



DaimlerChrysler Cup

The Second Annual North America - Europe Golf Challenge in Japan



Atsugi Kokusai Country Club, October 1, 2004

FINAL REPORT 2004

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 two 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. The first competiton was played at Atsugi Kokusai C.C. on September 26, 2003.

2. Taskforce

To handle the planning and implementation of the event, the ACCJ and the EBC have appointed a task force. This year the orignal task force consisting of Joseph Lestage, ACCJ Living in Japan Committee Co-Chair, Erik Ullner, EBC Vice Chairman, Clas G. Bystedt, FCCJ Executive Director, was reinforce by two new members, Robert Bernal, ACCJ Living in Japan Committee Co-Chair and Aron Kremer, ACCJ, Deputy Executive Director. Mr. Bystedt was responsible for the web site, information to players and prodcution of all material for the event.

The task force held a large number of meetings (see page 3.), many of those with DaimlerChrysler 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 recuited European sponsors.

3. Date and Course Selection

The date selected for the event, Friday 1 October, was decided, after consulting all chambers and DaimlerChrysler in March. Because of the risk of typhoons in early October, a later date was also considered, but due to other golfing events and DaimlerChrysler commitments, the only reasonable option was 1 October.

It was also decided o play the second event at the same course as the first, i.e. Atsugi Kokusai Country Club. Although last years survey showed some opinions that the course was to short and not difficult enough, the experiences from the first event, and the fact that it would be much easier to organize a second event at the same venue as the first, made the decision fairly easy. Also DaimlerChrysler supported the idea of using the same course. To counter the critisim in the survey regarding food service it was decided that the club would charge an extra 3,000 yen per participants (covered from cash sponsors) to improve the food service.

4. Play format & Team Competition

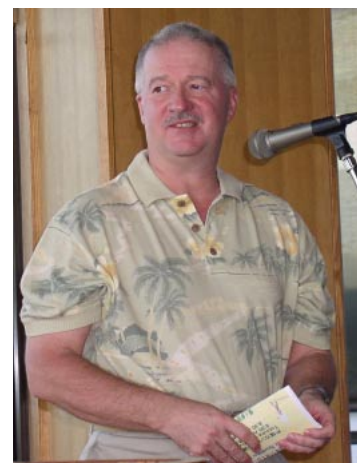
The maximum number of players in each team was fixed to 72, bringing a total of 144 players, i.e. 36 foursomes teeing off from all tees (shotgun start).

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

The average score of the best 80 % of the 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.

5. 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).



Bob Grondine



Joe Lestage (with mike) and Erik Ullner



ACCJ President Debbie Howard with the trophy and champagne

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 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.

February

- The venue (Atsugi Kokusai C.C.) and date (October 1) for the event was decided
- Information on date and venue sent to all chambers

March (date in parenthesis)

- (10) First task force meeting;
 - venue decided (Atsugi Kokusai C.C.)
 - agreement on play fee and additional compensation for improved food and drink service.
 - sponsorship categories decided (amounts 1,000 yen)

Category	Cash	Goods/services (retail value)
PLATINUM	300	600 ->
GOLD	150	300 ->
SILVER	75	150 - 299
BRONZE	40	75 - 149

- (15) New web site at own domain (www.dccgolf-japan.com) launched
- (23) Announcement sent to last year's players

April

- (24) Request sent to chambers to announce the event to members

May

- (23) Meeting with DaimlerChrysler; budget, prizes, PR, VIP invitees, etc.

June

- Sponsor recruiting campaign among European companies

August (date in parenthesis)

