



THE 3905 CENTURY CLUB EYEBALL COORDINATOR'S GUIDE

Introduction

Each year the Club holds an annual get-together known as the "Eyeball." We try to rotate the general location of this event around the country - East, West, Middle - to give all members a chance of attending without the same ones always having to travel a great distance. Despite this, there are those adventuresome souls who will head out cross country toward the Eyeball a week early and offer contacts on our nets from many states along the way... and again on their return, usually by a different route.

The Eyeball is usually held starting on a Thursday and ending on Sunday morning. The actual date for the Eyeball can range from about mid-June (after school ends) to early August. Some attendees will arrive a day or even several days before the official start to have additional time to renew old acquaintances and to help with set-up.

Each year we also conduct - as part of the Eyeball - our **Annual Mobile Shoot-Out**, an event designed to demonstrate who has the strongest mobile signal. This is a great opportunity to see what the folks with the strongest mobile signals are using to get them - antennas used, how they're mounted, etc., and it's also a great chance to see how your own signal stacks up.

EYEBALL GUIDELINES FOR POTENTIAL EYEBALL HOSTS

The process for selecting the next Eyeball host begins at the current Eyeball. In the past there have been instances where the host for the next Eyeball was chosen at the Eyeball currently in progress. Generally spoken, the sooner the better! Gives the host more time to plan, gives prospective attendees more time as well. A Win-Win. If the Host is chosen at the current Eyeball the Host will be notified and the announcement about next year's Eyeball Host and location will be made.

If a Host is not chosen at the current Eyeball and you want to be considered as a possible host for our annual Eyeball, please inform your Area Director and/or the Club President. You will submit a nomination packet to the Board of Directors (mid-September). This packet should include information about your proposed Eyeball site/location and budget (Attachment 1). Event Liability Insurance is required by many venues, please provide proof of insurance in your packet. Pictures and brochures are also appreciated. You may want to include information about the local area from the local Chamber of Commerce.

Your nomination packet will be reviewed by the Board of Directors and a decision will be made at the October Board Meeting. The more complete the information you provide, the easier for the Board to make a decision. Once the Board makes its decision, the Host will be notified and the announcement about next year's Eyeball Host and location will be made.

Mandatory Requirements. The following are mandatory requirements for the Eyeball:

Annual Awards Presentation

Annual Meeting

Banquet

Budget

Liability Insurance

Mobile Shoot Out

QRP Net

EYEBALL SITE REQUIREMENTS

DON'T FORGET TO TALK TO PRIOR EYEBALL HOSTS -- Do this earlier rather than later. They have a wealth of valuable experience to share.

VENUE

- Handicap accessible – long trek upstairs would be extreme hardship for some of our members
- Potable water, whether running water or bottled
- WiFi availability
- General meeting area(s)
- Games (bingo, etc.) and other activities primarily for the non-ham
- Outdoor space – toilets necessary, flush-type preferred, handicap accessible a plus
- Ample parking

HOTELS/MOTELS

- Ideal accommodations would be at a resort or hotel with conference room availability. Some may provide the conference room free with a block of rooms to be filled. This is only a suggestion NOT a requirement.
- Other hotels close to the venue.

CAMPGROUND

- State parks or private campgrounds as an option for travelers

RADIOS/ANTENNAS

- Two or three stations
- Space for antennas (75 and 40 meter dipoles)
- Trees or some support for antennas
- Electrical power (110 a must - 220 desirable)

NETS – RADIO OPERATION

- QRP
- 40M SSB
- 75M SSB
- CW
- Eyeball QSL Cards (Attachment 2)

OTHER ACTIVITIES

- Amusement Park(s) and playgrounds
- Sightseeing
- Shopping

OTHER DESIRABLE FEATURES

- Covered and air-conditioned shelter
- Adequate lighting for radio stations, games, etc.
- Adequate separation between radio stations and evening games and social activities so noise from each operation doesn't interfere excessively with the other

FINANCES

- The annual Eyeball is intended to be a "break even" event. The Club can provide some LIMITED advance financial support (a loan), but it is the HOST'S RESPONSIBILITY to keep out-of-pocket expenses to a minimum through the use of registration fees, donations, raffles, and/or sponsorships.
- The registration fees are your primary means of funding the Eyeball Dinner and defraying associated costs of a gathering site. Fees must be reasonable; for example, \$50 - \$75 per adult, children under 16 free.

