

# The North America - Europe Golf Challenge in Japan



## Mercedes-Benz - Thomson Reuters Cup 2022



## FINAL REPORT

Organized by:



Title Sponsors:



# Basic Facts

## 1. Background

Most 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 with the first competition played at Atsugi Kokusai C.C. on September 26, 2003. The Canadian Chamber of Commerce in Japan's status changed from participating Chamber to and organizing Chamber in 2011.

## Tournament dates in the past

1st: 26 September 2003	10th: 28 September 2012
2nd: 1 October 2004,	11th: 4 October 2013
3rd: 30 September 2005	12th: 10 October 2014
4th: 29 September 2006	13th: 9 October 2015
5th: 28 September 2007	14th: 7 October 2016
6th: 26 September 2008	15th: 6 October 2017
7th: 2 October 2009	16th: 5 October 2018
8th: 1 October 2010	17th: 4 October 2019
9th: 30 September 2011	18th: 14 October 2022

## 2. Title Sponsors

DaimlerChrysler was the title sponsor until 2007. As DaimlerChrysler AG was renamed as Daimler AG as of October 04, 2007, the name of the North-America - Europe Golf Challenge in Japan was re-branded in 2008 to Daimler & Chrysler Cup, as Daimler Japan and Chrysler Japan agreed to jointly co-sponsor the event in 2008 and 2009. As Chrysler withdrew from the event in 2010, Daimler continued as sole sponsor and the tournament was renamed Mercedes-Benz Japan Cup.

In 2015, Cole Haan Japan agreed to become a co-title sponsors from the American side and re-establishing the Trans-Atlantic link and increasing resources for producing the event. Since 2015, the name of the event was Mercedes-Benz - Cole Haan Cup until 2019. During 2020 and 2021, we had to refrain from holding the event due to corona virus pandemic, but managed to relaunch in 2022 with our new title sponsor from the American side, renaming the tournament as Mercedes-Benz - Thomson Reuters Cup.

## 3. The Taskforce

To handle the planning and implementation of the event, the ACCJ, CCCJ and the EBC have respectively appointed their taskforce members. In 2022 the taskforce consisted of Kjell Yadon (ACCJ), Kervin Go (ACCJ) and David Anderson, M.D. (CCCJ) from the American side and Erik Ullner (EBC), Carl-Gustav Eklund (EBC) and Antti Kunnas, FCCJ Executive Director from the European side.

Antti Kunnas was responsible for the web site, information to players and production of material for the event. The task force held several meetings (see page 3.), and exchanged hundreds of emails during the preparation period. ACCJ members of the task force were responsible for recruiting North American sponsors, European members recruited European sponsors. ACCJ was in charge of the bus transportation and the CCCJ took care of the trophies. The task force got substantial support from Joey Vetter at ACCJ.

## 4. Date and course selection

The date selected for the event, Friday 14 October, was decided in March, after consulting chambers and Mercedes-Benz and Thomson Reuters. In the past the tournament has been played on last Friday of September or on first Friday of October. Lately the date has been on the first or second Friday of October, as later date decreases the risk of typhoons. Due to this Friday 14 October was selected for this year's event.

It was decided also to play the 18<sup>th</sup> tournament at the Atsugi Kokusai Country Club the same course as past years. The surveys over the years have shown a steady support for continuing at the same course; 72% in 2005, 74% in 2006, 76% in 2007, 77% in 2008, 78% in 2009, 73% in 2010, 77% in 2011, 84% in 2012 and 2013, 88% in 2014, 93% in 2015, 82% in 2016, 81% in 2017, 91% in 2018, 97% in 2019 and 95 % this year.

The positive experiences from the previous events, the Club's capacity to handle our large number of players and the fact that it is much easier to organize it at the same venue, made and continues to make the decision easy. Mercedes-Benz and Thomson Reuters also supported using the same course. During the past years, we have played on the West Course of Atsugi Kokusai, but this year we played all of the East Course as it had just been completely renewed.

## 5. Play format & Team Competition

The target 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). However, noting that this was the first tournament after the coronavirus pandemic, decision was made to not push the participant number to the definite maximum. In 2019 tournament we had 137 players as the final number for the competition, and in 2022 we ended with participancy of 94 players. Everyone concluded thought that considering all restrictions in place yet due to covid-19, the number was ideal as it gave more flexibility with all things considered Slightly limited number of players also helped in finishing the play in time.