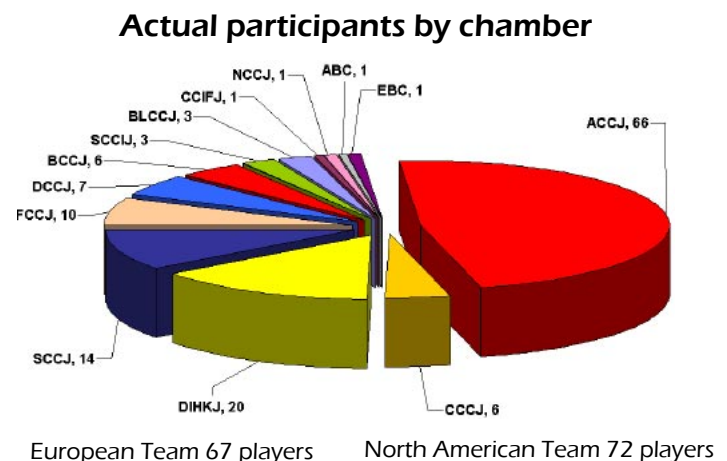
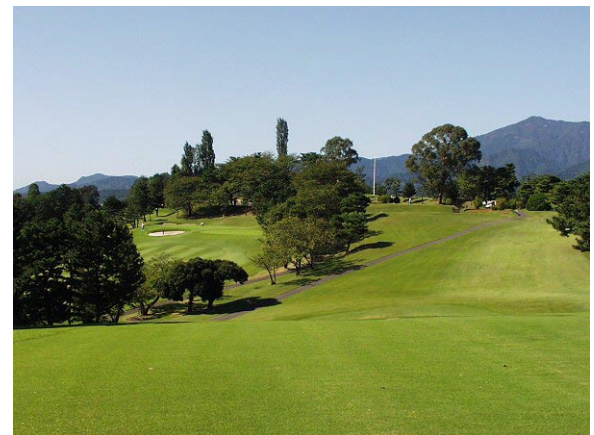
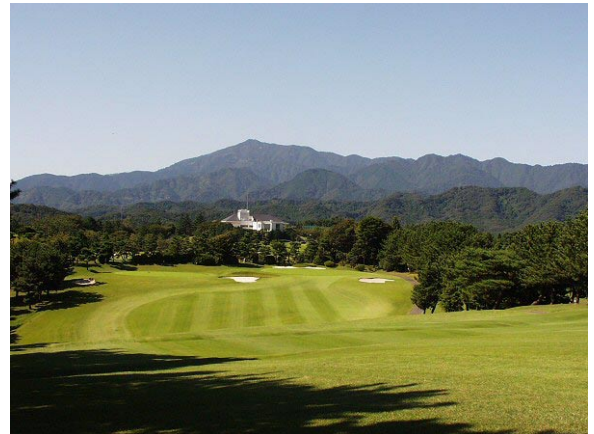
- (19) Task force meeting
- (31) Test play and meeting At Atsugi Kokusai C.C.

September (date in parenthesis)

- (1) Taskforce meeting with DaimlerChrysler
- (13) Shipping instructions/invoices sent to sponsors
- (16) Registration dead-line
- (19) Email confirmation sent out to all participants
- (23) Playing groups assigned
- (26) Taskforce meeting with DaimlerChrysler
- (26) Detailed event Information sent out to all participants by email
- (28) B-0 and A-1 sized posters printed at Kinko's
- (28-29) Pocket Guide, Score Cards, envelopes, signboards printed at FCCJ
- (30) Latest update sent to all participants by email
- (30) Preparations at the course, prize allocations, etc.

Schedule on the day of play - October 1

- 06.00 Taskforce arrive at the club (registration desks prepared, etc.)
- 06.10 Bus departs from ACCJ
- 07.00 Registration starts
- 08.15 Briefing to participants (on schedule)
- 08.30 Off for tees (on schedule)
- 08.45 Tee-off (on schedule)
- 14.35 Play finishes (5-10 minutes later than expected)
- 15.00 Party starts (on schedule)
- 15.40 Prize ceremony starts (10 minutes later than expected)
- 17.20 Prize ceremony ends
- 18.00 Bus departs for Tokyo



Information to participants

1. The Web site

This year, the web site had its own domain: www.dccgolf-japan.com.

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 about 25,500 page views between the launch (1 April) and 12 November 2004. The web site was sponsored by DaimlerChrysler.

