

# New Mexico Office of African American Affairs

## 2018 NM Black Expo Impact Report



June 22 - 23, 2018

“We study, identify, and  
provide solutions to issues of  
concern relevant to the  
African American  
community.”

**June 2018**

**Counties:**

San Juan, Santa Fe, Dona Ana, Chaves, Curry, Lea, Valencia, Sandoval, Bernalillo, Socorro, Roosevelt, Taos, Otero and Eddy

**Attendance:** 3000

**Collaborators:** City of Albuquerque, NM Work Force Connection, UNM Health Science Center, Bernalillo County, Rich Ford, The Loan Fund, NM Martin Luther King Jr. Commission, Famous Hip Hop Radio, 99.9 The Beat, Yo! 101.3 Classic Radio and NM True



## New Mexico Black Expo “Empowering Our Community”

**Goal:**

The New Mexico Black Expo (NMBE) celebrates the history and legacy of the Black cultural experience, while providing resources in the areas of economics, education, healthcare and advocacy to improve the quality of life in the African American community.

**Outcome:**

Over 110 statewide volunteers worked with agency staff to produce the below aspects of the expo and provide resources to the statewide Black community.

**OUTSTANDING AWARDS LUNCHEON**

Over 250 attended the agencies annual luncheon recognizing 50 Every Day Heroes who are educators, economists, health workers, civic and faith leaders, elders and youth from around the state for their dedication and contributions to the advancement of Black families.

**BLACK CHILD WELLNESS SUMMIT**

In collaboration with the New Mexico Voices for Children, the Well-Being of Black Children in New Mexico report was published and released during a first of its kind Black Child Wellness Summit.

A panel of 10 subject matter experts addressed data and best practices and 85 child advocates from around New Mexico explored ways to strategically address and collaborate on behalf of the well-being of Black youth.

**CULTURAL EXTRAVAGANZA**

98 exhibitors consisting of health, economic, community organizations, educational, children programing and small business owners offered resources that help build the quality of life for families.

**Small Business** - 41 selling vendors offered their product and services in a no cost networking and marketing opportunity. Only twelve vendors reported revenue generated, totaling \$4,775.

**Hair Battle** - 10 licensed beauticians and barbers, with over 20+ years' experience each, battled for over \$5,500 in prizes and garnered numerous new clients due to their appearance at the NMBE.

# New Mexico Black Expo

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### CULTURAL EXTRAVAGANZA (Continued)

**Health Fair** - 18 health vendors offered over 125 free health screenings and education information (including vision, blood pressure and diabetes checks), demonstrations and healthy living information designed to help individuals to live healthy lives.

**Children’s Corner** - 200 children participated in hands on, interactive learning activities and explored health professions with 8 vendors, including Explora, Girls Scouts of America, UNM Health Science Centers and the City of Albuquerque/Parks and Recreation Climbing Wall.

**Education and Greek Row** - 6 Greek service organizations, 13 New Mexico Universities and Morris Brown College of Atlanta Georgia, offered enrollment and scholarship information to families. In addition, Morris Brown College offered 10 full ride, first generational scholarships for NM high school students.

**Entertainment** – 7 individual artists and 3 groups from New Mexico participated in the “Night at the Apollo” talent contest. Four acts were composed of youth. The Apollo showcased local talent through singing, dance, musicians, comedians, rapping and spoken word. Winners received free studio time toward the production of one project donated by Famous Hip Hop Radio. Also performing was Phil French (saxophonist from Texas), Zebulon Ellis (gospel artist from Chicago) and closing out the night was Niki J. Crawford (soul/funk singer from California). Adrian McCovy “Adee” (Comedian from California) was the master of ceremony for the stage.





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## Executive Advisory Committee

- **Sandra Taylor-Sawyer** - Chair, Director, Small Business Development Center, City Commissioner, District 2 - Clovis
- **Dr. Wanda Padilla** - Vice Chair, Co-Owner Padilla Industries, Inc. - Santa Fe
- **Dr. Bobbie Green**, Ed.D, Associate Professor, New Mexico State University - Las Cruces
- **Doris Jackson**, Retired APS Educator - Albuquerque
- **Jonathan Johnson**, Critical Account Manager, McAfee LLC - Rio Rancho
- **Pastor Neil Johnson**, Community Liaison / Advocate to the Mayor - Farmington
- **Ralph Mims**, Economic Development Manager - Village of Los Lunas
- **Crystal Mullins**, Nurse - Carlsbad
- **Curtis Rosemond**, CR Productions, President, Dona Ana County NAACP - Las Cruces
- **Dr. Jack Taylor**, Retired, University Professor Emeritus, Bowling Green University - Albuquerque
- **Helen Houston**, President Hobbs Black Chamber of Commerce - Hobbs
- **Marjorie Germaine**, Mayor's Office - Albuquerque
- **Delmus Gillis**, Pastor Bethlehem Baptist Church - Clovis
- **Rodney Bowe**, Director Men of Color Initiative - Albuquerque
- **Alex Carothers**, President Tuskegee Airman - Kirtland Airforce Base



OFFICE OF THE GOVERNOR

**SUSANA MARTINEZ**