the sit-down lunch, having better sandwiches or even hotdogs would be helpful.
- The food volume was a little bit too light at the party, but the sandwches and Japanese delicacies on the course to allow through play was absolutely perfect. Drinks around all the holes was also a wonderful arrangement.
- The location of the snack stand was perfect, enabling us to visit multiple times & the idea of having beverages at various holes was also welcomed with thirsty eagerness. I thought the beer selection was below average, quite surprised to see the dregs of American beer as the only choices. And the food at the award ceremony was also substandard & seemed a bit out of place in relation to the level of class up to that point.
- Possibly could have had a better selection of food afterwards at the presentation, or allow those to order off of a menu.

Comments about prizes and prize ceremony

- Prize ceremony format should be changed so that as many partipants as possible (win) receive something. Now some people won 2-3 different prizes.
- Certainly generous to have so many door prizes, and a great idea to have enough that people win something without playing well.
- I liked the idea that not only the good golfers, but EVERYBODY had a chance to get a prize !
- Good idea to draw prices for everyone - fun.
- I enjoyed outing very much and it was surprising how much of items we all received from the sponsors
- The only one thing I missed in such an excellent event was the lack of any charity feature. For me golf and charity go pretty much hand in hand, and one could easily have reduced the amount of prices to a half...and they still would have been lavish.

Comments on a Japanese team

- With regard to the idea of a Japanese team, it would depend on what is intended, ie 3 teams in total, and would that then mean that Japanese players would not play for either the European or North American team and that the player makeup would be based on Nationality, not just membership in a Country Chamber.
- I don't think the idea of the Tokyo Chamber joining, unless they are the international group willing to interact with Foreigners. I think we should first get better participation with Japanese employees of foreign companies via the ACCJ and the EBC.
- I am in favor of including the Tokyo Chamber of Commerce as it will expand my network, but can we accommodate so many players?

Planning and Preparations

Below we list the tasks and events in cronological order. Many, if not most items involved also others than the taskforce. From the ACCJ Chisako Maruyama (and after she quit Rieko Kakigi) and Aron Kremer and at the EBC Alison Murray where very much involved in the planning and organizing of the event.

May

- The task force was formed, initial discussions regarding date, venue and title sponsor.
- Venue decided (Atsugi Kokusai C.C.) and agreement on play fee.
- EBC contacted DaimlerChrysler Japan to sound out thier interest in becoming title sponsor.
- Agreement with ACCJ and EBC regarding sign-up procedures and registration fees (3,000 yen).

June

Sponsorship categories decided (amounts 1,000 yen)		
Category	Cash	Goods (retail value)
GOLD	200 - >	300 - >
SILVER	100 - 199	150 - 299
BRONZE	50 - 99	75 - 149

- DaimlerChrysler Japan agreed to be Title Sponsor
- Date decided (moved from the original 3 October to Friday 26 September
- Web site online (27 June)

July (date in parenthesis)

- (9) The taskforce and some key members from ACCJ test played the course and had a meeting with the club and Mr. Dietrich of DaimlerChrysler
- (13-14) The event was announced to ACCJ, CCCJ and EBC members
- It was decided to organize bus transportation to the event, the bus would be organized by ACCJ

August (date in parenthesis)

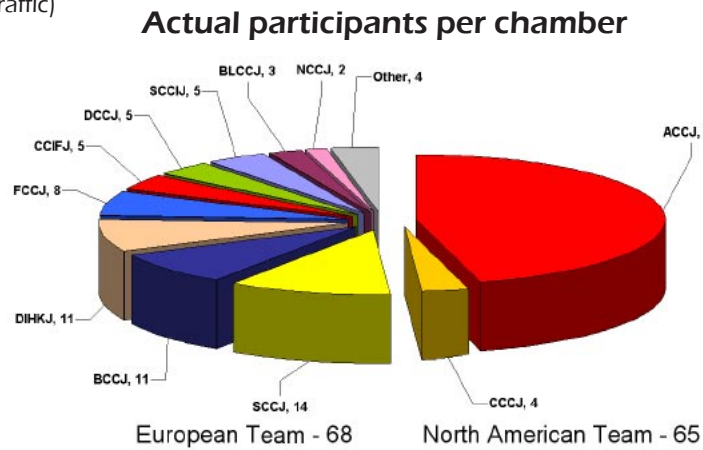
- Drafts of Pocket Guide, Participants Info kit and Scorecard prepared
- (19) EBC sent out reminders
- (28) Taskforce meeting with DaimlerChrysler (trophies, other prizes, etc.)

