

Monster Fest 2013 Report

Mike Winklepleck

History of how the Monster fest came to be

Eugene RC Aeronauts President Mickey Cohen and I (Vice-President) talked about what we can do as a club to attain higher visibility and maximize our efforts. We then decided that one event would become our premiere event that would put us on the map. After talking a bit it was quickly realized that our Big Bird events of the past seemed to get the most attention and bring out the most spectators. Last year's Big Bird event was a huge success by our clubs standards with 19 pilots and approximately 250-300 spectators. We then decided to form an events committee, which Brad Werneth quickly volunteered to lead. Oh what little did he know what was in store for him!

The Birth of Monster Fest

As many of you know Monster Fest 2013 was a culmination of 8 months of planning by the Events Committee (Brad, Pat and I). The three of us talked about Giant Scale RC Air Shows that we have attended, read or heard about, and what we could do as a club. Most shows of this nature are a multi-day event, which we have never (to my knowledge) tried. We talked about HuckFest which is a national 3D aerobatic event in which Pat and Oliver have attended several times in the past and Brad and I have read about. We checked on the requirements to host a HuckFest and noticed the deadline was just a few weeks away (I believe it was Jan 18th) and it would be impossible for us as a club to make the financial, club and field commitments that they require. So we decided let's do a trial run and see if we can put on a multi-day Giant Scale event and draw the crowd that would support it! If it went well then maybe we would talk about applying to host a HuckFest in 2014.

What's in a name?

We started with a name... Big Bird Fun Fly just didn't cut it for us and so after several weird and wacky stupid names Monster Fest was born! Next we needed to have an understanding of what this event would look like and we all agreed if it was to live up to its name, MONSTER FEST, which meant everything, had to be huge! We needed a Huge list of prizes, a Huge amount of spectators, a Huge amount of Pilots and everyone had to walk away after words and say they had an AWESOME time. The event committee chaired by Brad Werneth got together and brain stormed. It had to be at least 2 days. So we discussed with Mike Burgess to see if this was a possibility and he said ya, let's try it! We then discussed all the logistics and found a date (which we later changed to Aug 17th and 18th).

The Field

After looking at our requirements and looking at our field we just could not imagine bringing that many pilots, spectators, vendors and sponsors to our field looking the way it did. The pilot stations, shack, and general look of our field (not the grass!) was in a bit of disarray. So together with Mickey we talked about what we can do to rectify the situation. Mickey was very excited to see our club attack many of these areas and he lead most of the efforts! Now today we have brand new paint on everything, 8 new pilot stations (1 built by Frank!), 6 new concrete pads, 1 new long serving table, old trailer was sold and removed (proving you can sell anything on Craigslist!), old junk was removed and general maintenance was performed on the grounds. I want to say THANK YOU to all that worked so hard during these work parties! All that have visited our field has noted your hard work.

(I would also like to add that Mickey was the driving force in all the field improvements. Without Mickey's drive and leadership I don't think any of it would have happened. I would also like to thank Frank for all his help with the concrete flight pads and my friend Jeff Hatton for the finish work. Comments by Brad Werneth.)

Prizes and Main Sponsor

After our meetings and knowing we needed a huge list of prizes I started courting several of the big names like Futaba (Frank Noll), Tower Hobbies, Aeroworks, PILOT-RC, PAU, Fromeco and the list goes on for days! As you can imagine it was very difficult to find all of the decision makers but we just kept on working at it. Mickey Cohen worked his list as well which he was successful in signing TruTurn and Horizon Hobbies. For some unknown reason Horizon stepped back at the last minute and decided not to contribute to the event. We will work on them for next year. After blasting out many many emails I then decided to go on flyinggiants.com and just see who was advertising. One that popped up was Aerobeez. I looked at their products, was impressed that such a young company was already selling a big range of new Giant Scale products including airframes. I sent an email to Alan the owner of Aerobeez and quickly received a reply. He said he was interested but wanted to know what the primary sponsorship meant for the both of us. I went for it and said we are looking for someone such as yourself to donate two giant scale ARF's and as the primary sponsor you would receive x, y and z. I remember our first conversation quite vividly as I was nervous asking for so much having not put on a show this big before. He believed in our mission and our club and signed on. We continued to discuss this proposal for the next few weeks and then received a decision from him in Feb/March I believe to officially support our event as the primary sponsor. I must say it was always a joy to talk with Alan. Down below you will see a prize list made up of 12 different entities that stepped up and donated prizes and or big discounts on their products. We estimate the retail value of these prizes to be around \$4000! Many also sent us banners to use for advertising at our request. We also worked on our local hobby stores and asked for their support, which they all stepped up the plate!