STATUS REPORTS

- Once a host and site for the next Eyeball has been announced, the host will be asked to provide monthly status reports, provided to the Chairman of the Board by the first of the month, 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 meetings. (Attachment 3)

MOBILE SHOOT OUT REQUIREMENTS

Co-Chairs - Ben Goldfarb AE4NT and Dwight Greenberg WF4H

Eyeball Host shall arrange for an area of sufficient size to lay out an unobstructed linear test range a minimum of about 550 feet long, or roughly four wavelengths at nominal 40 meters. At the receiving end of this range, we station one vehicle with the measurement equipment; at the other end, we set up a shooting line where each contestant transmits in turn. We require some additional space alongside the shooting line to position our control station, which will be in a vehicle situated parallel to and about 50 feet from the device under test. We also need a place for contestants to stage their vehicles and tune their antennas without impacting area traffic. We need sufficient space between the queued vehicles and the shooting line to avoid interaction with the signals.

Eyeball Host shall supply several traffic cones to set up the shooting line and to control traffic. It is also desirable for the host to provide at least one table and some chairs for the measurement station.

Notes about testing range configuration and access: *The testing range should be free from obstructions between shooting line and measurement station, with no large metal objects alongside it, and no high-powered radio/TV transmitters or high-voltage transmission lines in the vicinity. The Shootout Committee must have exclusive use of the property for the two-to-three-hour event and must access the range one hour before the scheduled start of the event.*

These are optimal conditions; however, we know that in the real world optimal is not always possible. The host should scout some appropriate locations well in advance and discuss with the Shootout Committee so we can determine their usability and ultimately include detailed course information in our shootout brochure for the Eyeball package. Examples of venues we have set up in the past include a large, empty parking lot, a country airfield, and a disused suburban cul-de-sac.

Once a shootout venue is agreed upon, Eyeball Host shall provide detailed administrative and physical venue information to the Shootout Committee at least three months in advance of the event. Such information must include contact information for the representative of the property owner who approved the use of the property for the event.

Eyeball Host shall provide embroidered baseball caps to be used as prizes for the top finishers and the last place finisher. These shall bear the inscriptions: TOP GUN, BIG GUN, SON OF A GUN, and POP GUN, and shall include the 3905 Century Club logo.

Shootout Committee shall provide all measuring equipment as well as cables and connectors appropriate to the task. The Shootout Committee shall arrange for a website for contestant registration and shall promote the event through email blasts. The Shootout Committee shall obtain volunteers from among Eyeball participants to manage the event. The Shootout Committee shall provide regular progress reports and contestant lists to the Eyeball host.

The Eyeball host shall set aside time during the Saturday awards presentation or the closing banquet for announcement and presentation of top finishers.

Shootout Committee shall provide detailed results to the Club Webmaster within thirty (30) days of the closing date of the Eyeball for permanent inclusion in the Club's historical records kept on the website.

SUGGESTIONS AND RECOMMENDATIONS

DEVELOP YOUR INFORMATION PACKET ABOUT THE EYEBALL

- Prepare a welcome letter (Attachment 4) for the registration forms and Eyeball information.
- 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.

COMMUNICATING REGISTRATION AND EYEBALL INFORMATION

- Contact the WebMaster to update the Club webpage in January.
- Provide an article for the Centurion February/March issue.
- Contact the Bureau to stuff QSL envelopes (Attachment 5).
- Net Announcements starting 12 weeks prior to Eyeball, new announcement each week. (Attachment 6).
- Advertise the Eyeball in the local press and various Ham publications (QST, CQ, etc.). Include yourself and the Club Information Officer as sources of information on the Eyeball and the club.

HAVE A SIGN-IN BOOK/LOG OR BOARD

- 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.
- A sign-in book or board can be designed to display a lot of useful information; for example, calls, names, projected (if known) or actual date of arrival and where the members are staying. Please ensure it is in a prominent place.