September (date in parenthesis)

- (4) Meeting with ACCJ President Lance Lee and EBC Chairman Richard Collasse (VIP issues, media, etc.)
- (11) Taskforce meeting with ACCJ and EBC
- (12) Registration dead-line - email confirmation sent out to all participants
- (18) Playing groups assigned
- (19) Taskforce meeting with DaimlerChrysler (decision about longest drive/near-pin prizes, etc.)
- (22) Info package sent out to all participants by email
- (23) A-1 posters printed at Kinko's
- (24-25) Pocket Guide, Score Cards, envelopes, signboards printed at FCCJ
- (25) Latest update sent to all participants by email
- (25) Preparations at the course, prize allocations, etc.

Schedule on the day of play

05.00 Taskforce arrive at the club (posters and signboards put up, registration desks prepared, etc.)
06.30 Bus departs from ACCJ
07.30 Registration starts
08.50 Briefing to participants (20 min. delayed because of traffic)
09.15 Tee-off (15 min. delayed)
15.30 Play finishes
16.00 Party starts
16.30 Prize ceremony starts
17.30 Prize ceremony ends
18.00 Bus departs for Tokyo



Information to participants

1. The Web site

The web site proved to be rather instrumental in making the project successful. It raised the profile of the event, gave additional exposure to the sponsors and was a very good tool in communicating with the participants, as registration, sign-up listings and sponsor recruitment were done through the site. Actually about one third 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, the information phase and the “after-the-event” phase.

The web site has had almost 12,000 page views between the launch (27 June) and 19 October.

2. e-mail information

All participants received three email bulletins, i.e.

- 12 September - confirmation of participation, promotion of bus, reminder about registration fee (EU) and notice of when further information will be sent
- 22 September - detailed event information, more promotion of bus and a link to the information kit
- 25 September - latest event update

The participants were divided into two mailing groups, North American and European, which allowed for different information to be sent out to each team (greeting; “Welcome to the North American/Eurpean Team”, notice about registration fee (EU), etc.). The group mail program was set-up so that it showed “DaimlerChrysler 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).

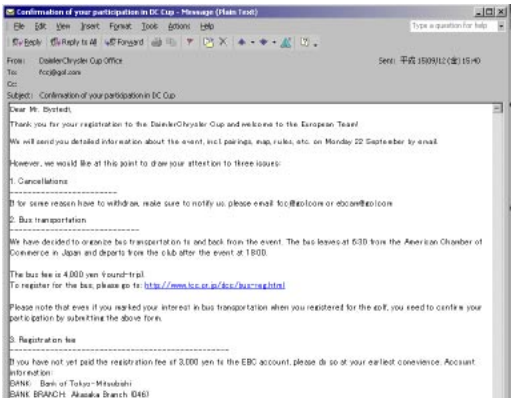
The kit was made as pdf file in two versions, a hi-res for those who needed a good printable map, a lo-res for those (e.g. bus riders) who did not need to print the map.

The files were placed on the server and links to these were sent in the email bulletin on 22 September. This allowed partiipants to download the file of their choice and did not have to receive a mail with a huge attachment.

4. Information on the day

When players arrived at the course, they received an envelope with the Pocket Guide (which included a course guide made for the event), their individual Scorecard and the Swiss Card donated by Victorinox and a cap (different for the NA and EU teams) and well as the locker card. Other give-aways from Chanel, DaimlerChrysler and Tabasco were placed in the lockers.

Before start of play the players were gathered for a photo-shooting and a short briefing were the main rules were explained and also how to fill out the scorecard. This briefing was slightly delayed because of many late arrivals due to bad traffic in Atsugi.



