



## **Event Report:**

### **KOB Health Fair - Albuquerque, NM - January 23 & 24, 2016**

**prepared by Amy C. Zampella, President**

16th Annual event in Albuquerque, 10,000+ participants. \$5 fee for public to attend.  
KOB Channel 4 Health Fair open to the public at Manuel Lujan Bldg. EXPO NM in ABQ.

#### **Contacts:**

Nicole San Roman [nsanroman@kob.com](mailto:nsanroman@kob.com), KOB Channel 4 (505) 764-2490 Start registration process around middle of October.

AMTA-NM Coordinators: Amy Zampella 505-255-2203 and BreAnne Garcia McClellan. JoAnna Dunn, Dee Dee Anders and BreAnne Garcia-McClellan made telephone calls to volunteers in ABQ/ Rio Rancho area. Amy picked up the badges/parking passes and hauled the trailer back and forth to the event.

#### **Saturday Oct. 25th & Sunday Jan. 26th. Manuel Lujan Building at EXPO NM in ABQ.**

Hundreds of exhibitors including medical testing, acupuncture, chiropractic, other massage (wellness centers, Massage Envy, schools), non-profits, yoga, dance, anti-aging, mental health, insurance, nutrition, etc.

Hours: 9 am to 5 pm on Saturday, 9 am to 4 pm on Sunday

We had 10 parking passes and 10 badges since we had a double booth. Not enough parking passes for all volunteers (rest paid \$5). Can get more parking passes ahead of time, cost \$3 each. Badges are left at volunteer check-in and picked up/left as needed.

Setup: Setup Friday according to KOB schedule or after 5 pm. We setup from 5:30-7 pm. Took about an hour with 4 people. Setup logo flag, table banner, stand banner. They provided two- 6 ft. tables w/ tablecloth and skirt and chairs. Brought massage chairs (5), AMTA brochures, research handouts, signs, sign-up sheets for massages and therapists, paper towels, hand sanitizer, cleaner, garbage cans, tape, pens/highlighters. Also made signs asking for chapter contributions.

Recap: Complimentary chair massage provided. Busiest time for chair massage was 10:30 am to close both days. Waiting list for massage all day. Expo was busy all day after 10 am. We could have used more volunteers for all shifts. Total of 190 - 10 minute chair massages given. Breakdown only took 1/2 hour with 5 people.

We sent conference committee member around to the other booths to solicit vendors for our 2016 chapter conference and hand out registration postcards to other massage therapists.

Gave volunteers AMTA polo shirt - also had some water and snacks for the volunteers.

#### **Volunteers:**

JoAnna Dunn 505-907-4819

Amy Zampella 505-280-8589

Don Schiff (505) 280-4195 (setup only)

JoAnna Dunn - (505) 907-4819

Kristin Cunnar - (505) 414-7604

BreAnne Garcia McClellan (505) 610-6549

Jesse Dessain (505)730-3147

Steven Wallschläger 505-363-7978

Clare Cameron (505) 249-4445

Kirk Sugars (505) 514-5339

Nicole Chamberlain (505) 280-5944

Vonna Witten 401-848-0480

Carol Thornton 505 362 8110



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**Event Expenses:**

\$300 - non-profit exhibitors fee for 2 booths

\$15 - extra parking passes

\$ 23.58 - supplies (We had many supplies and handouts left over from previous events).

\$52.66 U-Haul Truck Rental for 2 days to tow trailer

Total Expenses = \$ 391.24

\$443.76 - Logo polo shirts - perk for members, we have quite a few left for next event, under Membership committee expenses?

**Total Income**

**\$597.50** in contributions to the chapter for 190 - 10 minute massages.

**Recommendations:**

- Have at least 1 board or committee member lead the event and help setup/breakdown event. Need someone responsible to handle the monetary contributions throughout event.
- Our AMTA members do not respond to email requests for volunteers. Must call and invite each member in the ABQ area to participate. Split up member list to at least 2 people and start calls 6-8 weeks in advance of event.
- Have at least 6 therapists for each shift except the 9-10 am block, fine with 3-4. Max of 5 massage chairs at all times fits in the double booth, one person coordinates sign up and talks to public.
- Setup and breakdown can be accomplished with 3 people.
- Provided AMTA polo shirts to volunteers - continue for this and all community events.
- This event is very well attended by the local public. If this event meets our chapter's goals, and is appreciate by local members, continue to exhibit. Good exposure for the chapter and promotion for our members.