(For all club members, I would like you to know that Mike Winklepleck is the reason we had any of the main prizes at all. Mike spent at least 75 to 100 hours on getting us prizes and talking to manufacture after manufacture to get every little thing he could. Thank you Mike, this event would not have been possible without you. Comments by Brad Werneth.)

Prize List

Aerobeez - 3 ARF Planes (Foamy SBach, 30cc Yak and 50cc Slick 540) retail value over \$1000
RC FlightDeck - \$450 (30 T-Shirts)
Tower Hobbies - \$200 (4 x \$50 gift Certificates)
Futaba - Futaba 6ex 6-Channel 2.4GHz System
Savox - \$100+ in prizes (Servo and T-Shirts)
Fromeco - \$100 Gift Certificate
Tru-Turn - Spinner, Hats, Gift Certs (estimated value \$350)
Trump's Hobbies - 1 ARF Seagull Nemesis plane .46 size and 1 RTF plane for kids raffle.
Eugene Toy and Hobby - \$50 in Gift Certificates
Rotary Motions - 5 RTF Planes for the kids raffle
RCTHRASHER.COM - \$100 (4 T-Shirts)
Castle Creations – 3x 50% off and 3x 30%
2 planes Mickey Purchased from Trumps – Value approx. \$400

Media

We all know we don't have a problem getting media to come during the events now but we needed advertising and media prior to the event if we were to be successful in our spectator goal. Since I have been working with the media for the past few years for other events I took this challenge on. I spoke to all of the outlets (TV and Radio) and was able to land 2 pre-event TV interviews (1 Live and 1 taped). Al was also able to land us a Radio interview that Brad stepped up and did at the last minute. I also posted our fliers in local Starbucks and on as many media news websites, local tourism sites, craigslist (All up and down Oregon) and we even started threads on RCGROUPS, RCUNIVERSE and FLYING GIANTS. FLYINGGIANTS.COM drew the most attention by far with over 227 posts and 4318 views as of today.

[\(Again Mike is the media King, need I say more. Comments by Brad Werneth.\)](#)

Event Management

When it came time to start working on managing the event we discovered while working with Michael Kranitz of RCPILOT Magazine that we should use his new tool called RCFLIGHTDECK. This new tool was released late last year and over the course of the past 7 months we worked closely to help him develop the tool to what it is today, a full web based event management tool. This tool was great as it helped all of us understand approximately how many pilots we could expect, created our badges for us and pilots could pay their pilot fees online. We also used it to send out donation requests at last minute and received donations from Savox. I believe if you ask Brad he will tell you it was a little painful at first but after working with Michael Krantz we helped him get all the bugs out (and even suggested several improvements which he implemented) it helped us greatly!

Event

The event was a huge undertaking but with the leadership of Brad and the Executive Board and our Board of Directors it went off beautifully. Here is a list of our wins:

Day 1

We started off a little shaky with some issues regarding the music and volume of the music. I must admit volume was louder at the west side than the east side and I hope we were able to rectify that to all's satisfaction. After we got that under control we had a complete blast! Aerobeez started us off with an amazing demo and we went to town getting pilots in the air! We did have some issues with a few select pilots just jumping in before they were supposed to go but we rectified that situation on day two. The Candy Drop was a huge success and Robert Funk did a great job releasing that candy right on the runway. 3 kids won RTF planes as part of this candy drop and had huge smiles! As you all can see through all of the video and pictures (I'm told a lot more on the way) that we had a great time on day one! I believe we had two prize drawing times and gave away lots of prizes on day one but ended up giving away most of the prizes on day two. We also had KVAL come out and do a great little piece that aired Saturday night.

