

## **EYEBALL GUIDELINES FOR POTENTIAL EYEBALL HOSTS**

On behalf of the friends and members of the **3905 Century Club, Inc.**, the **Board of Directors** thank you for your interest in hosting the annual Eyeball.

Before you make any decisions or commitments we recommend you review the following information.

If you want to be considered as a possible host for our annual Eyeball, we ask that you submit a nomination packet to the **Board of Directors**. This packet should include information about your proposed Eyeball site/location as well as pictures and brochures as appropriate. You may want to include information about the local area from the local Chamber Of Commerce.

Your nomination packet, as well as any others that may have been submitted, will be **reviewed** by the **Board Of Directors** and a decision will be made.

Once the Board makes its decision, the **Host** will be notified and the announcement about the location of next year's Eyeball location and host will be made.

The annual **Eyeball** is intended to be a "break even" event. However, **The 3905 Century Club, Inc. will provide some LIMITED financial support** but it is the **HOST'S RESPONSIBILITY to keep out-of-pocket expenses to a minimum** through the use of registration fees, donations, sponsorships, common sense, etc.

The **registration fees** are your primary means of funding the **Eyeball Dinner** and defraying associated costs. Therefore they must be reasonable (e.g., \$10-\$12 per adult; \$5-\$6 per child under 12 and children six and under eat free).

Once a host and site for the next Eyeball has been announced, the host will be asked to provide periodic **status reports, to the Board of Directors**, on the progress of preparing for the Eyeball. The purpose of these reports is to keep the Board informed on the progress and most importantly, any problems that need to be resolved. These reports may be submitted in writing or during the monthly Board of Directors' meetings.

**Good luck and 73's from the Board of Directors**

## **EYEBALL SITE REQUIREMENTS**

**1. THERE SHOULD BE A CAMPGROUND NEAR THE EYEBALL SITE.**

Several members will arrive via motor homes and campers and once they are set-up they may not have an independent means of transportation to the Eyeball site.

**2. THERE SHOULD BE MOTELS AND RESTAURANTS NEAR THE EYEBALL SITE.**

Many members will stay in motels. If motels and restaurants are not close to the Eyeball site it could be more expensive and very inconvenient to drive several miles to and from the Eyeball site to eat and sleep.

**3. THERE SHOULD BE ACTIVITIES FOR FAMILIES (ADULTS AND KIDS IN A WIDE RANGE OF AGES) NEARBY.**

It is essential that they have activities to keep them occupied and to allow them to have an enjoyable Eyeball experience. These should include, but are not limited to, the following:

- a. Amusement Park(s) and playgrounds
- b. Sightseeing
- c. Shopping
- d. Swimming
- e. Fishing

**4. SPACE AND FACILITIES TO SET UP TWO OR THREE STATIONS.**

- a. Space for antennas (75 and 40 meter dipoles)
- b. Trees or some support for antennas
- c. Electrical power (110 a must – 220 desirable)

**5. SPACE AND FACILITIES FOR –**

- a. Cookout (Grills, tables, etc.)
- b. General meeting
- c. Games (Bingo, etc.) and other activities primarily for the non-ham.
- d. Informal visiting

**6. RESTROOMS AND DRINKING WATER ON SITE.**

**7. OTHER DESIRABLE, BUT NOT ESSENTIAL, FEATURES –  
(We have provided our own for some Eyeballs)**

- a. Covered shelter
- b. Adequate lighting for radio stations, games, etc.

## **SUGGESTIONS AND RECOMMENDATIONS**

### **1. AS SOON AS POSSIBLE DEVELOP YOUR INFORMATION PACKETS ABOUT THE EYEBALL.**

Prepare a welcome letter as a cover sheet for your registration forms and Eyeball information.

Without overwhelming the potential attendees, include information about the local area (ask the Chamber of Commerce to provide brochures, maps showing how to get to the Eyeball site, “freebies”, etc.). Include information (a summary sheet or brochures) about local campgrounds, restaurants, and motels.

Try to keep the cost of providing the Eyeball information packets reasonable (e.g., a #10 SASE with 2-3 units of postage).

You should be prepared to start mailing out information packets by the start of the new year and up until 2-3 weeks before the Eyeball weekend.

### **2. HAVE A SIGN-IN BOOK/LOG OR BOARD.**

As you know, one of the most enjoyable aspects of the Eyeball is to see who has arrived and then meeting those persons, especially for the first time. However, if you have no idea who is there, you might miss out on meeting old friends and making new ones.

The sign-in book/log or board can be designed to display a lot of useful information projected (if known) or actual date of arrival and where the members are staying.

The sign-in book/log or board should be prominently displayed. It will serve as the primary point for displaying information about the Eyeball (Agenda, lists of preregistered Club members, etc.).

### **3. HAVE A MAPBOARD SHOWING THE HOME QTH OF ATTENDING FRIENDS AND CLUB MEMBERS.**

This could be in addition to the sign-in board or as alternate.

This concept has worked quite well in the past. Push-pins, with a label attached to indicate call(s), are used to indicate the home QTH of those attending the Eyeball.