The tournament was played using the Double Peoria ("shin-peria") scoring system, which calculates the handicap from 12 hidden holes on the day. Due to the difficulty to assign correct handicaps to all the players it is the only realistic option. In 2005 we tried, based on player feedback from the earlier player surveys, to play with actual, declared handicaps, but it can be said that the system partly failed, based on the many negative comments about accuracy and fairness of the results in that year's survey.

The average score of the best 80 % of the players in each team was counted as the team scores. In the event of a tie, the team with the best net player would win.



## 6. Individual competition & Prizes

In addition to the team competition, the Best 3 Net and the Best 3 Gross won prizes. The ladies also had their Best net and Best gross trophies. This year we had one Longest drives, on hole No. 8 sponsored by Laureus. Nearest pin prizes were available on hole No. 7 and No. 16 ( all par-3). In addition, other prizes (the most expensive items) were drawn among all the participants.



## Planning and Preparations

Tasks and events are listed below in chronological order. Many items involved required help from people outside the taskforce. From the ACCJ — Joey Vetter and Ayako Nakano who helped with several logistical matters, and from Mercedes-Benz Japan — Sayoko Shimosegawa and from Thomson Reuters Japan — Maiko Oda were very much involved in the planning and organizing of the event. YMCA Japan was also involved in planning and was responsible for the execution of the charity component.

All the practical work related to the event - web site, registration procedures, information to and communication with players as well as design and production of the material (see page 5.), etc. - was handled by the Finnish Chamber of Commerce — Antti Kunnas.

As this was already the 18<sup>th</sup> tournament played with the same concept and at the same course, less meetings were required and most matters were handled by email. As this was the first tournament played since the outbreak of corona virus pandemic, additional meetings and measures regarding sanitary measures and such were included but did not cause major additional work load in the practical arrangements.

### March 2022

- (23) Initial meeting for 2022 event to consider if going forward is possible due to coronavirus situation.

### May 2022

- (26) Status update following how government regulations are developing regarding event organization.

### June 2022

- (29) First task-force meeting with Mercedes-Benz Japan and Thomson Reuters Japan confirming their co-title sponsorship, contributions and agreeing on budget and sponsorship levels.

#### Categories and Contributions

Category	Cash	OR	Goods/Services (retail value)
PLATINUM*	300,000 yen	OR	800,000 yen and over
GOLD	150,000 yen	OR	400,000 - 799,000 yen
SILVER	75,000 yen	OR	200,000 - 399,000 yen
BRONZE	40,000 yen	OR	100,000 - 199,000 yen

### July 2022

- (22) Registration open (more than one month later than in previous years to avoid many cancellations due to too early sign-ups)
- (22) Announcement to chambers requesting them to announce the event to their members and add it to their event calendar.
- (22) Email to all last year's players and sponsors announcing opening of new web site and registration starting.

### August 2022

- (30) Task-force meeting with Mercedes-Benz Japan and Thomson Reuters Japan regarding their sponsorship contributions,

current registration status and sponsor recruitment situation, etc..

### GydhYa VYf 2022

- (2-14) Shipping instructions sent to goods/services sponsors.
- (15) Course visit, confirming tees, rest houses, drink service, menus on course and at party, poster stands & frames, etc.
- (28) Email confirmation sent out to all registered players.
- (20) Task-force meeting with Mercedes-Benz Japan and Thomson Reuters Japan regarding schedule, staffing, prizes etc.

### October 2022

- (8) Email to all participants with event practicalities.
- (10) Playing groups assigned.
- (12) Cart Guide, Scorecards, signboards, near-pin & longest drive flags, etc. printed and assembled at FCCJ.
- (13) Preparations at the course; 'goodies' bags prepared, prize allocations, registration desks prepared, etc.
- (19) Email to all participants regarding the Participants' Survey.

### Schedule on the day of play - Friday, 14 October, 2022

- 06.15 Bus departs from ACCJ
- 06.30 Taskforce arrive at the club
- 07.00 Registration desks open
- 07.45 Chartered bus arrives at the club
- 08.15 Briefing to participants (on schedule)
- 08.25 Off for tees (on schedule)
- 08.45 Tee-off from all tees (on schedule)
- 15.00 Play finishes (on schedule)
- 15.45 Party starts (on schedule)
- 16.15 Prize ceremony starts (on schedule)
- 17:15 Prize ceremony ends (on schedule)
- 17:30 Bus departs for Tokyo (on schedule)
- 18:30 The taskforce leave the club - mission completed



Preparing carts. All in all 24 carts to be used to accommodate 94 players.

