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DaimlerChrysler Cup

The Third Annual North America - Europe Golf Challenge in Japan



FINAL REPORT 2005

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 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 at the same venue on October 1, 2004.

2. 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 Joseph Lestage, ACCJ Living in Japan Committee Co-Chair, Robert Bernal, ACCJ Living in Japan Committee Co-Chair, Aron Kremer, ACCJ, Deputy Executive Director from the American side and Erik Ullner, EBC EOB member, Clas G. Bystedt, FCCJ Executive Director, and in the latter part of the project also Hans Porat, EBC EOB member 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 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 recruited European sponsors. The ACCJ was also in charge of the bus transportation.

3. Date and Course Selection

The date selected for the event, Friday 30 September, was decided, after consulting all chambers and DaimlerChrysler in March. Because of the risk of typhoons in late September, a later date was also considered, but due to other golfing events and DaimlerChrysler commitments, the only reasonable option was 30 September.

It was also decided to play the third event at the same course as the two first events, i.e. Atsugi Kokusai Country Club. Although last years survey showed some opinions that the course was too short and not difficult enough, the experiences from the first two events, and the fact that it would be much easier to organize a third event at the same venue, made the decision fairly easy. Also DaimlerChrysler supported the idea of using the same course. To counter the criticism 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 basically fixed to 72, bringing a total of 144 players, i.e. 36 foursomes teeing off from all tees (shotgun start). Due to the great interest, one more group was added. Actually 143 players started in the competition.

The two first events were played using the Double Peoria ("shin-peria") scoring system which decides the handicap from 12 hidden holes on the day. Due to many claims that the system is too much lottery, this year stroke play with handicap was used. As perhaps expected, the task to assign correct handicaps to all the players was extremely difficult and it can be said that the system partly failed, also based on the many negative comments in the survey.

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 & Prizes

In addition to the 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).



Two of the taskforce members, Erik Ullner (right) and Bob Bernal



Erik Ullner tees off on 12, Bob Bernal (left) and Aron Kremer watching



ACCJ Team Captain Bob Grondine receives the trophy from DaimlerChrysler Japan President Hans Tempel

Summary & Proposals

1. The Date

From a viewpoint of chambers calendars and other golf events organized by chambers, as well as DaimlerChrysler's scheduling, a date in late September/early October seems to be fine. 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. But this is probably a risk that has to be taken, as there are not many options. As the tournament has been played already three times in late September/early October but players, and chambers, have got used to this in their scheduling.

- **Proposal: decide the date as soon as possible, suggestion Friday 29 September**

2. Venue

Based on the participants' survey, where 72% expressed their wish to play at Atsugi again, and only 11% wanted to move (17% undecided), the task force do not see any reason to change the venue. There were again 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.

The taskforce has studied this option before. The course might be too difficult for high handicap players causing the play to be even slower than it was this year. Furthermore the carts on the West course are not remotely controlled.

But this option needs to be studied again, also finding out what implications it would have on the play fees. The course has informed that play on West course is more expensive, normally.

- **Proposal: confirm Atsugi Kokusai C.C. as soon as possible and negotiate re. use of the West Course**



3. Play format and number of players

The Double Peoria ("shin-peria") scoring system that was used in the first two events is not a perfect system (too much of a lottery) and there has been criticism in the previous survey towards this scoring system.

Therefore it was decided to use stroke-play with handicap instead, although the taskforce was aware that it was a risk as it would be very difficult to obtain correct handicaps from all the players, and a players with a completely wrong handicap could win the individual competition (and fine prizes), and even affect the team score. And it proved, in the results and by many negative comments in the survey, that this system was to some extent a failure, 26 players shot a net result of par or below, when the course was set up as quite difficult (greens). The to consider and decided on play system is tone of the main tasks for the taskforce ahead on next years cup.

Same as last year, the average score of the best 80 % of players in each team was counted as the team score. This is 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 143, for a split-down per chamber, see page 3.

The play was rather slow as it took about 5 hours 55 minutes to complete the competition. This was about 20 minutes slower than last year, reasons for which are difficult to explain, because the only change was the play format, which should not have affected the pace of play.