HAVE A MAP BOARD SHOWING THE HOME QTH OF ATTENDING FRIENDS AND CLUB MEMBERS

- This could be in addition to the sign-in board or as an alternate.
- This concept has worked quite well in the past. Pushpins, 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.

FUND RAISING – RAFFLES/DOOR PRIZES

Please check local laws pertaining to raffles. Raffles are illegal in some states.

HAVE CERTAIN DOOR PRIZES LIMITED ONLY TO THE NON-HAM XYLS & 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.
- Ask attendees to bring a door prize that represents their State.
- 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, Starbucks, Chick Fil-A, etc.) vs. local store, bottle of wine, movie passes, etc.

PROVIDE A SCHEDULE OF EVENTS

- At each Eyeball the host has an idea or plan for running the show (certain things to take place at certain times, etc.). Publishing a schedule of events for the Eyeball will help keep everything on track (more or less) for the weekend (Thursday - Sunday).
- Provide a handout containing the agenda 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.

CONSIDER HAVING A GUEST SPEAKER

- A guest speaker from the ARRL HQ, an ARRL Division Director, or Section Manager to 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 a good topic for a 20-30 minute talk with Q&A. In return we offer the speaker a free Eyeball meal.

CONSIDER SCHEDULING AN AMATEUR LICENSE 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.

SCHEDULE A SUNDAY BREAKFAST

- 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.

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 could be very simple - ask for information on what the attendees liked and disliked about the Eyeball facilities, activities, location, meals, etc., and ask for recommended additions, deletions or changes to them.

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 –

- The person who traveled the furthest distance to the Eyeball (maybe a free fill-up at a local gas station);
- The station who worked from the most states enroute to the Eyeball;
- The non-ham spouse who traveled the longest distance to the Eyeball;
- The oldest Ham (club member and/or non-club member attending; and
- 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 (maybe a gas fill-up for furthest distance), or humorous (a can of air freshener for the spouse who traveled the longest distance), and other suitable gifts (gift certificates for meals at McDonalds, Burger King, KFC, or other major chains, etc.). The point is to offer prizes in several categories and to as many eligible participants as possible in addition to just having a lottery.

ORGANIZE ACTIVITIES FOR ADULTS (HAMS AND NON-HAMS) AND KIDS

- Organize a "Trivial Pursuit" type game featuring trivia about the Century Club and amateur radio.
- Have brochures of local sights and shopping centers.
- Arrange a guided tour of a historical/local attraction location.
- 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.

ARRANGE FOR THE EYEBALL TO BE VIDEOTAPED

- In the past, an "Eyeball Booklet" has been produced which featured photos from the Eyeball. This was very well received and is even easier to do in this era of computers, digital cameras and the Internet.
- At past Eyeballs, the Eyeball activities were videotaped and made available to members for viewing or download, again very convenient in this era of the Internet.

ARRANGE TO USE A LOCAL REPEATER FOR TALK-IN & TALK-AROUND

Local clubs may operate a repeater and might make it available for general use by Eyeball participants. If so, include frequencies and any access tones in your Welcome Letter.

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 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" and thank them on our web site.

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, Club President, Vice President or any Area Director. You don't need to do this alone.

ASK 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. Please include a mention of your sponsors in the Welcome Packet given to each attendee and let the Club Webmaster know well in advance of the Eyeball so they can be listed as contributors on our club web site.

AFTER THE EYEBALL

EYEBALL HISTORY PROJECT

Notes, pictures and QSL card examples for previous Eyeballs can be found at 3905 Century Club Eyeball History Project (3905eyeball.org).

LESSONS LEARNED

- Keep a journal or diary of your activities as Eyeball Host – problems, successes, expenses, ideas, lessons learned, feedback, etc., as they pertain to your Eyeball. This will be extremely helpful to future Eyeball hosts.
- Contact previous Eyeball hosts for their ideas, problems, lessons learned, etc.

AFTER ACTION REPORT

- This report will help the Board of Directors to identify problems and implement corrective changes in the future 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.