# Information to participants

## 1. The Web site

The web site has its own domain: [www.mbtrcup.com](http://www.mbtrcup.com).

The web site has proved to be instrumental in making the project successful. It has raised the profile of the event, given additional exposure to the sponsors and has been a very good tool in communicating with the participants, as registration, sign-up listings and sponsor recruitment were done through the site. The site domain was changed to the current in Spring 2022.

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

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

The creation and maintenance of the website was financially supported by the co-title sponsors Mercedes-Benz Japan and Thomson Reuters Japan.

## 2. Email information

Prior to opening of registration, two email were sent out, i.e.

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

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

- upon registration - automatic confirmation.
- 29 September - confirmation of participation, event schedule, promotion of bus and notice of when further information will be sent.
- 12 October - detailed event information, pairings, link to the information on the tournament page

After the event, two emails were sent out:

- 17 October - thank you, information on the event report on the web site and instructions on the participants' survey
- 24 October - Survey reminder

The group mail program was set-up so that it showed "Mercedes-Benz - Thomson Reuters Cup Office" as sender.

## 3. Information kit

The 6 page A4 size information kit in pdf format 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 file were placed on the server and links to these were sent in the email bulletin on 8 October. This allowed participants to download the file of their choice and did not have to receive a mail with a large attachment. This also allowed for the information to be constantly updated on the web site (e.g. with changes in groups) and available to the players in its latest version.

## 4. Information on the day

When players arrived at the course, they received their individualized Score Card and the locker card. Giveaways from Mercedes-Benz Japan (towel), Thomson Reuters Japan (binoculars and USB-adapter) a sleeve of MB-TR Cup 2022 golf balls and tournament cap, K&L Gates golf accessory kit, Computec golf ball, two bottles of Warsteiner beer and a bottle opener, and Neueform magazine from Haefele were placed in "Goodies Bags" in the lockers (except for the cap which was distributed at the reception desks).

Before start of play the players were gathered for a photo-shoot and a short briefing by task-force member Kjell Yadon on the play format, main rules and charity shots. As usually due to the number of participants this was done outside in front of the club house. Players were also instructed on how to fill out the scorecard, check and sign it and how to return it after play (the scorer's desk was in front of the club house).

Kjell Yadon was also the MC for the awards ceremony.



Mercedes-Benz - Thomson Reuters Cup 2022



North America - Europe Golf Challenge in Japan  
Past Participant,

Many of you have already noted, but we are resharing the information for our past participants as a reminder. We are happy to say that after 3 year hiatus.

**Participants & Groups**  
Blue Represents Team Europe - Red the Team North America - Version: Wednesday, 2 October at 8:00 Page 4

Out course	Mercedes-Benz Japan Co., Ltd.	DMKJ	In course	Mercedes-Benz Japan Co., Ltd.	DMKJ
1A	Kentaro Ueno	FCUJ 28	10A	Stefan Albrecht	DMKJ 24
	Hiroaki Nagahara	FCUJ 28		Glen Sugimoto	DMKJ 24
	Jeremy Samson	ACCJ 18		Tad Mihar	Other 36
	Chris Lee	PGA Tour International Japan, LLC		Russ Deaver	K&L Gates LLP
	Kohji Hasegawa	DMKJ 35		Carl Eklund	Proquest Japan KK
	John Harrington	Noka		Kjell Yadon	ServiceNow Japan K.K.
	Mark Shadwin-Ross	FCUJ 23		Kenji Sato	Sumitomo Japan
	Henry Yamaguchi	Other 18		Christian Wolf	ACCJ 19
	Takashi Higashino	DMKJ 16		Dean Rogers	ACCJ 30
	Shota Tanahashi	ACCJ 16		Russell Stone	ACCJ 3
	Takeshi Kato	ACCJ 30		David Samson	ACCJ 24
	Hiroaki Mizukuchi	ACCJ 36		Hiroaki Arizumi	ACCJ 36
	Yoshiaki Morimoto	DMKJ 11		Philips Japan	DMKJ 21



Task-force member Kjell Yadon gives instructions before start of play.