- **Proposal: go back to shin-peria or some new version of it, or investigate other alternatives that do not rely on handicaps**

4. Who is eligible to play?

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.

Another issue regarding eligibility came up in this years survey from several players. Should absolute beginners, including players that never have played on a course before, be allowed to participate? This year one player recorded maximum strokes on every hole. According to survey comment given by one of the players in his group, it was the first time to him to play on a course.

This issue should be addressed, because it does not only is an annoyance for other players in the group, but also because it slows down play.

- **Proposal: strongly urge that players that have very little golfing experience (e.g. if never shot below 130) should not participate**

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.

- **Proposal: no major changes needed**

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.

As last year, to improve the volume and quality of food, and to get a reasonable profit out of the event, the club wanted an additional 3,000 yen. To keep same play fee for the participants (i.e. 21,000 yen) and the balance was provided by cash sponsors.

In the survey, only 5 % of the respondents in the survey thought the fee was expensive, whereas 23 % reponded that it could be even higher.

- **Proposal: pending neogotiations re. use of the West Course, confirm same fees as this year**

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, one idea is that at least the registration fee (3,000 yen) would not be returned (applied by EBC except special cases) and perhaps charge an additional cancellation fee (e.g. 3-5,000 yen) for cancellations after the registration dead-line.

- **Proposal: discuss and decide on cancellation policy**

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.

- **Proposal: no need for changes; 2006 version of web site should be up 1 May at latest**

9. Sponsors and prizes

The sponsor categories remained same this year. Goods/service sponsors were less this year, especially in golf equipment. This led to the give-away bag being somewhat poor. Cash sponsorships were sufficient, now 840,000 yen compared to 800,000 yen last year.

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.

- **Proposal: more activitoes needed to recruit sponsors**

Participants Survey - Comments

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

General Comments

- Excellent arrangements and a high profile event. Impressed with the commitments from the main sponsors. Many thanks to organizers - first class preparations and arrangements!
- It was my first time to participate in this tournament. It is the best organized tournament which I have ever joined. I would like to thank you all of your effort and will join again next year.
- This event was extremely well organized, not just the day on the course but also the communication in the weeks and months before. Congratulations on arranging for superb weather. "A great day very well done to the organisers, and a big thank you to the sponsors, the prizes were fantastic... I am only sorry I did not win one of them."
- As a beginner I appreciated the opportunity to play a round of Golf with experienced players. One of these unforgettable days. A big THANK YOU to the team of organizers
- Best organised event I've played in and held in the right spirit.
- Congratulation to the organizers of the Chambers and DaimlerChrysler, it was well done and unforgettable.
- The organizers do a nice job of putting this event together. It has a very informative website that is well designed.
- Excellent day out - one of the best organized events I know of. You should all be very proud of the fun and excitement you provide each year!
- Great event and great organization. Spending time with friends from the international biz com while enjoying a day together on the golf course should be the prevailing theme of the event. All other aspects should follow this theme, like play format, selection of course, cost and/or level of players.
- I enjoyed to have good communication and play golf with other players due to excellent work by the organizers. THANK YOU !!!
- I was really impressed with your thorough preparation and warm hospitality for the participants. The efforts of the taskforce should be much appreciated.
- Organization of the event was great. I felt the information supplied on the web site and in emails was excellent.
- Thanks for a wonderful day. All played in great spirit with a lovely group of friends. Make it twice a year!
- Thanks to everyone who generously donated their time and energy to organize a great event. Very much appreciated. Everyone had a great time.
- The event was as usual excellent. I would recommend that we add a fee per persons of JPY1000 to be given as a donation to a relief project in Asia.
- Then I found that there were too little time for socializing with other players than the players in the ball. Too little time to make connections, talk etc. I would have liked to have more time from the end of the ceremony to the closing of the bar and bus departure.
- This was my third time to participate in the game which was wonderfully well arranged. I thank you sponsors and management team who have done such an excellent job.
- Why don't you ask each team leader to ask their members to where the same color of the shirt. One white and one red as we are playing in Japan.
- If I had one comment it would be to start the event 30 minutes to an hour earlier. Golfers don't mind starting early...