It has also been used to indicate who travelled the longest distance for one of the prizes.

**4. HAVE CERTAIN DOOR PRIZES LIMITED ONLY TO THE NON-HAM XYL'S AND KIDS.**

At every Eyeball there are lots of door prizes provided for the club member. Typically, XYLS participate in the drawings for those same door prizes.

While it's fun to participate, it's also safe to assume that very few non-Club members (Primarily XYLS and kids) appreciate winning the ARRL Handbook, a Hamstick antenna, or 50 feet of coax. Something simple like potted plants/flowers, gift certificates (for a national {Kmart, WALMART, Sears, Penneys, etc.} vice local), wine, movie passes, etc.

**5. PROVIDE A SCHEDULE OF EVENTS.**

At each Eyeball the host has an idea or plan for running the show (certain things to take place as certain times, etc.). Publishing a schedule of events for the Eyeball will help keep everything on track (more or less) for the weekend (Fri-Sun).

Provide a hand-out upon arrival with the "Welcome Package" and post one in a central point (e.g., near the "sign-in board").

A schedule of events is especially useful for planning meals around the Eyeball weekend's activities.

**6. CONSIDER HAVING A GUEST SPEAKER.**

It might be interesting to have a guest speaker from the ARRL HQ, an ARRL Division Director, or Section Manager speak to the club on Saturday.

The topic could be left up to the speaker or he/she could be given some hints. Something that might be germane to the Century Club or club operations in general, would be an obvious topic for a 20-30 minute talk with Q&A. In return we offer the speaker a free Eyeball meal.

**7. CONSIDER SCHEDULING AN UPGRADE SESSION.**

In the past, some Eyeball Hosts have arranged for a test session with a local club for a VE team to administer tests to those who were interested (This was done on the registration form).

If there was enough interest indicated on the registration forms, a local VE team might agree to conduct an upgrade session.

Inform the Board as soon as possible if a test session can be scheduled and make that announcement on the club nets periodically.

There are several Century Clubbers who are certified VEs who might be willing to assist a local club VE team. As with a guest speaker, offer the test team a free Eyeball meal. Who knows, they might even join the club.

## **8. ADVERTISE THE EYEBALL.**

Announce/advertise the Eyeball in the local press and various Ham publications (QST, CQ, etc). Include you and the Info officer as sources of info on the Eyeball and the club. Announcements can't help but promote interest in the club.

Furnish information packet to the Web Page manager in order that he/she may post all the information he/she can on the 3905 Century Club web page.

An ad in QST or CQ would cost \$25-\$50 depending on the size.

Prepare and copy some "mini-flyers" (4-6 per page and about 500 pages) which provide basic information and where to write for more information and send the "flyers" to the QSL Bureau's for inclusion in QSL SASEs.

## **9. SCHEDULE A SUNDAY BREAKFAST.**

At the end of each Eyeball on Sunday morning everyone sort of drifts off on their separate ways. Often, small groups get together at a local restaurant for breakfast before they depart. Obviously, not everybody can fit into the restaurant.

An alternate idea would be to have a breakfast at the Eyeball location. It may be possible to get a local community organization/activity such as the Boy Scouts, a volunteer fire department, a church group, etc., to put on a "Pancake Breakfast" (or something similar) for a nominal fee (e.g., \$5.00 for "all you can eat").

This would give everyone one last opportunity to get together at the Eyeball. At past Eyeballs the host arranged for coffee and donuts to be available each morning but it wasn't enough on Sunday to draw a lot of the people back to the Eyeball location from their campgrounds and motels.

## **10. ASK FOR FEEDBACK.**

This is a difficult thing to do because most people don't want to hear negative comments. However, it can be a very useful tool to make future Eyeballs more enjoyable.

With the welcome packets you hand out at the Eyeball, include a critique sheet. This would be very simple – ask for info on what the attendees like and disliked about the Eyeball activities, location, meal, etc., and ask for recommended additions, deletions or changes to them.

#### **11. LESSONS LEARNED.**

Keep a journal or diary of your activities, problems, successes, expenses, ideas, lessons learned, feedback, etc. as they pertain to your Eyeball.

Contact previous Eyeball hosts for their ideas, problems, lessons learned, etc.

#### **12. PROVIDE AN “AFTER ACTION REPORT” TO THE BOARD OF DIRECTORS AND THE HOST FOR THE NEXT EYEBALL.**

This report will help the Board of Directors to identify problems and implement corrective changes as required.

This report will assist the next Eyeball host in preparing and hosting a successful Eyeball by avoiding previously identified problems and implementing successful events, etc.

Provide a summary of expenses and revenue from the Eyeball.

- a. Identify costs that were not recovered. While it is not the policy of the 3905 Century Club, Inc. to pay for these expenses, in some instances, additional financial help may be available.
- b. If, after paying all the bills, you have money left over, provide that extra money to the 3905 Century Club Secretary/Treasurer who will make it available to the next Eyeball host.