# Material produced for the event

## 1. Scorecard

When the participants arrived at the course they received the Scorecard and team cap at the registration. The Scorecards had name, group and team on them (see samples below).

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

## 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 2 October. The kit included instructions, rules, participants & groups and a large size access map to the course. This map was also made for the event. The back page had again logos of all the sponsors.

## 3. Posters and signboards

Two B0 (ca 115 x 140 cm) posters were made and printed in-house. A1 posters were also made as promotion boards at the near pin and longest drive holes, as well as for the hole sponsors. In addition A-1 sized signboards were made for the two registration desks, the scorers' desk, as well as signage to course and party room and a signboard for the YMCA charity shots, one for each title-sponsor.

## 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 24) at the start, a number sign was made for each cart. On the reverse side (visible from inside the cart), essential rules and instructions were printed.

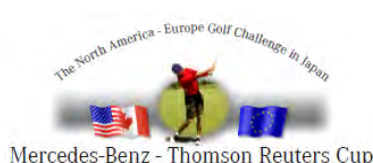
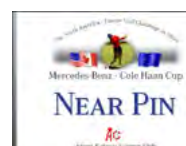
## 6. The logo

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

Typesetting of the title is in Corpo A.



Location Map



## Production costs

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



Golfball print



Driving Contest signboard (A1)



Event poster on the cup day



Course Guide



Personalized Scorecards









## Report from the event

### Participants

The event attracted 94 players, including 8 ladies. The Europeans had 35 players, North-Americans 59.

Golfers of all levels took part, from scratch players to high handicappers and gross scores ranged from 77 (Dean Rogers) to 132. 10 players scored a gross of less than 90, but also 9 had over 120.

### Sponsors and Prizes

The event had 20 sponsors, including the title sponsors Mercedes-Benz Japan and Thomson Reuters Japan. Thanks to this, we were able to supply tasty and refreshing food and drink throughout the day and had many quality skill and drawing prizes to give away.

As our tradition goes, the beautiful Hoya crystal Cup was presented to the winning team. Notable prizes included a pair of Business Class tickets to USA from United, Warsteiner provided beer for the course and prize ceremony and K&L Gates provided golfing accessories to the goodie bags. Titleist provided golf goods, Asian Tigers club bags and wine prizes, and Häfele provided outdoor goods. Bistro Vino, Topé Wines, and Haga Farm and Glamping provided vouchers for services.

The cash sponsors were; enWorld (Platinum), BDO (Gold), Computec (Silver), Pipeline Security (Silver), Robert Walters (Bronze), Eklund & Partners (Bronze), Iceland Air (Bronze), and Isami (Bronze). The cash contributions were key to the events success as it enabled us to improve the drink and food service at the event, provide free bus service and cover other costs related to organizing the tournament (e.g. logo golf balls, trophies, etc.).

Apart from the trophies, Mercedes-Benz and Thomson Reuters provided several items each for the "Goodies Bags". They also covered the cost for the administration, web site and costs for posters, signboards, pocket guides, scorecards, etc.

**A big Thank You to all the sponsors. We couldn't have done it without you!**

### Charity component

This year the tournament's fundraising was again directed to the YMCA Challenged Children Project (CCP). In addition to collection boxes the effort included Charity Skill Challenges on the par-3 7th hole supported by Mercedes-Benz. Those who donated 1,000 yen and hit the green got a prize.



## Results

### Team Competition

North America 75.57 strokes - Europe 75.15 strokes

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

### Individual Competition - BEST NET

Pos.	Name	Team	Gross	HCP	NET
1	Yusuke Genma	NA	90	20.1	69.9
2	Kenichi Negita	EU	102	32.0	70.0
	Joni Santala	EU	79	8.6	70.7
4	Ken Kiriya	NA	98	27.2	70.8
5	Keith Halley	EU	84	13.0	71.0
6	Dean Rogers	NA	77	5.9	71.1
7	Hisanori Murata	EU	83	11.8	71.2
	Par Landen	EU	83	11.8	71.2
9	Roland Thompson	NA	99	27.2	71.8
	Taro Kashiwabara	NA	99	27.2	71.8
11	Minako Tanaka	EU	79	7.1	71.9
	Goh Sugita	NA	83	10.7	72.3
	Dominic Walker	EU	101	28.4	72.6
14	Scott Carpenter	NA	100	27.2	72.8

