



Event Report:

KOB Health & Wellness Fair - Albuquerque, NM - January 28 & 29, 2017

prepared by Amy C. Zampella, President

17th 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, KOB Channel 4 (505) 764-2490 Start registration process around middle of October. Contact Nicole is you don't hear from them by October 20th.

AMTA-NM Coordinators: Amy Zampella 505-255-2203 and BreAnne Garcia McClellan. Nicole Chamberlain, Cat Tally, Amy Zampella and BreAnne Garcia-McClellan made telephone calls to volunteers in ABQ/Rio Rancho area - about 200 people. Amy picked up the flyers/posters in December and badges/parking passes 2 weeks before event. Amy distributed passes, purchased supplies, coordinated email/FB messages to members w/JoAnna Dunn and hauled the trailer back and forth to the event. BreAnne created SignUp Genius online. Booth and extra parking passes are paid for with credit card on-line - KOB will send you a link. When we apply for a booth, they have to approve us as a non-profit - not automatic. Amy also sent an insurance certificate showing we have liability insurance (as requested).

Hours: 10 am to 4 pm on Saturday, 12 am to 4 pm on Sunday, shorter hours this year. Chair massage shifts were 10-2 and 2-4 on Sat. and 12-2 and 2-4 (w/breakdown) on Sun. Setup was Friday night from 5:30-6:30 - one hour is enough time.

Passes: We had 10 parking passes and 10 badges since we had a double booth. I ordered extra 2 extra parking passes for each day ahead of time, cost \$3 each. (In case we had a lot of volunteers) Badges are left at volunteer check-in and picked up/left as needed. Amy mailed some parking passes, as members were not able to get to her office.

Setup: Setup Friday according to KOB schedule or after 5 pm. We setup from 5:30-6:30 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 4 chairs. Brought massage chairs (4), 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. We were busy nonstop in the booth with a wait of sometimes 40 minutes both days. We could have used more volunteers for all shifts. Total of 155 - 10 minute chair massages given. Breakdown only took 1/2 hour with 5 people. We sent a conference committee member (Nicole Chamberlain) around to the other booths to solicit vendors for our 2017 chapter conference and hand out registration postcards to other massage therapists. Gave volunteers AMTA polo shirt - also had some water, bananas, granola bars for the volunteers.

Volunteers:

Genny O'Herron (505) 239-4700
Jeanette Moore (505) 917-2546
Antoinette Moore (505) 489-1716
Amy Zampella (505) 280-8589

Don Schiff (505) 280-4195
BreAnne Garcia McClellan (505) 610-6549 setup only
Pam Soule (757) 769-3075



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Kirk Sugars (505) 514-5339
Nicole Chamberlain (505) 280-5944

Cat Tally (505) 917-2758
Katina Lowe (505) 506-0157

Event Expenses:

\$400 - non-profit exhibitors fee for 2 booths, up from \$300 in 2016.

\$ 6 - extra parking passes

\$20 - snacks/water for volunteers.

\$0 for supplies & copies - We had many supplies and handouts left over from previous events.

\$56.00 U-Haul Truck Rental for 2 days to tow trailer

Total Expenses = \$482.00 2016 - \$ 391.24 (booth fee up \$100 this year)

Event Income:

\$329.00 total in contributions to the chapter for 155 - 10 minute massages. (\$158 - Saturday, \$171 - Sunday). Total net was \$ minus153.

Recommendations:

- Need a committed team leader to head up all aspects the event and help setup/breakdown - preferably not the President. Need someone responsible to handle the monetary contributions throughout event. Cat Tally took the contributions home Saturday after Amy left and Kirk Sugars oversaw contributions on Sunday morning when Amy Zampella was not present.
- Our AMTA members do not respond to email requests for volunteers. Telephone calls not much better. Volunteers spent a lot of time calling members this year with little success - about 3 people signed up as a result of telephone calls. Recommend "robocall" next time to leave voicemails and/or texts - too time consuming for our volunteer pool. Estimated cost for Call-Em-All is approx. 9 cents per call (under 2500 pp), so about \$22.50 for 250 people. Cannot use monthly service - as you need to call same group each time.
- Setup and breakdown can be accomplished with 3 people.
- Provided AMTA polo shirts to volunteers - continue for this and all community events. Coherent look and pride in organization - perk for volunteers.
- This event is very well attended by the local public. 3 volunteers said they already booked clients. If this event meets our chapter's goals, and is appreciated by local members, consider exhibiting next year. This event is not about making money, but to provide opportunity for members. But I am not sure if our members wouldn't appreciate another community event more - for charity, good cause, certain populations? (ie. an event that has no event fee).
- **If the chapter votes to participate in this event I recommend just one booth w/2 massage chairs for 2018.** Seems like our members don't really wish to volunteer their time - they are more interested in education. Ask for a total of 4 volunteers per shift, one to coordinate signup and answer questions and 2 to perform massage. One as buffer, since usually someone has to cancel out at last minute. Really need someone to stand at tables and talk w/the public - just too difficult while giving chair massage.
- Also recommend even shifts of 3 hours each on Saturday, a 4-hour shift on Saturday am was too long for volunteers - not able to take breaks. Two-2 hours shifts on Sunday work well.