#### **13. ORGANIZE THE DOOR PRIZES.**

In the past, door prizes have been awarded solely based on a lottery. It would be nice to have some specific categories for these prizes. For example, prizes could be given to—

- a. The person who traveled the furthest distance to the Eyeball (a free fill-up at a local gas station;
- b. The station who worked from the most states enroute to the Eyeball;
- c. The non-ham spouse who traveled the longest distance to the Eyeball;
- d. The oldest Ham (club member and/or non-club member attending’

- e. The youngest Ham (club member and/or non-club member attending);

If possible, award a door prize every hour and try to award a number of prizes on Friday (after 2 or 3 PM), Saturday (when you can award the “grand door prize” if You choose to have one) and maybe on Sunday (at the breakfast if there is one).

Prizes can be serious (\$10-20 for gas for furthest distance) or humorous (a can of air freshner for the spouse who traveled the longest distance) and other suitable gifts (gift certificates for meals at McDonalds, Burger King, KFC, etc.) The point is to offer prizes in several categories and to as many eligible participants in addition to just having a lottery.

#### **14. ORGANIZE ACTIVITIES FOR ADULTS (HAMS AND NON-HAMS) AND KIDS.**

Schedule a softball or volleyball game with the even call areas playing against the odd call area. Club officers against the general membership.

Organize a “Trivial Pursuit” type game featuring trivia about the Century Club and amateur radio.

Organize and schedule trips to local sights and shopping centers.

Organize activities for kids (depending on previously submitted registration forms): Father-son Sack races, Junior Olympics, pie or ice cream eating contests, etc.

Have a portable TV/VCR available (and under adult supervision) so kids can watch movies. Also, this could be used for watching videos of previous Eyeballs.

#### **15. ARRANGE FOR THE EYEBALL TO BE VIDEOTAPED.**

Recently, the editor of the CENTURION has produced, at cost, an Eyeball Booklet which features photos from the Eyeball. It has enjoyed a great deal of enthusiastic success.

At past Eyeballs, the Eyeball activities were video-taped and made available for the Cost of a blank tape and postage.

#### **16. TO ARRANGE TO USE A LOCAL REPEATER FOR TALK-IN.**

Local clubs may operate a repeater and might make it available for general use for the Eyeball.

If so, include frequencies and access codes in your Welcome letter.

**17. SOLICIT ASSISTANCE FROM LOCAL CLUBS, INDIVIDUAL LOCAL HAMS AND THE BOARD OF DIRECTORS.**

Anything you can do to make organizing the Eyeball easier and less stressful is a great idea.

If you do use the assistance of a local club's repeater, members of local clubs or even even individual local hams, let the Board know because we would like to publicly recognize the help they rendered (as well as thanking them in person, the Club may want to send them a "certificate of appreciation").

**18. KEEP THE BOARD OF DIRECTORS INFORMED.**

Don't let minor problems become major problems. If you run into a problem or think you're going to run into a problem, contact your Area Director, the Club President or Vice-President or any Area Director. You don't need to do this alone.

**19. ASK THE LOCAL BUSINESSMEN TO HELP SPONSOR THE EYEBALL THROUGH DONATIONS, DISCOUNTS, GIFT CERTIFICATES, ETC.**

If your situation permits, you might find most of your expenses could be paid off through the generosity of the local businesses. Ask the local Chamber of Commerce or a local market or bakery for help with coffee and donuts on Friday and Saturday.

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**SAMPLE WELCOME LETTER**

Hello!

Thanks for requesting the XX Century Club Eyeball Information Packet.

As you know, this year's eyeball is going to be held at **THE KUMQUAT STATE PARK IN NAIROBI, KENYA**. This park offers many fine features including the internationally famous "Slide For Life" waterfall which drops an amazing 245 feet onto one of the largest formations of jagged granite in the world.

There are several cheap motels (bedding not included) in the area, many of which Have indoor plumbing. The restaurants are well known for their low sanitary conditions Although a few outsiders believe the "problems" are a side effect of the radiation leaking into the water supply from the nuclear reactor adjacent to the State Park.

A popular attraction for you "Nite Owls" will be the antelope herd with the Phosphorescent antlers (some people think the phenomenon is a side effect from the 612 ft high uranium slag pile (this is where the Eyeball site is located) in the middle of the State Park RV section which is nice if you check in after 10 PM and don't want to drive around with your lights on although you'll need to use some dense curtains if you want to get a good night's sleep because it is fairly bright).

Enclosed you will find a registration form (note that the cost of the Eyeball Dinner is now \$212 per person and a tuxedo is required), several brochures describing the many fine attractions in the local area, some free passes to the "Pig Wallowing" and a map of the local area (Note: Disregard the warning about the bombing range that intersects state highway 4, if you plan to use the main entrance to the State Park).

I look forward to being your Eyeball host this year and hope that you and your Family (if they're coming) will have an enjoyable Eyeball and that you'll take back lots Of memories of the good times and many fine people who attended this year's Eyeball.

The "talk-in" frequency will be 144.675 simplex. You'll have a better chance of Contacting the Eyeball site if you bounce your transmission off the moon.

If I can be of any assistance to you or your guests please feel free to call or write.

73's

Ignatius P. Fathead

address  
phone #  
e-mail  
packet