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

### Individual Competition - BEST WOMEN NET

Pos.	Name	Team	Gross	HCP	NET
1	Minako Tanaka	EU	79	7.1	71.9

### Special Prizes

Near Pin Winners

No. 7 - Keith Halley (EU)

No. 16 - Machiko Asai (NA)

Longest Drive

No. 8 Laureus - Dominic Walker (NA)

### Individual Competition - BEST GROSS

Pos.	Name	Team	OUT	IN	TOTAL
1	Dean Rogers	NA	38	39	77
2	Joni Santala	EU	43	36	79
	Minako Tanaka	EU	41	38	79
4	Hisanori Murata	EU	44	39	83
	Par Landen	EU	42	41	83
	Goh Sugita	NA	41	42	83
7	Keith Halley	EU	43	41	84
8	Yoshiaki Morimoto	EU	41	45	86
9	Keizo Nemoto	NA	40	47	87
10	Tadamasa Matsushita	NA	37	51	88
11	Matt Nielsen	NA	45	41	89
	Thomas Zaleski	EU	46	40	89
	Warren Arbuckle	NA	43	44	89



# Participants Survey

To further develop the event, we conducted a survey among the participants. The survey was ran from October 17 - 28, 2022. To encourage participants to complete the survey, two winners for two weekday golf rounds for four persons at Atsugi Kokusai C.C. were drawn among the survey respondents.

## Survey Responses

The survey was announced to 89 players to get as much feedback as possible. We did not have email addresses to some of the guests and the organizers were excluded from the total of 94 players that participated in the event.

We received 38 valid responses after removing multiple and incomplete entries. Thus the response rate is 43.8%, which can be considered good and gives a high statistical significance to the results.

## Survey Results

### General opinion about the event

#### Advance information to players

Response	No.	PCT
Excellent	19	50
Good	15	39
Average	3	8
Not so goc	1	3
Bad	0	0

#### Arrangements during the event

Response	No.	PCT
Excellent	27	71
Good	10	26
Average	1	3
Not so goc	0	0
Bad	0	0

### The Course

#### Interesting/challenging layout

Response	No.	PCT
Excellent	19	50
Good	17	45
Average	1	3
Not so goc	1	3
Bad	0	0

#### Course condition

Response	No.	PCT
Excellent	17	45
Good	21	55
Average	0	0
Not so goc	0	0
Bad	0	0

### Food & Beverage Service

#### On the course

Response	No.	PCT
Excellent	13	34
Good	11	29
Average	13	34
Not so goc	1	3
Bad	0	0

#### At the party

Response	No.	PCT
Excellent	14	37
Good	15	39
Average	8	21
Not so goc	1	3
Bad	0	0

### Pace of Play

Response:	No.	PCT
Good	12	32
No Issue	21	55
Average	5	13
Not so good	0	0
Bad	0	0

### Main reason why I participated

Response:	No.	PCT
Exciting event	16	42
To expand my network	24	63
Friend encouraged me	6	16
I like to play golf	19	50
Chance to win good prizes	8	21

### Cost of participation

Response:	No.	PCT
Could be more	1	3
Reasonable	36	95
Too expensive	0	0
No opinion / dor	1	3

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

Response:	No.	PCT
Yes	30	79
No	3	8
Do not know	5	13



# Participants Survey - Comments

*It was a great event to participate. Thank you for hosting and much effort into this cup.*

Statement from a European participant.

*It was a great event thanks to all that made the event so fan. Look forward to next year's event. Thank you.*

Statement from two Japanese participants

*Wonderful set up and I will encourage others to join next year, in fact I already have! Wonderful event and wish I had attended earlier. The reason I did not was I am not a good golfer and did not want to embarrass myself. I have improved somewhat and therefore was more comfortable to play this year.*

Statement from a North-American participant.