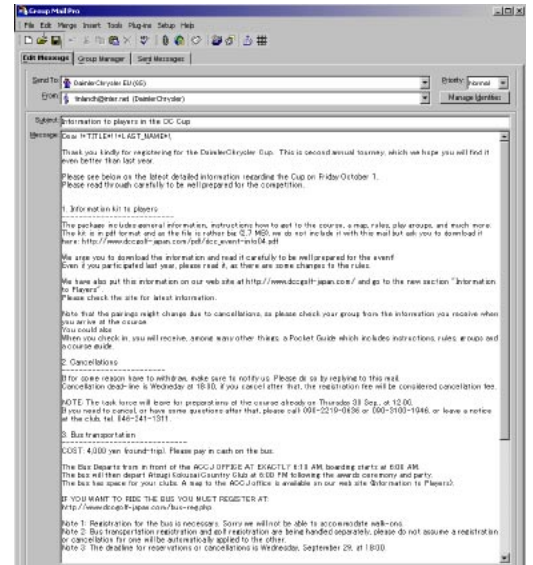


2. e-mail information

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

- 17 September - confirmation of participation, promotion of bus, reminder about registration fee (EU) and notice of when further information will be sent
 - 27 September - detailed event information, more promotion of bus and a link to the information kit
 - 30 September - latest event update
- After the event all players got three bulletins, i.e.
- 4 October - thank you, information on the event report on the web site and instructions on the participants' survey
 - 14 October - reminder to those who had not responded to the survey
 - 24 October - information on the results from the survey

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/European 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 files were placed on the server and links to these were sent in the email bulletin on 27 September. This allowed participants to download the file of their choice and did not have to receive a mail with a huge attachment.

Out course	1st responders in North American team	Members European	In course
1A	DaimlerChrysler Japan, Japan Chamber of Commerce, ACCJ, etc.	ACCJ, etc.	ACCJ, etc.
1B	DaimlerChrysler Japan, Japan Chamber of Commerce, ACCJ, etc.	ACCJ, etc.	ACCJ, etc.
2A	DaimlerChrysler Japan, Japan Chamber of Commerce, ACCJ, etc.	ACCJ, etc.	ACCJ, etc.
2B	DaimlerChrysler Japan, Japan Chamber of Commerce, ACCJ, etc.	ACCJ, etc.	ACCJ, etc.
3A	DaimlerChrysler Japan, Japan Chamber of Commerce, ACCJ, etc.	ACCJ, etc.	ACCJ, etc.
3B	DaimlerChrysler Japan, Japan Chamber of Commerce, ACCJ, etc.	ACCJ, etc.	ACCJ, etc.

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 locker card. Give-aways from DaimlerChrysler, Tabasco and others were placed in the lockers.

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



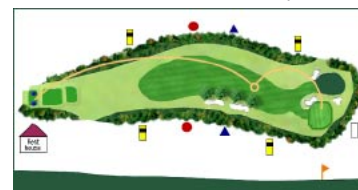
Material produced for the event

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 out 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 access map 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

One B0 (ca 115 x 140 cm) and 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 16 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.

4. Near pin and longest drive flags

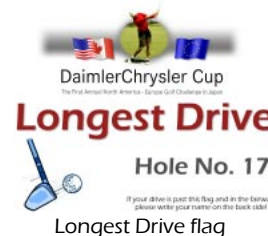
Near pin and longest drive flags were also made with the event logo.

5. Cart signs

To enable participants to easily locate their cart (among 36) at the start, a number sign was made for each cart.

6. The logo

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



Longest Drive flag

Material cost

About 300,000 yen was spent on the material for the event, including printing of the B0 and A-1 size posters at Kinko's, high grade paper for signboards and pocket guide, boards and stands for signage, toners for the color laser printer, near-pin and longest drive flags, cart signs, envelopes, etc.. These costs were covered by DaimlerChrysler. Design and assembly work (pocket guide and signboards) was not compensated.