Comments about the course

- Atsugi is a well maintained course but the layout is a bit oldish with blind holes. This causes an extra delay.
- I think it would be good to change the venue for next year's event. If a good course could be found, then it would be interesting to have a change but if not, Atsugi is a very nice course. Any chance to play the other 18, though, since I believe all 3 years we played the same 18 holes at Atsugi?
- Less than Y25,000 on a weekday should be do-able with all the amenities included. I am sure there are others about 1 hour in varying directions that could be negotiated with.
- The Fuji Ichihara club, 1.25 hrs is a good one. Now run by Orix and likely could do a similar event at same cost.
- The course is a bit easy, but I think that is what is really required with players who are 90% 10-30 handicaps. If they play a bit better than normal, then they will be rewarded with good scores. If we go to too hard of a course with the type of golfer that plays in this event.
- You do need to change the long drive hole as with good conditions you could drive through the fairway and be penalized for hitting to good of a drive)
- The course is a bit hilly for my taste, but otherwise fine. Just for experience it would be nice to play a different course.
- The event was always the excellent. Atsugi Kokusai C.C. is ideal location but I would prefer West course. (longer and wider course).
- If we look into it I am sure we could find venue with equally good condition but a little longer would help speed up play as well. 6100 yds and all the narrow atypical golf holes is not really a good golf course.
- The course is fine. Cost a just a bit high compared to other courses nearby. Taiheyo course such as Gotenba West on weekday w/caddy can be less than 20000 yen all inclusive.

Comments about food and drinks

- Food was good on the course but would like to have some in the morning before start.
- It's a small thing, but I think the quality of the food could have been a little better.
- Loved the Beer! Please make sure they supply us next year too.
- Plenty of food and drink around the course which was appreciated.
- The water and beer along the way was a good touch.

Comments about play format and system

- If the current handicap system is used in the future, I would suggest that the handicaps submitted for persons who competed in the past be compared with their past results to make sure that they seem accurate. For example, any player that shot a net of 5 or more shots below par should be required to reduce their handicap accordingly at next year's event.
- Beginners are downgrading the overall impression. Handicaps needs to be verified (I think the scores from the last five rounds could be enough).
- Can't believe the winning scores with such a tight course and tricky greens but you can never fully get handicaps right if so many people are unoffical.
- How can guys, who are shooting below 90, be playing with handicaps over 25? Shin peria is not fair, but at least we'll all be playing the same game.
- When we play with handicaps, it is difficult to understand there are so many under pars by almost like 10 under and all of them are just lucky.
- I also like you to encourage players to observe and play in accordance the rules of R&A. As a trained referee I oversaw some breakings of the rules that players were not too much concerned about. I like you to consider to divide the players into 3 categories. For example 0 - 9, 10 - 18, over 18 and give individual prizes for each group. Also in the team competition, it should be possible to take into consideration the brutto score, and not only the net score.
- Looking at the results, it is obvious that we have to go back to Shin-peria. Golfers with handicaps of 24, 26 and 30 were playing in the 80s & low 90s and were the majority in the top 10.
- Main problem remaining is the difference between the HCP systems in USA, Japan and Europe/Sweden. It is clear that one main reason for USA to win so clearly is the different hcp systems and how the Players actually follow up their hcp's.
- Pity about such cheating results - takes away good taste! Going back to peoria system is the only sure fire way to fight the handicap cheats!
- Stableford plus more scrutiny of handicaps
- Changing the DQ limit may not work as one could easily calculate their score and play the last hole in exactly the number required to avoid disqualification.
- Stroke play without official handicap cards to verify the participants' declarations just does NOT work.
- Would prefer strokeplay with handicap, but with this many players the accuracy of the present handicap seems to vary greatly. Having two hc groups, e.g. 0-15 and 16-30, would even out the players better, but could cause too much administrative hazle.