REVENUE AND EXPENSE REPORT

- Identify costs that were not recovered. While it is not the policy of the Club to pay for these expenses, in some instances, additional financial help may be available.
- **If, after paying all the bills, you have money left over, provide that extra money to the Club Secretary/Treasurer so it can be used as an advance against expected revenues for a future Eyeball Host.**

ATTACHMENT 1 – Sample Letter and Budget

August 29, 2003

3905 Century Club
Board of Directors

Subject: Eyeball 2004 Proposal

Dear Board,

On behalf of the 7th Area I would like to make the following proposal to host the 2004 Century Club EyeBall in Wilsonville Oregon.

Location: Wilsonville, OR at Pheasant Ridge RV Park
Date: July 30 – Aug 1

Wilsonville is a small community about 20 miles south of Portland that has many of the features that are important to our convention. Many of these include over 8 hotel/motels within a 5-mile radius, many restaurants from simple fast food establishments to formal dining as well. At the RV location I have selected there are 2 hotels within walking distance. The RV Park can accommodate 130 rigs with full hookups, the recreation hall can easily seat 95 people, and discounts for Good Sam, AARP, Triple AAA, and FMCA. Woodall rates this site as W-W-W-W-W. The park is willing to hold a block of sites for us until April 2004. After that date our RV'ers will have no guarantee on space.

The RV Park is more than happy to let us set up antennas on their common area, just outside the meeting hall. I have made arrangements with a local ham to use his 40m delta loop. Putting up an 80m dipole will also not be a problem. If we have the space, I will also be putting up a 10-80m vertical for use with other modes, RTTY, PSK, etc. We will also have a 2m talk-in that can be used anywhere in the country using a local repeater and either Echo Link or IRLP. More details to follow.

On Friday we will have a general social gathering of members, complete any antenna projects, and of course mid-day lunch. There will be plenty of opportunities to visit our local area on Friday. Everyone will be on their own for evening supper.

On Saturday morning I hope to have several presentations and display of goods including Ham Radio Works. The meeting hall has a digital projector and a huge screen that we can use.

For the Saturday banquet I have arranged with a local restaurant/catering company to either come to the RV site and serve dinner or host us in their banquet room (seats 150). Either way the price is about the same.

For lodging I would recommend The Days Inn & Suites. They have given us a range from \$45 to \$60 per night stay depending on number rooms and room occupancy. What is attractive about this facility is that the price includes breakfast and is within a ½ mile of the RV park.

Wilsonville is located in the northern part of the Willamette Valley, which is rich in culture. Just south about 6 miles are outlet stores, about 65 miles west is the Oregon coast, north 20 miles is the Rose City – Portland, and northeast about 35 miles is the breath-taking Columbia Gorge. So, for the people who visit our state there are many sites to see and things to do, for all ages.

Schedule of Events:

Thursday	Antenna Setup Socializing	40m/80m Late Nets
Friday	Board Meeting Other Nets as required	40m/80m Late Nets Evening Bingo
Saturday	Morning Presentations 1:00 Banquet Prizes Other Nets as required	Antenna Shootout Award Presentations 40m/80m Late Nets Evening Bingo
Sunday	Morning breakfast - TBD	

I have included in this package a number of brochures from around both Wilsonville and the Northwest corner of Oregon.

The last and final issue is prizes. While there is a surplus of what is projected to be collected and what I have estimated to spend I also expect donations in the form of either cash or gifts to the club. In late fall I will be starting a major campaign asking ham radio manufactures for donations much like we have done in previous years. We will also blitz the local Oregon area and ask local companies for their support as well. For example, we already know that a local wine maker will be donating some Oregon wine.

I suppose that the board could reject this proposal and get me off the hook, but I think not. I just want to reassure board members that I am excited that I was asked to host this function and will not let you down.