## General Comments

- *It was a great event to participate. Thank you for hosting and much effort into this cup.*
- *The competition is a good one and it is a great networking opportunity. The only issue I could see was that the ceremony at the end needs some pizzazz as it is relatively long and a bit flat. Apart from that the whole day was a great success.*
- *Nice event. Appreciated the bus to the course. Enjoyed networking. One fun twist on future events might be a "best ball" event. These are very popular in the U.S. and strengthens the feeling of team in each group.*
- *Wonderful set up and I will encourage others to join next year, in fact I already have! Wonderful event and wish I had attended earlier. The reason I did not was I am not a good golfer and did not want to embarrass myself. I have improved somewhat and therefore was more comfortable to play this year.*
- *Great day, felt the team allocation was great (at least in the case of our four). Only small gripe is the club bus from the station didn't allow much time for a hit on the range before we got started but i am fully aware this is unlikely to change and indeed is probably an unreasonable request.*
- *It was a great event thanks to all that made the event so fan. Look forward to next year's event. Thank you.*
- *I've been looking forward to the reopening of this event. I think the environment and people have changed due to COVID-19, but I'm glad that the atmosphere and fun of this event haven't changed. We would like to express our heartfelt gratitude to all those who have contributed to the holding of this event. We are looking forward to next year's event.*
- *Thank you for me to participate, i really enjoyed and it was organised nicely. Hope there will be another golf event next year.*
- *Great event - I particularly enjoyed the time and room dedicated for networking opportunities. Would be great to see a few more ladies prizes however. Ladies long drive etc. That might encourage a few more women to join!*
- *Beer was fantastic. Event was good fun. Organizers did a great job. The bus was really helpful. Please announce the bus earlier.*
- *It was a good event and I hope to participate again. We would consider being a sponsor again as well.*
- *Pro participant was great!*

## Comments about food and drinks

- *While the staff serving the buffet was unusual, I understand it was a requirement. No worries and the food was great! It did impact the start of the speeches and awards but it was still fine.*
- *The food was as expected for a club and event of this type. No complaints.*
- *I think burgers and sausages got a little dry, but there was plenty of food and drinks.*
- *Hot drinks would be a nice addition to the lineup.*
- *Food between was good. Hamburger Meat was excellent. Food and Drink provided may be better informed so players not needed to bring drinks.*

## Comments about prizes and prize ceremony

- *It's great to see this event come back to life after some challenging years behind us. One suggestion is to gather more prizes. I heard this comment from a few participants, that "if they had asked me I would have donated a prize". I'm sure you made a strong effort to gather prizes but considering the diverse group of people at the event I am sure there could be more next time. Overall, a fantastic event...well done!*
- *It felt like many of the prizes, other than top gross/net winners, and driving/ near pin, were going out to same group of people. It could be just a coincidence, but you need to shuffle it up a bit more. Other than that, all good.*
- *The ceremony was a bit difficult to follow and would be better to have a stage were winners came up to so it is possible to see them. To speed up the ceremony better to have everybody waiting to return to their seats after they receive prizes. A little bit confusing who the MC was.*

## Comments about the course and pace of play

- *The course was great and both challenging and forgiving to all levels of players. Was particularly impressed with our caddy's knowledge on the greens which saved us all a few shots.*
- *A few to long holes, we need to make sure better for average Golfer, par 3 at 200 yards etc to long Also a few very difficult holes, slowed down the play. Overall really good Course.*
- *Great course, the bunkers and the greens were challenging to say the least! I enjoyed it throughly!*
- *I had not played on the new holes before and looked way better than the other ones we used previously (no nets on the tee boxes etc) greens were superb too. My only complaint was the 3 hour torture to drive home!*



# Summary & Proposals

## 1. Title sponsors

We are hoping that Mercedes-Benz Japan and Thomson Reuters Japan would continue as title sponsors in the future.

- **Proposal: Confirm as soon as possible that the title sponsors, Mercedes-Benz Japan and Thomson Reuters Japan are prepared to continue.**

## 2. Date of the event

Almost every year there have been typhoon concerns when we have played end of September/early October. Also, end of September is busy for many companies because of the half-year book closing in Japan. Therefore we should consider keeping the date at the first part of October.

- **Proposal: Fri. 6 October, 2023.**

## 3. Venue

Based on the participants' survey, where majority expressed their wish to play at Atsugi again, the task-force do not see any reason to change the venue.

- **Proposal: Confirm Atsugi Kokusai C.C. and use all of East course as this year, Tees need to be adjusted though more carefully, rest houses and drink stations used this year should be fine.**

## 4. Play format and pace of play

The Double Peoria ("shin-peria") scoring system has been used in fifteen of the sixteen events. It is not a perfect system - too much of a lottery - and there has been criticism in the surveys towards this scoring system, although not this year. In 2005 it was decided to use stroke-play with actual handicaps instead, but as it was difficult to obtain correct handicaps from all the players and obviously, based on the results, several of the top ranked players had wrong handicap. Based on this experience it was decided to go back to shin-peria for the 2006 event, and has been used since. The average score of the best 80% of players in each team was counted as the team score.