Envelope

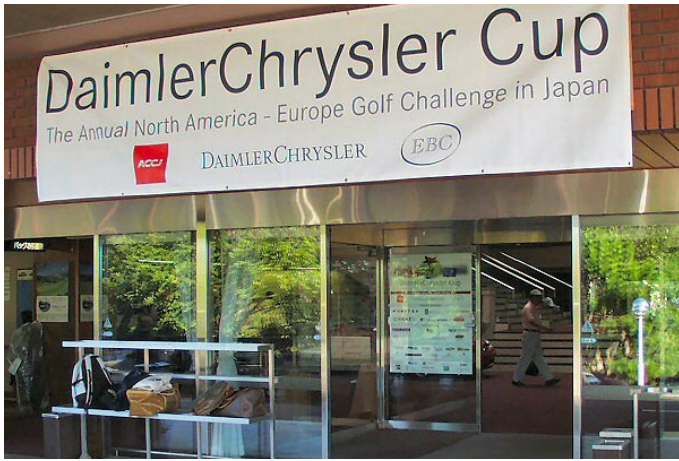
Information Kit

Near Pin signboard

Scorecard

Pocket Guide

Event Photos



Entrance to Club House



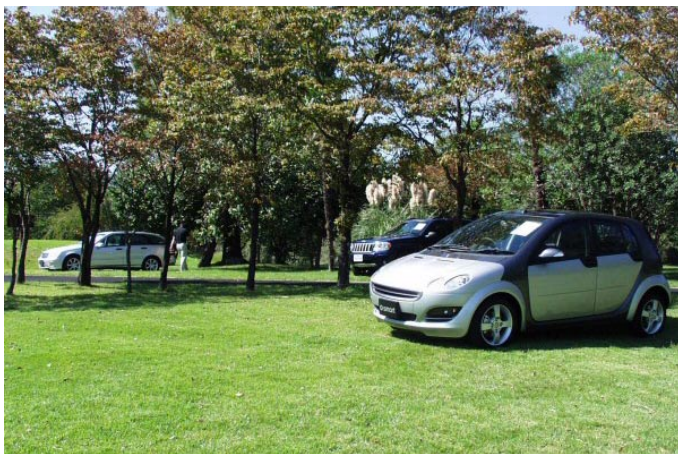
The Club House Lobby - registration desks ready for players to arrive



Players gather for a group photo before start of play



DaimlerChrysler cars around the club house...



..and on the course.



Task force members putting on the first green



Nice view of the course on a beautiful day





Excitement rising in the party room before results are announced



EBC playing team captain Tommy Kullberg, Chairman of the SCCJ



Harald Hudak, Vice-President of DaimlerChrysler Japan



Clas G. Bystedt introducing the sponsors



Winner of the United Airlines prize



Winner of the Lufthansa prize



Winner of the top prize; Chanel necklace.

Report from the event

Summary:

NORTH AMERICA EDGES EUROPE IN THE SECOND DAIMLER-CHRYSLER CUP

The European and North American business communities in Tokyo held the second friendly golf tournament at Atsugi Kokusai Country Club on 1 October. Sponsored by German-American auto giant Daimler-Chrysler and 33 other companies, the tournament brought together 139 players from the American and Canadian chambers of commerce on one side and the European Business Community on the other side. Using the double Peoria (shin-peoria) scoring system and calculating an average score for the best 80% of each team, the North American team came out on top by 0.4 strokes. The tournament was the second of its kind to take place in Tokyo, and will be played annually in the future.

Participants

139 players participated in this event, including three ladies. 69 for the European Team and 72 for the North American team. Golfers of all levels took part, from pro's to "semi-pro's with handicap's below 5 to a large number of relative beginners with handicaps of 36 or over. Nine ladies and 28 Japanese participated.

The pie charts at right describes the demographics of participants by position. Over 70% of the participants were clasified as either CEO/President or Senior Management.

Thanks to the new peoria (shin-peoria) play format, everyone had a fairly good chance to be well placed in the results, except that those who played under pair had an advantage as the system do not calculate sub-par handicaps.

Sponsors and Prizes

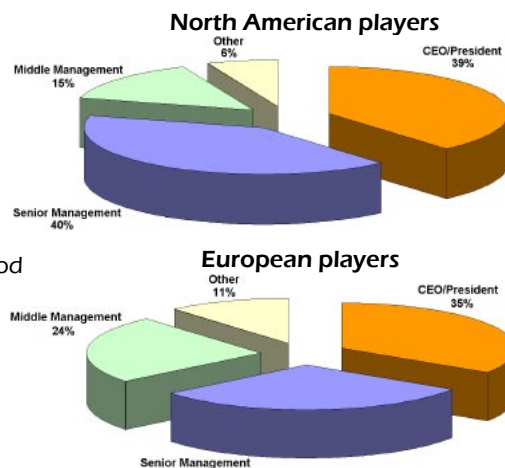
The event had 36 sponsors, including the title sponsor Daimler Chrysler Japan. Thanks to this, we had almost 1,000 prizes (including the give-aways), worth about 13 million yen!