Sincerely,

Dean Davis, KL7OR

EYEBALL BUDGET – EXAMPLE ONLY

REVENUE

Registration	2,650	
Raffle Ticket	1,000	Please check you State to ensure the Raffle is legal
Grants	500	Example: County Government
Sponsorships		
Panera/Dunkin Donuts	0	
Area Clubs	0	
3905 Loan	1,000	
Donation	50	Example: Ham Radio Outlet
TOTAL REVENUE:	5,200	

EXPENDITURES

Facility Rental	2,000	
Event Insurance	350	If Budgeted, 3905 reimbursement (offset in line below)
3905 Loan	650	
Food		
Drinks – water/soda	200	
Snacks	200	
Banquet	800	
Raffle Prices	0	Discretion of the Host
Promotion		
Eyeball Banner	100	
Miscellaneous		
Pens/Paper	100	
QSL Cards	400	
Shootout Awards	100	
Contingency	300	
TOTAL EXPENDITURES	5,200	

VARIABLES

Registration	#	\$	
Adult	40	65	2,600
Guest	5	10	50
<16	3	0	0
			<hr/> 2,650
Raffle Tickets	#	\$ each	
	500	2	<hr/> 1,000
			% not participating .2
Dinner	38	35	<hr/> 1,330

ATTACHMENT 3 – Sample Eyeball 20xx Monthly Progress Report - March

Progress:

As of 1 March, Eyeball registration is 45.
Catering for Saturday Banquet in process.
QSL cards have been received.

Problems/Issues:

Need additional registrations.

ATTACHMENT 4 – Sample Welcome to Eyeball Participants

Thank you for your registration for the 2023 Annual Eyeball. We look forward to Eyeballing you at the 2023 Annual Eyeball in City/State on #/Month.

Planned activities include:

- Annual Awards Presentation
- Annual Meeting
- Banquet
- Mobile Shoot Out
- QRP Net(s)

Local attractions:

-

ATTACHMENT 5 - Sample QSL Envelop Stuffing

The following to be added to QSL envelopes 12 weeks prior to Eyeball.

Mark your calendars for the weekend of XX – XX for the Annual 3905 Eyeball! This year the event is in XX! This is a great opportunity to meet Board Members, Masters, NCS and all other participants in the 3905 Nets.

ATTACHMENT 6 – Sample Net Announcements

Weeks Prior to Eyeball	Announcement
12	The countdown has begun! 12 weeks to the 2023 Eyeball – see you in City/State the week of #/Month. The Eyeball last year was so much fun – thanks W8NET! See the website for registration and list of attendees.
11	11 weeks to the 2023 Eyeball – see you in City/State the week of #/Month. Now is the time to prepare for the Shootout! See the website for registration and list of attendees.
10	10 weeks to the 2023 Eyeball – see you in City/State the week of #/Month. This is the weekend to put a face to the voice – eyeball to eyeball! See the website for registration and list of attendees.
9	9 weeks to the 2023 Eyeball – see you in City/State the week of #/Month. Participate in multiple QRP Nets and CW Nets. See the website for registration and list of attendees.
8	8 weeks to the 2023 Eyeball – see you in City/State the week of #/Month. This is the weekend to put a face to the voice – eyeball to eyeball! See the website for registration and list of attendees.
7	7 weeks to the 2023 Eyeball – see you in City/State the week of #/Month. Have you registered yet? The Eyeball last year was so much fun – thanks W8NET! See the website for registration and list of attendees.
6	6 weeks to the 2023 Eyeball – see you in City/State the week of #/Month. Check out previous Eyeballs on the website! See the website for registration and list of attendees.
5	5 weeks to the 2023 Eyeball – see you in City/State the week of #/Month. This is the weekend to put a face to the voice – eyeball to eyeball! See the website for registration and list of attendees.
4	4 weeks to the 2023 Eyeball – see you in City/State the week of #/Month. Participate in multiple QRP Nets and CW Nets. See the website for registration and list of attendees.
3	3 weeks to the 2023 Eyeball – see you in City/State the week of #/Month. Check out previous Eyeballs on the website! See the website for registration and list of attendees.
2	2 weeks to the 2023 Eyeball – see you in City/State the week of #/Month. This is the weekend to put a face to the voice – eyeball to eyeball! See the website for registration and list of attendees.
1	1 week to the 2023 Eyeball – see you in City/State the week of #/Month. Walk-ins WELCOME! Nets in the next week will have travelers /M and /P from multiple States on their way to Eyeball! Hope to see you at the Eyeball!