The pace of play seems not to have been any problem as 85% in the survey reported that the pace was good or that it was no issue, although several made comments on this.

- **Proposal: Announce same maximum number of players 144. Shin-peria play format should be used as it is very difficult to find a good alternative to it.**

## 5. Who is eligible to play /counted in the scores?

The issue of professional golfers participating has been solved as it has been decided that they could participate but not win performance prizes and would not be included in team scores. This year no pros participated. An issue that has been discussed earlier - should beginners be allowed to participate.

- **Proposal: No major changes to this issue but on the web site we should ask players who have never shot below 120 to re-consider participation (now we say that if they have not played on a course before, they should not participate).**

## 6. Food and beverage service

This year's survey showed that though most participants are happy with the food service (63% stated that food on the course was excellent or good, and 76% state that the food on the course was either excellent or good), the ratings for food on the course and at the party both dropped. In the comments, there were also views that food was not as good as in previous years. This year there were enough drinks at all rest houses on the course. This year we had only one drink sponsor, Warsteiner. As we did not have a soft drink sponsor, we bought soft drinks separately (arranged by the course).

- **Proposal: Menu and food used needs to be discussed with the club catering. This year there was a clear drop in satisfaction in the survey, with less of those who thought food was excellent and a surge in number of those who saw it only as average. This is partly due to the fact that the club has outsourced the catering.**

## 7. Play fees

The participation fee consisted of two parts - a registration fee of 3,000 yen which was collected by ACCJ, CCCJ and EBC respectively. The play fee, including lunch service and party was 22,500 yen and paid directly to the club after play. In the previous years, to improve the volume and quality of food, and to get a reasonable profit out of the event, the organizers have paid 1,000 yen per participant to the club from the cash sponsor money.

In the survey, this year no one thought that the fee was too high, whereas 3% thought that it could be even higher, 95% saw the fee as reasonable.

- **Proposal: Keep current 3,000 yen non-refundable registration fee.**

## 8. Registration, cancellation and number of players

The registration procedure worked well and all players sign up through the web site (not by separate emails or word of mouth). Also this year the registration fee was non-refundable and players were not signed-up before the fee was collected. For the EU players the MBTR Cup office collected the fees in collaboration with EBC. This year the event had a participation of 94 players.

- **Proposal: Keep registration fee non-refundable, open registration 2-3 weeks earlier in 2023 than in 2022 to secure full participation.**

## 9. Information and material

The web site was 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 for the most. However, partly due to shift in administration some participants were expecting more information at an earlier stage. As there was a change in domain name, some repeater participant might have had difficulties in finding the new site.

- **Proposal: Updates and renewal in information material is needed for next year. New domain released this year can be continued to be used also next year. Announcement to the players and chambers should be done at earlier stage than last year.**

## 10. Sponsors and prizes

The sponsor categories remained same this year. The number of sponsors was slightly less (20) than last year. All in all sponsorships decreased most likely due to difficult situation for many companies coming out of the covid pandemic year.

- **Proposal: We should start contacting potential sponsors early 2023, as other events will also gather attention after pandemic. We also need to recruit more cash sponsors to increase the charity value.**

## 11. Charity component

This year the charity component, for the YMCA Challenged Children Project (CCP), also included a Charity Shot, on the par-3 7th (Mercedes-Benz Japan). Same as last year, there were also charity boxes in the party room.

- **Proposal: Same charity activities as this year. As this year, if we get more cash sponsor money than what is required to cover costs, main part of the surplus should go to charity.**

## 12. Party and prize ceremony

This year there were fewer prizes than usual. We received some comments on this and also noting that there should be more prizes for women.

- **Proposal: No significant changes needed although perhaps prizes for the three best net women (now only the best) should receive prizes.**

## 13. Bus Service

The project has provided bus service for participants to and from the event since 2004. Since 2010 it has been free and highly appreciated by the participants, this year 36 players and staff used the service.

- **Proposal: Continue bus service as in previous years.**

## Platinum Sponsors



## Gold Sponsors



## Silver Sponsors



## Bronze Sponsors