Comments about pace of play

- I was teamed with a player who was a complete novice. Did not even know how to count strokes let alone the rules. Manners were poor particularly on the greens and the time of play was too slow. It was very difficult to enjoy golf. There should be some restriction against those people who have virtually no experience otherwise it just becomes a strenuous day.
- In an event like this, a long round is expected but it should not exceed 5 hours. Participant number is the driver for slow play.
- I played with the person who was the first time to play on a course.
- Maximum score of Trible bogey can increase the speed of the game.
- There are simply too many players on the course. Numbers need further restriction. Maybe max 24 handicap and better marshalling with penalties for slow play, no excuse.
- Quite slow play but gives time to talk with new contacts and make friends.
- Allowing complete beginners to play slows down the game and is tedious for those who play in the same flight.
- Is there any scope to use both courses at Atsugi to speed up the pace of play? Lower HCPs on one course and higher HCPs on the one we have used.

Comments about prizes and prize ceremony

- I was surprised at the much lesser number of prizes awarded and also in our lockers compared to the inaugural DCC.
- Fantastic prizes and closing ceremony speeches were just right length. Sign me up for next year !!
- As a suggestion for next time I recommend an auction for a Smart or other cars in order to support the main sponsor. Some of the income could be donated to social organizations.
- It seems to me that the prizes are getting a bit thinner every year. The first year saw a lot more prizes per person, and even last year nearly everyone got something. The i-pod shuffles etc... were great prizes and I think everyone really enjoyed the drawings. DaimlerChrysler is a great title sponsor, and I hope that they continue to lead in the future. The last small suggestion I would make from a selfish point of view is what about a Gross Score Trophy!!
- I don't know what to do with all speeches -but perhaps some can be avoided.
- Next year, if possible, best gross for ladies would be also honored, my wife says...
- I like you to consider to get rid of most of the prizes and let the sponsors or tournament management donate the value of the prizes for charity. No one of the players needs the big prizes and no one should be motivated to participate because of big prizes.
- I liked the fact that a significant number of the prizes are given as a result of a blind draw rather than the result of play. In the future, it would be better for a substitute prize to be given (or at least offer the lowest net scoring person the option to trade prizes or something like that).
- Nice prizes, but number of prizes way too few. Is the problem too few sponsors or is the problem too little prize solicitation by the committee?
- For the ceremony at the end, I'd leave out the sponsor recognition (there are other ways to do this like putting a sign by each tea box with the name of a sponsor) and the speeches. The ceremony at the end should be fun and entertaining. I'd also have wine available.
- Please consider giving away "tournament specific" prizes for closest to pin, longest drive as well winners (net and gross). Nothing too costly, a trophy or plaque with the events name, date, course, and prize won. Prize giving could be better presented. More prizes.

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 Laura Younger and Rieko Kakigi and at the EBC Alison Murray where very much involved in the planning and organizing of the event.

April (date in parenthesis)

- The venue (Atsugi Kokusai C.C.) and date (Friday September 30) for the event were decided
- Information on date and venue sent to all chambers
- (11) Test play and meeting at Atsugi Kokusai C.C.
- 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 |

May

- (1) The 2005 web site at launched
- (5) Mail sent to last year players re. opening of 2005 web site

June

- (1) Email sent out to last years sponsors requesting them to sponsor
- (7) Meeting with DaimlerChrysler; budget, prizes, PR, VIP invitees, etc.
- (13) Request sent to chambers to announce the event to members and also to extend invitations to their respective ambassadors

August

- (1) Taskforce meeting with DaimlerChrysler
- (17) Test play and meeting at Atsugi Kokusai C.C.

September (date in parenthesis)

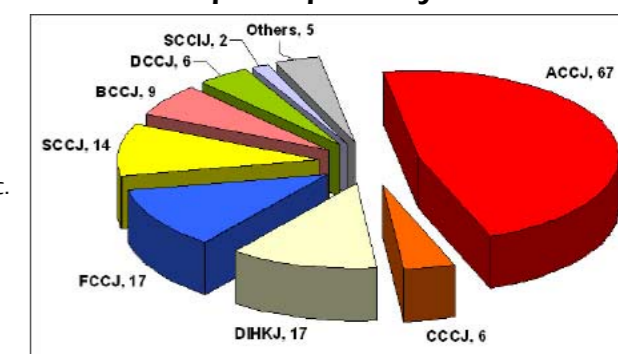
- (12) Taskforce meeting at ACCJ
- (13) Shipping instructions/invoices sent to sponsors
- (14) Email confirmation sent out to all participants
- (16) Registration dead-line
- (20) Playing groups assigned
- (21) Taskforce meeting with DaimlerChrysler
- (26) Detailed event information sent out to all participants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