[\(The event schedule was followed as close as we could but the main purpose of the event was for the pilots to have fun, so we would push the schedule if it was going to get in the way of pilot fun. My number one goal was for the pilots, from flying time to prizes, this event was put on by pilots for pilots. Comments by Brad Werneth.\)](#)

Pilot/Vendor/Sponsor Party at Mike's House

After Saturday flying we went to Mike's for a nice cool down and BBQ. We had all of the Aerobeez guys and a few of the pilots. Brad, Pat, Roger, Myself and my family all went and relaxed for a few hours and watched a few guys continue to fly for the nice cool pool and lazy chairs.

[\(I think this was one of the best parts of the event and one thing that will make this event special in to the future. Thank you Mike Burgess. Comments by Brad Werneth.\)](#)

Day 2

I think day 2 was even better due to having learned a few things from day 1. We decided everyone would queue up on the two pads on the east side. This helped make sure everyone stayed in line and it went much easier and faster! Again, the candy drop and kids RTF planes were a huge hit amongst the kids and parents! We had one big drawing at 1:30 and gave all the prizes away. It was fun to see everything that Mickey and myself received in donations go to the pilots, kids and some kid pilots! The smile on Oliver's face when he won the Grand Prize 50cc Slick 540 was priceless!

Pilots started to pack up around 2:30/3pm and most had left by 5. Myself, Pat, Michael G, Roger, Jim, Doug and few other helped clean up and take down the signs until 6:30 and I stayed and continued to clean and help the Aerobeez guys until 7:30.

Stats:

Day 1

Pilots: I don't know the official number but it was around 40-45

Spectators: At one point in the day Jim and Doug counted 109 non pilot vehicles with their average of 3 people per vehicle which equals 327 spectators at that particular time. Given this particular information I am estimating that we had around 500-600 people come through our gates on day 1!

Food: The Doggie Llama did a fantastic Job and sold out of Dogs around 3pm

Day 2

Pilots: around 25 to 30

Spectators: around 200

Food: Al did a bang up job and was very busy and even made money for the club through donations!

In Closing

I hope that we can do this again next year as I have heard from many many people that they will be back and that they had a fantastic time! I also received this from Aerobeez today!

From Aerobeez 8/2/2013

Thank You Eugene RC Aeronauts!

Aerobeez would like to thank the Eugene RC Aeronauts and everyone whom worked so hard to make Monsterfest 2013 a great event! The weekend was filled with non stop flying action and fellowship! If I was to

choose one word to describe the weekend, it would be smiles. Every spectator, every pilot, every volunteer were all smiles! The flying action was non stop from dawn til' dusk. As we look back and think of the fun times of the event, I can't even pick a favorite moment. The entire weekend was just amazing! The people definitely made the event. Everyone was so nice and so very warm to the out of towners Aerobeez and we appreciate all of you! This Club Eugene RC Aeronauts really are an example to clubs everywhere in how a "club" should be. You all showed non stop concern to make sure the spectators, pilots, and volunteers were all doing good. The flow of the event was just great as well. From the demos, to involving the spectators to the candy drop. Everything was just so fun and we never had that pressured feeling. I just keep finding myself thinking of the new friendships that were made and the good times we all had. From arriving on Friday to cleaning up on Sunday evening. A pool party and BBQ in between with amazing people and a sunset to remember for a lifetime! This weekend really brought out the reasons why we all fly. Friends, Flying and Fellowship are the key words.

Thank you once again to everyone person who came by and said a kind hello to us! To every person that cared so much to make sure our stay was comfortable. To all the members for making the event such fun! To all the volunteers that took their own personal time to work the BBQ, raffles, and set up/tear down. Of course to Eugene RC Aeronauts and Mike the owner of the property for hosting such a fun event! Thank you all once again and we sure look forward to next year!

Team Aerobeez

A big Thanks' goes out to Brad, Mickey, Pat, Roger, Frank, Mel, Al, Mike Burgess, Doug, Jim, Michael G, Frank, my wife Heidi, Jayne Krenz, Doug Devereaux (Who came all the way from Dallas. Or. Strictly to help us out!). And the rest of the club that put time in to help!