Participants & Groups						
(Red represents the North American team, blue the European)						
Out course			In course			
1A	Robert Gordini Don Winkler Tom Salsbery Maria Terrell	White & Case LLP American Chamber of Commerce-Japan Embassy of Finland DaimlerChrysler Japan	ACCJ ACCJ FOCC DMKJ	Sean Higgins Michael Griffin Dawn Delapage Charles Thiele	NEA International Morgan Stanley Japan Limited Purdue Japan Co. Ltd Tsangchi International (Japan) Ltd.	ACCJ ACCJ ACCJ SCCJ
2	Joseph Lagasse Joe Romano Erik Usher	Capital Investment & Realty, Inc. Tokai Nippon Golf Course Kingswell Ltd	ACCJ ACCJ ACCJ	10B Maryna Terrell Amnon Kanner Harald Huban	InterContinental The Grand Tokaido American Chamber of Commerce in Japan DaimlerChrysler Japan	ACCJ ACCJ DMKJ
3	Chris G. Borchert	French Chamber of Commerce in Japan	FOCC	Markus Mager	Boji Japan K.K.	DBSJ
40	Mike	MTI Inc.	ACCJ	Rae Umemoto	Morgan Stanley Japan Limited	ACCJ
2A	Douglas W. Lander Carling Mulburg Jim Schmitt	Madison International Japan Inc. NEA Japan K.K. Nature's Empire, Ltd.	ACCJ SCCJ FOCC	11A Joachim Hines Barbara Shales Wing Dai Ngai	Moore Strategic Value Partners (Japan) Huang Liang (Japan) K.K. AMT Global	ACCJ DMKJ BLCCJ
31	Mark Schwab	United Airlines	ACCJ	Paul Reschke	Microsoft Asia Limited	ACCJ
28	Tony Lohs	Tokai Nippon Golf Course	ACCJ	Charm Restaurants	Charm Restaurants	ACCJ
32	Jim Quinn	Tokai Nippon Golf Course	BLCCJ	Joergen H. Madson	Morgan K.K.	ACCJ
33	Takashi	Shikoku K.K.	SCCJ	Victor Parnell	Carif	FOCC
34	Nick Kline	Asia Tigers Premier Worldwide Motors	ACCJ	Robert Lord	Morgan Stanley Japan Limited	ACCJ
35	Robert Meese	White & Case LLP	ACCJ	J. O. Howard	Luxair Technologies Japan	ACCJ
36	André Rausch	Winterthur Swiss Insurance Company	SCCJ	Chris Hedley	Sany Tokyo Kasei K.K.	SCCJ
37	Mike Masuda	Interlink Service, Inc.	FOCC	Sam Tamura	Front	FOCC
38	Jerry Fuji	White & Case LLP	ACCJ	Michael Jurek	St. Mary's International School	ACCJ
39	James Morris	Omex Harrington & Sutcliffe	ACCJ	Frank Heppner	Ball Japan Co. Ltd	DMKJ
40	Gordon Symonds	Omex Harrington & Sutcliffe	ACCJ	Gus White	ING Bank	ACCJ
41	Paul Gribb	Japanesque K.K.	SCCJ	Roger Neukirch	NEA Japan	SCCJ



Participants Survey

To be able to further develop this event, we made a survey among the participants. The survey was conducted between 29 September and 10 October.

Survey Responses

The survey was announced to 122 participants (we did not have email addresses to some of the guests and the organizers were excluded from the total 133). We received 62 valid responses after removing multiple and incomplete entries. Thus the response rate is 51 %.