Schedule on the day of play - September 30

- 06.30 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)
- 14.55 Play finishes (20 minutes later than expected)
- 15.10 Party starts (10 minutes later than expected)
- 15.40 Prize ceremony starts (10 minutes later than expected)
- 17.00 Prize ceremony ends
- 17.10 Bus departs for Tokyo (30 minutes earlier than scheduled)



Actual participants by chamber



EU Team 70 players

NA Team 73 players



Information to participants

1. The Web site

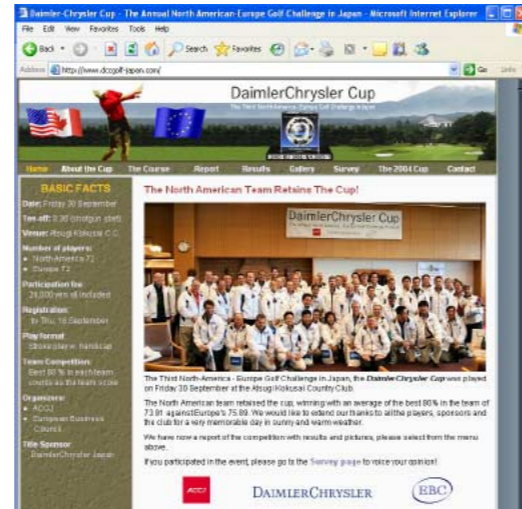
The web site has its own domain: www.dccgolf-japan.com.

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 half of the sponsors signed up automatically through the web site, without any "sales effort" from the taskforce, ACCJ or EBC.

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

The structure of the site was changed during the project period to reflect the different phases of the project, i.e. the promotion phase, the information phase and the "after-the-event" phase.

The web site has had about 36,000 page views between the launch (1 April) and 15 October 2005. The web site was sponsored by DaimlerChrysler.



2. e-mail information

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

- upon registration - automatic confirmation
- 14 September - confirmation of participation, promotion of bus, reminder about registration fee (EU) and notice of when further information will be sent
- 22 September - announcement regarding handicaps and option to change handicap
- 26 September - detailed event information, more promotion of bus and a link to the information kit

After the event all players got three bulletins, i.e.

- 3 October - thank you, information on the event report on the web site and instructions on the participants' survey
- 10 October - reminder to those who had not responded to the survey
- 16 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 system also allowed for merging handicap and bus information to the message, 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 26 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 (e.g. with changes in groups) and available to the players in its latest version.

| Out course | Participants | Groups | In course |
|------------|--------------|------------|------------|
| 1A | USA/Canada | USA/Canada | USA/Canada |
| 1B | USA/Canada | USA/Canada | USA/Canada |
| 2A | USA/Canada | USA/Canada | USA/Canada |
| 2B | USA/Canada | USA/Canada | USA/Canada |
| 3A | USA/Canada | USA/Canada | USA/Canada |
| 3B | USA/Canada | USA/Canada | USA/Canada |
| 4A | USA/Canada | USA/Canada | USA/Canada |
| 4B | USA/Canada | USA/Canada | USA/Canada |
| 5A | USA/Canada | USA/Canada | USA/Canada |

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 individualized Scorecard and the locker card. Give-aways from DaimlerChrysler, Tabasco, Titleist and others were also distributed (partly 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, check and sign it and how to return it after play (a scorer's desk was prepared in front of the club house).



Participants Survey

To be able to further develop this event, we made a survey among the participants. The survey was conducted between 3 and 18 October. To encourage participants to complete the survey, four prizes donated by Windsor Park G&C.C. was drawn among those who submitted the survey.