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 a very valuable necklace and bag from Chanel, United, Lufthansa and Virgin Atlantic pairs of business class tickets to USA and Europe respectively, a lot of golf equipment from Pro Tour, MIT, Ping, Nike, Premier Worldwide Movers and Titleist.

Seagaia Resort in Miyazaki gave accommodation and golf packages, Tabasco gave a lot of their products and golf wear, Tokyo American Club memberships including lunch and dinner, Tama Hills G.C. a lot of golf rounds, Japan Communications Inc. telecom cards, Visa International jackets, Royal Copenhagen glassware, Oakwood, Westin, Strings Hotel and Intercontinental Tokyo Bay and Yokohama accommodation at their facilities, Coca-Cola, LVMH and Tropicana drinks, Interlang Japanese lessons and FusionGOL web hosting for the site.

The cash sponsors', CIR Commercial Realty, White & Case, Dresdner Kleinwort Wasserstein, Konigstedt, TUV, Merial, Medrad and e-central, contributions (in total 800,000 yen) were very important as it enabled us to improve the food and beverage service and cover other costs related to organizing the event.

Apart from the trophies, DaimlerChrysler Japan also provided 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 The North Americal team 75.45 strokes -

European team 75.85 strokes

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

Special Prizes

Near-Pin Prizes

- No. 5 - Gary Mclver, NA
- No. 7 - Howard Kuroda, NA
- No. 12 - Robin Ord-Smith, EU
- No. 16 - Dayton Hughes, EU

Longest Drive Prize (Hole No. 17) - Paul Jones, NA



Individual Competition - BEST NET

Pos.	Name	Team	Gross	HCP	NET
1	Howard Kuroda	NA	65	0	65.0
2	Scott van Newkirk	NA	73	3.6	69.4
3	Dean Rogers	NA	73	2.4	70.6
4	Pernille Storm	EU	92	21.3	70.7
5	Robin Ord-Smith	EU	72	1.2	70.8
6	Joe Romano	NA	71	0	71.0
7	John Hamagucuhi	NA	89	17.8	71.2
8	Tomo Bystedt	EU	73	1.2	71.8
9	Goh Sugita	NA	86	14.2	71.8
	Neal Walters	NA	86	14.2	71.8

Individual Competition - BEST GROSS

Pos.	Name	Team	OUT	IN	TOTAL
1	Howard Kuroda	NA	30	35	65
2	Joe Romano	NA	37	34	71
3	Robin Ord-Smith	EU	36	36	72
4	Tomo Bystedt	EU	37	36	73
	Paul Jones	NA	33	40	73
	Scott van Newkirk	NA	34	39	73
	Dean Rogers	NA	37	36	73
8	Thomas Graham	NA	41	36	77
9	Tadamichi Tomita	NA	38	40	78
	Monty Beyer	EU	39	39	78

Note: if same net score, lower handicap wins.

Participants Survey

To be able to further develop this event, we made a survey among the participants. The survey was conducted between 4 and 16 October.

Survey Responses

The survey was announced to 123 participants (we did not have email addresses to some of the guests and the organizers were excluded from the total 139). We received 99 valid responses after removing multiple and incomplete entries. Thus the response rate is 80.5%, which can be considered very good and gives a high statistical significance to the results.