Survey Results

General opinion about the event

The Event Idea

Response	No.	Pct.	Graph
Excellent	61	98%	<div></div>
Good	1	2%	<div></div>
Average	0	0%	
Not so good	0	0%	
Bad	0	0%	

Arrangements

Response	No.	Pct.	Graph
Excellent	54	87%	<div></div>
Good	8	13%	<div></div>
Average	0	0%	
Not so good	0	0%	
Bad	0	0%	

The Course

Course condition

Response	No.	Pct.	Graph
Excellent	41	66%	<div></div>
Good	19	31%	<div></div>
Average	1	2%	<div></div>
Not so good	1	2%	<div></div>
Bad	0	0%	

Access

Response	No.	Pct.	Graph
Excellent	13	21%	<div></div>
Good	27	44%	<div></div>
Average	14	23%	<div></div>
Not so good	6	10%	<div></div>
Bad	2	3%	<div></div>

Play format

Double Peoria

Response	No.	Pct.	Graph
Excellent	29	47%	<div></div>
Good	22	35%	<div></div>
Average	8	13%	<div></div>
Not so good	3	5%	<div></div>
Bad	0	0%	

Shotgun start

Response	No.	Pct.	Graph
Excellent	42	67%	<div></div>
Good	16	26%	<div></div>
Average	3	5%	<div></div>
Not so good	1	2%	<div></div>
Bad	0	0%	

Food & Beverage Service

Variety/volume

Response	No.	Pct.	Graph
Excellent	19	31%	<div></div>
Good	24	39%	<div></div>
Average	16	26%	<div></div>
Not so good	3	5%	<div></div>
Bad	0	0%	

Quality

Response	No.	Pct.	Graph
Excellent	14	23%	<div></div>
Good	29	47%	<div></div>
Average	17	27%	<div></div>
Not so good	1	2%	<div></div>
Bad	1	2%	<div></div>

Main reason why I participated

Response	No.	Pct.	Graph
Exciting event	30	48%	<div></div>
Expand network	14	23%	<div></div>
Friend encouraged	12	10%	<div></div>
I like golf	9	19%	<div></div>
Don't know	0	0%	

Cost of participation

Response	No.	Pct.	Graph
Could be more	15	24%	<div></div>
Reasonable	41	66%	<div></div>
Too expensive	3	5%	<div></div>
No opinion	3	5%	<div></div>

Opinion on Japanese team

Response	No.	Pct.	Graph
Yes	31	50%	<div></div>
Don't know	20	32%	<div></div>
No	11	16%	<div></div>

Participate next time

Response	No.	Pct.	Graph
Yes	60	97%	<div></div>
Don't know	2	3%	<div></div>
No	0	0%	

Report from the event

Press Release:

EUROPE EDGES NORTH AMERICA IN FIRST DAIMLER-CHRYSLER GOLF TOURNY

To counter recently strained trans-Atlantic relations and to further increase business relations amongst the international business community in Japan, the European and North American business communities in Tokyo held a friendly golf tournament at Atsugi Kokusai Country Club on September 26.

Sponsored by German-American auto giant Daimler-Chrysler and 25 other companies, the tournament brought together 133 players from the American and Canadian chambers of commerce on one side and the European Business Council on the other side. Using the double Peoria (shin-peria) scoring system under which an average score for each team is computed, the Europeans came out on top by 1.5 strokes. The tournament was the first of its kind to take place in Tokyo, and will be played annually in the future.

Participants

133 players participated in this event, including three ladies. 68 for the European Team and 65 for the North American team. Golfers of all levels took part, from "semipro's" with handicap's below 5 to a large number of relative beginners with handicaps of 36 or over.

Thanks to the new peoria (shin-peria) play format, everyone had a fairly good chance to be well placed in the results.

Sponsors and Prizes

The event had 27 sponsors, including the title sponsor Daimler Chrysler Japan. Thanks to this, we had almost 1,000 prizes (including the give-aways), worth over 10 million yen!

Apart from the beautiful Hoya crystal trophy to the winning team and a Hoya crystal driver head for the winner of the individual competition, notable prizes were United and Lufthansa pairs of business class tickets to USA and Europe respectively, a very valuable watch from Chanel (who also donated a gift to all players and caddies), a lot of golf equipment from Nike, MIT, Ping, Premier Worldwide Movers and Titleist.