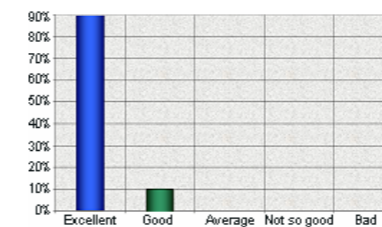
Survey Responses

The survey was announced to 132 participants (we did not have email addresses to some of the guests). We received 105 valid responses after removing multiple and incomplete entries. Thus the response rate is 79.5%, which can be considered very good and gives a high statistical significance to the results.

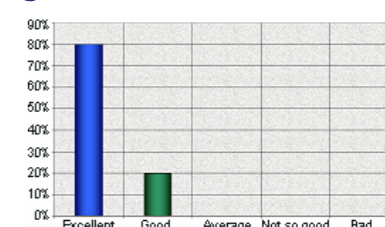
Survey Results

General opinion about the event

Information

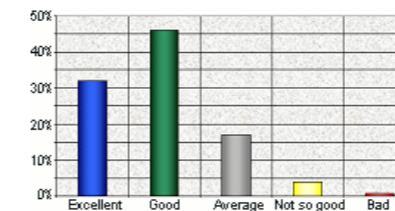


Arrangements

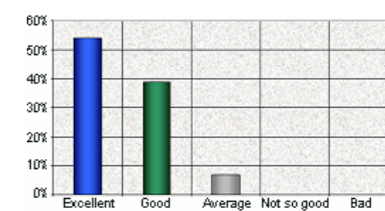


The Course

Interesting/challenging layout

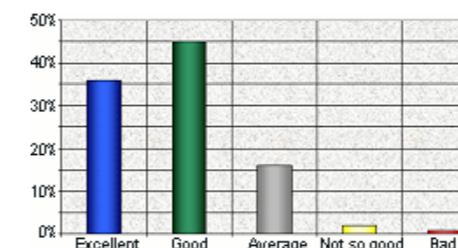


Course condition

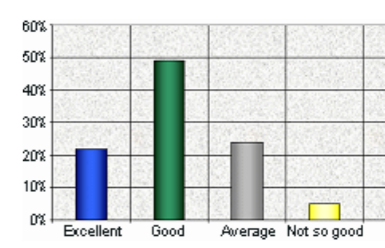


Food & Beverage Service

On the course



At the party



Play format

| Response | NO. | PCT. | Graph |
|---------------------------------|-----|------|-------|
| Stroke play | 33 | 31% | [Bar] |
| Stroke play-better verification | 28 | 27% | [Bar] |
| No opinion | 12 | 11% | [Bar] |
| Shin-peria | 24 | 23% | [Bar] |
| Stableford | 7 | 7% | [Bar] |
| Other | 1 | 1% | [Bar] |

Pace of Play

| Response | NO. | PCT. | Graph |
|--------------|-----|------|-------|
| No issue | 15 | 15% | [Bar] |
| Good | 52 | 50% | [Bar] |
| Marshalling | 19 | 18% | [Bar] |
| No beginners | 14 | 14% | [Bar] |
| Penalize | 1 | 1% | [Bar] |
| Other | 2 | 2% | [Bar] |

Main reason why I participated

| Response | NO. | PCT. | Graph |
|-----------------------------|-----|------|-------|
| Exciting event | 51 | 49% | [Bar] |
| Expand business network | 20 | 19% | [Bar] |
| Friend/colleague encouraged | 11 | 10% | [Bar] |
| I like golf | 20 | 19% | [Bar] |
| Prizes | 3 | 3% | [Bar] |
| Do not know | 0 | 0% | [Bar] |

Cost of participation

| Response | NO. | PCT. | Graph |
|------------------------|-----|------|-------|
| Could be more | 24 | 23% | [Bar] |
| Reasonable | 74 | 70% | [Bar] |
| Too expensive | 5 | 5% | [Bar] |
| No opinion/ Don't know | 2 | 2% | [Bar] |

Play Atsugi Kokusai C.C. again

| Response | NO. | PCT. | Graph |
|-------------|-----|------|-------|
| Yes | 76 | 72% | [Bar] |
| No | 12 | 11% | [Bar] |
| Do not know | 17 | 16% | [Bar] |

If we change course, your opinion?

| Response | NO. | PCT. | Graph |
|-------------------------------|-----|------|-------|
| Another course close to Tokyo | 52 | 53% | [Bar] |
| A course further away | 6 | 6% | [Bar] |
| No opinion | 41 | 41% | [Bar] |

Report from the event

Summary:

The North American Team Retains The Cup!