Survey Results

General opinion about the event

The Event Idea

Response	NO.	PCT.	Graph
Excellent	95	96%	
Good	3	3%	
Average	1	1%	
Not so good	0	0%	
Bad	0	0%	
Total Number of Responses: 99			

Arrangements

Response	NO.	PCT.	Graph
Excellent	79	80%	
Good	20	20%	
Average	0	0%	
Not so good	0	0%	
Bad	0	0%	
Total Number of Responses: 99			

The Course

Interesting/challenging layout

Response	NO.	PCT.	Graph
Excellent	33	34%	
Good	45	46%	
Average	16	16%	
Not so good	4	4%	
Bad	0	0%	
Total Number of Responses: 98			

Course condition

Response	NO.	PCT.	Graph
Excellent	51	52%	
Good	42	42%	
Average	6	6%	
Not so good	0	0%	
Bad	0	0%	
Total Number of Responses: 99			

Play format

Double Peoria

Response	NO.	PCT.	Graph
Excellent	33	33%	
Good	38	38%	
Average	18	18%	
Not so good	6	6%	
Bad	4	4%	
Total Number of Responses: 99			

Shotgun start

Response	NO.	PCT.	Graph
Excellent	61	62%	
Good	32	32%	
Average	6	6%	
Not so good	0	0%	
Bad	0	0%	
Total Number of Responses: 99			

Food & Beverage Service

Variety/volume

Response	NO.	PCT.	Graph
Excellent	40	40%	
Good	44	44%	
Average	11	11%	
Not so good	4	4%	
Bad	0	0%	
Total Number of Responses: 99			

Quality

Response	NO.	PCT.	Graph
Excellent	26	26%	
Good	47	47%	
Average	22	22%	
Not so good	4	4%	
Bad	0	0%	
Total Number of Responses: 99			

Main reason why I participated

Response	NO.	PCT.	Graph
Exciting event	54	55%	
Expand business network	19	19%	
Friend/colleague encouraged	2	12%	
I like golf	13	13%	
Do not know	0	0%	
Total Number of Responses: 99			

Cost of participation

Response	NO.	PCT.	Graph
Could be more	21	21%	
Reasonable	71	72%	
Too expensive	5	5%	
No opinion/Don't know	2	2%	
Total Number of Responses: 99			

Play Atsugi Kokusai C.C. again

Response	NO.	PCT.	Graph
Yes	65	66%	
No	16	16%	
Do not know	17	17%	
Total Number of Responses: 98			

If we change course, your opinion?

Response	NO.	PCT.	Graph
Another course close to Tokyo	66	67%	
A course further away (at lower cost)	4	4%	
No opinion	29	29%	
Total Number of Responses: 99			

Participants Survey - Comments

80 respondents also gave some comments. Here is a selection, for all comments, go to the web site.

General Comments

- Once again, excellent arrangements, hardly any room for improvement. Thanks to the whole organizers team!
- Everything was excellent! The weather was perfect! Hope that I can also participate in the third competition next year.
- I used to play in the Ambassador's cup in Singapore - a similar event. Like this one, it started out as a great event, but deteriorated over the years as the organizers let the event grow too large, had too few prizes to award for the lucky draw, and it drugged for hours. Hopefully, this won't happen with the Daimler-Chrysler cup. Don't let a great event go downhill.
- Excellent event. The organization of the event was superb.
- Tremendous effort by the committee and great support from all Chambers on both sides. Keep up the great work for building this new tradition.
- Another fantastically organized and attended event. Congrats. to the Task Force.
- Well organized and informed. Well planned, but some initial golf bag confusion. Appreciate the drinks, food at 3 stations. A bit delay not clear.
- Very good information and set-up. Most have taken so many hours from the organizers, so a big thank you for that. Suggestion for the Bysted scorecard, which is brilliant. Pls add handicap and par on lower part we can tear of. Easy to calculate own points after the game when one can see handicap and par. Now you see strokes but difficult to remember holes.
- Excellent event. Very enjoyable. Impressed at how well the play moved ahead at an excellent pace. No long delays for the next tee off. Great day.
- Thanks for a wonderful event (again!) Superb weather does help to overall mood of the day; however, nobody can deny excellent preparation and organization. You guys are good!
- It is one of the most exciting and sensational annual events in my golf life! Please accept my sincere appreciation for the Task Force and the Title Sponsor Daimler Chrysler and organizers ACCJ/CCCJ&EBC as well as AtsugiKokusai CC. The staff and caddies of AKCC did good jobs with task force people despite of language barrier.
- I met many interesting people(players) and i am certain that the made acquaintances will last. It was a fun event and would be even nicer if the competition could be held on a Saturday or Sunday, so that there is no conflict with the office. A big thank you to the organizers who did a super job.
- Excellent arrangement. It is not an easy task to manage 140 players but it went very smooth and gave a positive longlasting impression. Double peoria is too much of a lottery so maybe club handicap which can be confirmed or the last three scores is more justified.
- Another great tournament, now firmly established as THE best of the year in Japan. Excellent organisation and tremendous goodie bags and prizes. No wonder there is such a large, interesting turnout.
- Generally a very good tournament, and lots of fun. So much work was done and I have to thank everyone. Also the website was very impressive. In addition to excellent planning by DCC, excellent weather and course conditions, I was very pleasantly surprised by the superior service and hospitality by all staff and management at AKCC. (I wish the drive was a little closer)