Victorinox donated a Swiss card to each player, Tokyo American Club six one day memberships including lunch and dinner, Tabasco gave a box of golf balls, ties and caps for all players, Tama Hills G.C. a lot of golf rounds, Oakwood, Westin, Strings Hotel and Intercontinental Tokyo Bay and Yokohama accommodation at their facilities, Buckler and Tropicana drinks, Interlang Japanese lessons, Andre Zimmermann Caran d'Ache pencils and Gordon Simmonds Golf-DVD's that he has produced.

The cash sponsors', White & Case, Towry Law, Roche and Puratos, contributions were very important as it enabled us to produce all the material required for the event.

Apart from the trophies, DaimlerChrysler Japan also provided driving range golf bags and caps for all players and other prizes, most notably 10 days free test drives of their cars to winners of all four near pin and the longest drive prize.

Results

Team Competition

The European team 77.8 strokes -
The North Americal team 79.3 strokes

Note: the team score was calculated as avererage of the scores of all players in each team.

Special Prizes

Near-Pin Prizes
Hole No. 5 - Mitsuhsa Ikeguchi
Hole No. 7 - Brett Dandoy
Hole No. 12 - Robert Grondine
Hole No. 16 - Ted Miller
Longest Drive Prize (Hole No. 17) - Brett Dandoy

Note: as Brett Dandoy had also won a free test drive in the near pin competition, the prize was awarded to the runner-up Tomo Bystedt

Individual Competition - BEST NET

Pos.	Name	Team	Gross	HCP	NET
1	Tomo Bystedt	EU	71	2	69.0
2	Kazuo Kondo	NA	89	20	69.0
3	Robin Ord-Smith	EU	71	0.8	70.2
4	Marcus Kosins	NA	77	6.8	70.2
5	Bill Miele	NA	88	17.6	70.4
6	Dayton Hughes	EU	87	16.4	70.6
	Jerry Fujii	NA	87	16.4	70.6
8	Joergen Madsen	EU	93	22.4	70.6
9	Albert Lord	NA	99	28.4	70.6
10	Takao Suzuki	EU	90	18.8	71.2

Note: if same net score, lower handicap wins.

Individual Competition - BEST GROSS

Pos.	Name	Team	OUT	IN	TOTAL
1	Robin Ord-Smith	EU	36	35	71
	Tomo Bystedt	EU	35	36	71
3	Joe Romano	NA	36	39	75
4	Dennis Martin	NA	36	40	76
5	Marcus Kosins	NA	37	40	77
6	Walter Baechli	EU	38	41	79
7	Gordon Simmonds	EU	38	44	82
8	Sean Hopkins	NA	39	44	83
	Takanori Hiramoto	EU	40	43	83
10	C. Joseph Lestage	NA	38	46	84
	Eiji Takagi	EU	40	44	84
	Bret Dandoy	NA	43	41	84



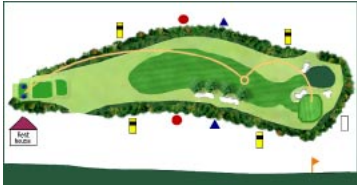
Material produced for the event

1. Pocket Guide, Scorecard and Envelope

When the participants arrived at the course they received an envelope containing the Pocket Guide and the Scorecard (as well as the Victorinox Swiss Card). 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 was 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 if needed. A mail with a link to the location of this file was sent out on 22 September. The kit included instructions, rules, participants & groups and a large size map of the access to the course. This map was also made for the event. The back page had again logos of all the sponsors. The file was available in two versions, a low resolution version for those who did not need a high-quality map.



Location Map

3. Posters and signboards

Four A-1 size (ca 60 x 90 cm) posters were made in-house and printed at Kinko's. See back page for a smaller version of it.

In addition 12 A-3 sized signboards were made for registration, signage to course and party room, and as promotion boards at the near pin and longest drive holes.

DaimlerChrysler printed a 4 x 1 m banner used at the entrance to the club and as a back-drop at the party.



4. Near pin and logest drive flags

Near pin and logest 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.