The European and North American business communities in Tokyo held the third friendly golf tournament at Atsugi Kokusai Country Club on 30 September. Sponsored by German-American auto giant DaimlerChrysler and 29 other companies, the tournament brought together 143 players from the American and Canadian chambers of commerce on one side and the European Business Council on the other side. Playing stroke play with handicap and calculating an average score for the best 80% of each team, the North American team came out on top by 1.98 strokes.

The winner of the individual competition was Masahiko Shimazaki of the North American team with a net score of 63.

Participants

143 players participated in this event, including nine ladies. The North American team had 73 players, the European 70. The players represented more than 15 different nationalities. The Americans made up for the largest group, about 45 players, followed by 42 Japanese, 12 Finns, 11 Germans, 10 Swedes, 7 Brits, 5 Danes and 4 Canadians.

Golfers of all levels took part, from scratch players to high handicappers. Gross scores ranged from 73 to 160!

Sponsors and Prizes

The event had 30 sponsors, including the title sponsor Daimler Chrysler Japan. Thanks to this, we had 11.5 million yen worth of sponsorship used to support the event, given away as skill prizes, and at the chance prize drawing.

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 valuable Chanel necklace and sets of Chanel cosmetics, United, Lufthansa and Virgin Atlantic pairs of tickets to USA and Europe, golf wear from Visa, iPods and Tabasco sauce from Tabasco, a lot of golf rounds from Windsor Park G & C.C. and golf goods from Titleist.

Oakwood, Westin and Intercontinental Yokohama and Park Hyatt Tokyo accommodation at their facilities. Coca-Cola, Fullmoon Beer and Tropicana drinks, Stoll Japan knitwear, Garuda books, Gotemba G.C. and Gotemba Kogen Beer golf rounds and food and drink services, and FusionGOL web hosting services.

The cash sponsors; CIR Commercial Realty, White & Case, Asian Tigers Premier Worldwide Movers, Royal Siam Trust Company Ltd., de Vere, Dresdner Kleinwort Wasserstein, Konigstedt, Merial, UPM-Kymmene and Vivi Atami, contributions were very important as it enabled us to improve the drink and food service at the event and cover other cost related to organizing the tournament.

Apart from the trophies, DaimlerChrysler Japan also provided golf jackets for all players and one week free test drives of their cars to winners of all four near pin and the longest drive prize. DaimlerChrysler also covered the cost for the web site and material cost for posters, signboards, pocket guides, scorecards, etc.

Results

Team Competition

The North-American team 73.91 strokes -

The European team 75.89 strokes

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

Special Prizes

Near-Pin Prizes

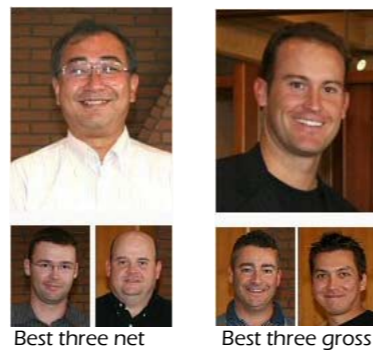
No. 5 - Kalevi Lehtikoinen, EU

No. 7 - Bret Dandoy, NA

No. 12 - Donald Westmore, NA

No. 16 - George Johnson, EU

Longest Drive Prize (Hole No. 17) - Chris Oostyen, NA



Best three net Best three gross

Individual Competition - BEST NET

| Pos. | Name | Team | Gross | HCP | NET |
|------|--------------------|------|-------|-----|-----|
| 1 | Masahiko Shimazaki | NA | 89 | 26 | 63 |
| 2 | Neal Walters | NA | 79 | 15 | 64 |
| 3 | Jonathan Doherty | NA | 78 | 13 | 65 |
| 4 | Teruhiro Kaishoin | NA | 78 | 13 | 65 |
| 5 | Chris Oostyen | NA | 89 | 24 | 65 |
| 6 | Takeo Nishitani | NA | 85 | 18 | 67 |
| 7 | Tateo Ikunaga | NA | 86 | 19 | 67 |
| 8 | Nick Drochak | NA | 97 | 30 | 67 |
| 9 | Masashi Yamazaki | NA | 80 | 12 | 68 |
| 10 | Steven Wheeler | NA | 98 | 30 | 68 |