Comments about the course

- The course and location along with the bus transportation were great, but it might be more interesting to try a new course next year as a change of pace, although I can appreciate this may be difficult to arrange.
- Atsugi is too short, and unfit for any competition. This competition draws plenty of serious golfers and I think we need a better venue.
- Too many yellow/black sticks on the Atsugi course
- I would like to play on West course(longer distance and wider course) at Atsugi Kokusai next time.
- In my opinion, our caddie was friendly however, she didn't give much information about the course while playing which I was expecting more. It would have been better, if more information was given.
- The course was in excellent shape (challenging enough for most players).
- Atsugi Kokusai is an excellent course. However I believe we could find a course across Aqua Line in Chiba for same cost and less travel time.
- Lack of proper driving range is a problem. Many participants did probably not get a chance to warm up.
- I'm not over enamoured with the course, although the facilities are good.

Comments about play format and system

- Please let everybody play on their present handicap. 4 strokes lower than hcp or more is disqualified for any prizes, but will be counted in the competition. The present system is a bad type of lottery. I played my best round for over a year and was punished by putting my pars on the wrong holes!
- The OKs on the greens did not speed up the game unfortunately. Maybe you could use a marshal driving around and encourage people to speed up. I dislike the "Shin Peria" and perhaps "professional players should have a plus hcp to make it a little bit more fair to the average business golfer.
- I would prefer a non-caddie competition, as they did not add too much value - especially if we can decrease the cost by 3-5,000 yen per participant. Self drive/ride carts preferred.
- With the big variety in the standard of players (with -6 to >+50 in scores) it might be an idea to divide the players into handicap groups (e.g. Group A 0-18hcp and Group B 19-36) and give results and prizes per group in the individual competitions. Team Competition rules would remain unchanged.
- The number of flights is too many for an efficient shotgun as the course becomes too crowded right from the off. Perhaps split over both courses there, putting the better players off the main course?

Comments about food and drinks

- Food for the dinner was definitely better than the year before. I would love to see some decent quality sandwiches at the snack shops, NOT the typical Japanese soft-white-bread-no crust type, with mushy insides & cucumber pieces.
- A little short on Water and only carbonated drinks were Coke, no other varieties, even Coke could provide a larger variety I believe. Food was average but not expecting much given the type of the event.
- The food was like last year great at the drinking holes and surprisingly bad in the clubhouse. And I mean "bad".
- If we had some different food at each locations it would have been more better.
- I think that there needed to be much more water or wports drinks available. Alcohol and caffeine drink actually help to dehydrate a person in that heat therefore we needed more replenishing types of drinks.