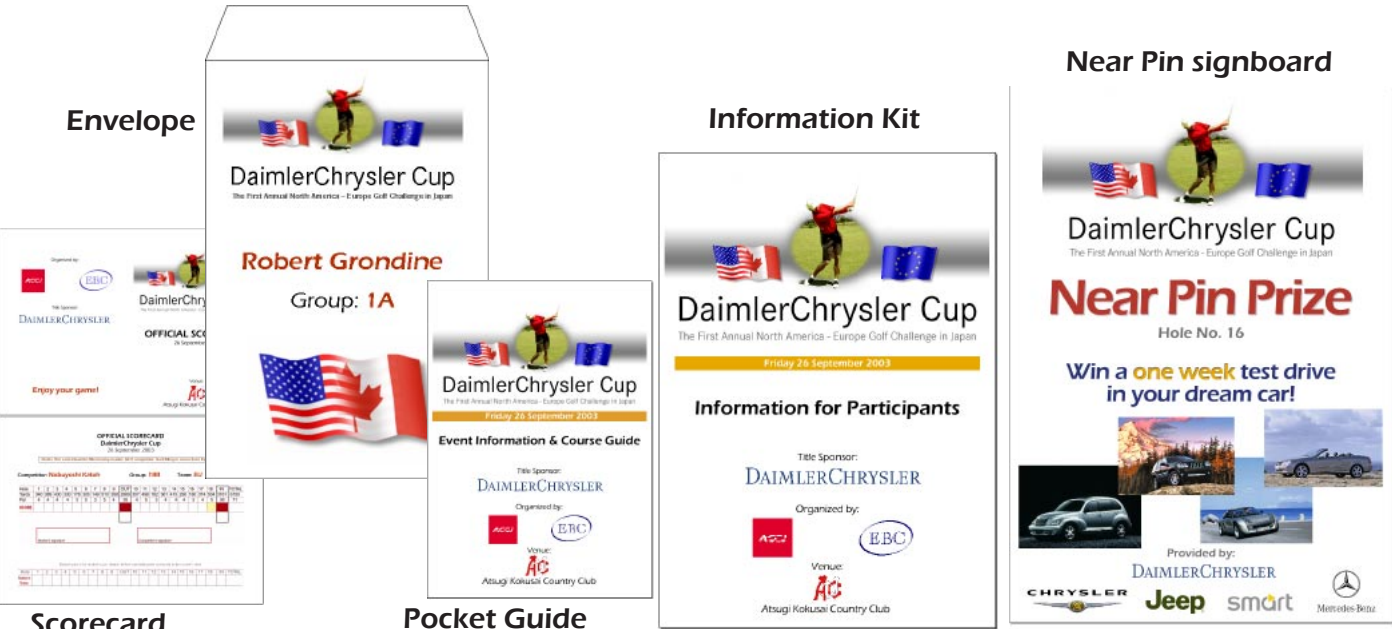
6. The logo

The logo (image) was designed by Tomo Bystedt. Typesetting in Corpo S, a font requested by DaimlerChrysler.

Material cost

About 160,000 yen was spent on the material for the event, including the A-1 poster printing at Kinko's, high grade paper for signboards and pocket guide, boards for signage, toners for the color laser printer, near-pin and longest drive flags, envelopes, etc..

The cost for the banner printed by DaimlerChrysler is not included in this estimate.





Entrance to Club House



The Club House Lobby - registration desks ready for players to arrive



Westmore, Tempel, Joe Lestage and Erik Ullner comparing scores



The signature hole - No. 12



Briefing before start of play



Club House from first tee



Hole No. 16



Approaching the 9th green with club house in the background



Course with cars, not only carts



The dream car?



Joe Romano and Erik Ullner at the scorers' desk



Robert Grondine and Erik Ullner - "fathers" of the event idea



DaimlerChrysler Japan President Hans Tempel tees off on No. 10



DaimlerChrysler Japan's Kawakami, Arakawa, Tempel and Dietrich (second from right) with ACCJ's Robert Grondine and Donald Westmore



The prize ceremony is about to start



EBC Chairman Richard Collasse praying for success before results were announced - and celebrating after the winning team was declared