Individual Competition - BEST GROSS

| Pos. | Name | Team | OUT | IN | TOTAL |
|------|---------------------|------|-----|----|-------|
| 1 | Dean Rogers | NA | 38 | 35 | 73 |
| 2 | Robin Ord-Smith | EU | 35 | 39 | 74 |
| 3 | Tomo Bystedt | EU | 39 | 36 | 75 |
| 4 | David Vander Houwen | NA | 38 | 39 | 77 |
| 5 | Monty Beyer | NA | 39 | 39 | 78 |
| | Jonathan Doherty | NA | 38 | 40 | 78 |
| | Teruhiro Kaishoin | NA | 37 | 41 | 78 |
| 8 | Neal Walters | NA | 40 | 39 | 79 |
| 9 | Finn Havaleschka | EU | 39 | 41 | 80 |
| | Marcus Kosins Jr. | NA | 38 | 42 | 80 |
| | Masashi Yamazaki | NA | 41 | 39 | 80 |

Note: if same net score, lower handicap wins.

Material produced for the event

1. Pocket Guide, Scorecard and Envelope

When the participants arrived at the course they received an envelope containing the Pocket Guide and the Scorecard. As the Scorecards had name, group and team on them, the envelopes were also personalized with name, group and team flag (see samples below).

The Pocket Guide (16 pages) contained greetings from the organizers and the title sponsor, instructions, rules, participants & groups and a hole-by-hole course guide which has been specially made for this event. The back page had logos of all the sponsors.

The scorecard had a feature which was appreciated - as groups started on different holes, the scorecard had a yellow mark where the marker should start entering scores.



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 24 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 three 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. A1 posters were also made as promotion boards at the near pin and longest drive holes, as well as for the hole sponsors (CIR, Chanel, White & Case and Windsor Par G&C.C.).

In addition A-3 sized signboards were made for registration, signage to course and party room.

4. Near pin and longest drive flags

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

5. Cart signs

To enable participants to easily locate their cart (among 37) at the start, a number sign was made for each cart. On the reverse side (visible from inside the cart), essential rules in instructions were printed.



Near Pin flag

6. The logo

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

Material cost

About 200,000 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. Costs for hole sponsor panels and stands (ca 150,000 yen) were covered by the sponsors.



Envelope



Scorecard

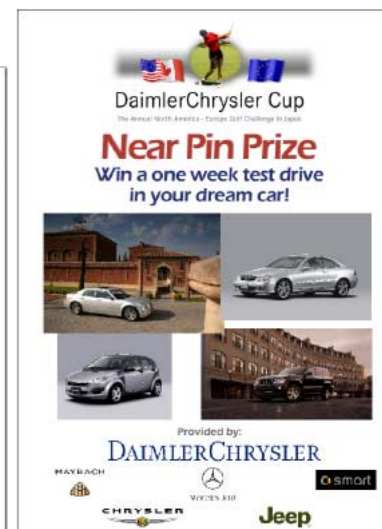


Pocket Guide



Information Kit

Near Pin signboard





Entrance to Club House



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



The trophy is waiting for its taker



Enjoying good food before the ceremonies start



Players gather for a briefing before start of play



Getting ready to tee-off



EU Team Captain, Duco Delgorge



One of the founding "fathers", Bob Grondine



Another founding "father", Erik Ullner



Taskforce member Bob Bernal



A lot of action on the course



Sponsors getting some promotion



Winner of the Lufthansa prize



Winner of the United prize



Winner of the Virgin prize



Winner of the Chanel top prize



Many prizes to be won at the 12th par-3 hole



Nice view of the course on a beautiful day



Hans Temple, President of DaimlerChrysler Japan presents the trophy to Bob Grondine



The winning North American team in the VISA winners' uniforms.