Comments about prizes and prize ceremony

- To move things along at the end, probably better to NOT allow people choices of prizes. Just have each marked 1st, 2nd, 3rd, etc then names can be read of much faster. Just shouldn't take 1 hour after play to get the awards started. 30 mins should be sufficient to get people upstairs.
- Pro-level golfers (like those from Tama Hills) should either be excluded from the prizes or have a separate category. More lucky draw prizes would be nice - seemed quite skimpy this year. Also, a prize of driving a car for a week is not a prize - I heard more people degrading it than I did praising it. It creates myriad problems for the winner - parking, etc., etc.
- Jackets, etc. given out at the end - absolutely terrible organization of this. It was a zoo.
- The distribution of prizes was not appropriate again this year. As many participants as possible should have received one. Top 10 guys got two (caddie bag and a putter) and majority did no prizes. There were some semi-pros in the game. The participants should be all amateurs who love golf.
- Need more careful consideration for distributing prizes. Committee members apparently paid enough attention as to "how to play" but they have not paid enough attention as to "how to appraise".
- I think this year's participation by professional golfers/semi pro's (top 3 net score golfers) takes away the challenge and enthusiasm of many of the "weekend warriors" (the rest of us.)
- Sound system(microphones)should be upgraded; difficult to hear results and announcements clearly.
- Professionals should not be eligible for any of the "skills" prizes, such as Best Gross, Best Net, Near Pin and Longest Drive. This is against the principles of amateur golf.
- Good to recognize the sponsors, but too many short speeches that were unnecessary. Good idea to keep it to a maximum of 3 people speaking.
- Might be fun to get a video crew in to film the next tournament. They could edit it up and the tape / dvd could be available for purchase by participants for 2,000 Yen or so.
- I am against mixing them with amateurs in the same competition. I have nothing against them playing, but think their scores should not count for the team competition and that they should play for a different prize.
- I like the idea of having most prizes given in a drawing format as there is such a wide range of golfing abilities. I think if pro are going to play they need to have an seperate scoring system, or be given strokes.
- The Party and presentations after the Golf was a bit difficult to follow. Unclear why/who got prizes.

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.

Therefore the taskforce will study the possibility to move the event one or two weeks later into October and we will try to fix the date will be fixed as early as possible, preferably in December.

2. Venue

Based on the participants' survey, where 65% expressed their wish to play at Atsugi again, and only 18% wanted to move (17% undecided), the task force do not see any reason to change the venue. 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 than it was this year. Another reason that would cause 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 task force 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

The Double Peoria ("shin-peria") scoring system is not a perfect system (too much of a lottery) and there was quite a lot of criticism in the survey towards this scoring system. But as it would be very difficult to obtain correct handicaps from all the players, and a player with a completely wrong handicap could win the individual competition (and fine prizes), and even affect the team score, the task force is rather hesitant to use a plain gross score - handicap scoring format. We will study if there are any other options.

The average score of the best 80 % of players in each team was counted as the team score. This was well accepted by both teams and should be used also in the future.

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 139, for a split-down per chamber, see page 3.

Even though efforts were made (like conceding putts, maximum stakes on a hole, etc.) the play was rather slow as it took about 5 hours 35 minutes to complete the competition. This was however about 40 minutes faster than last year, a rather significant improvement. But will still look at other measures to speed up play to have it concluded ideally in 5 hours.

As for Japanese players, 28 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 European and North American nationals, but to all chamber members.

4. Who is eligible to play?

This year we had a few professional golfers participating and this caused some critical comments in the survey, not that they were playing, but that they were included in the scoring and took some of the best prizes. This was emphasized as the Double Peoria scoring system do not calculate under-par handicaps, e.g. the winner should have had a handicap around +4 but now the system calculated 0 for him.

This issue should be addressed, perhaps so that the pros could still play, but their results would not be included in the team nor individual scores and that they could win no prizes given out based on play performance, only lottery prizes.

5. 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.

6. 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 wanted to raise the play fee by 3,000 yen this year. The taskforce accepted this request, but decided to keep same play fee for the participants (i.e. 21,000 yen) and the balance was provided by cash sponsors. Only 5 % of the respondents in the survey thought the fee was expensive, whereas 21 % responded that it could be even higher.

7. Registration and cancellation

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.

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.

8. 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 March.

9. Sponsors and prizes

This year, we made a change to the sponsor categories, addition a Platinum group and changing the proportion in value between cash and goods/services to cash being twice as valuable as goods/services. This had desired effect, to raise the cash sponsorships, which were now 800,000 yen compared to only 450,000 yen last year. We propose to maintain the categories and values.

Some goods sponsors did not clearly indicate in time what they would give, and even if they did, the goods they shipped were different from what had been agreed on, here is room for improvement, as well as regarding distribution of prizes and recording who received what.

Platinum Sponsors



Gold Sponsors



Silver Sponsors



Bronze Sponsors

