

The Roundtable

**Published on the last day of this month by the
Bangor Area Rotary Breakfast**

www.bangorbreakfastrotary.org

February 28, 2019

Data Mining and Getting Organized

Club Secretary **Karen Schaller** presented her paths and trails in her classification talk this morning that led to her current work. She told how she found an answer to what many of us ask ourselves, “What do I want to be when I grow up?”

“It was not as a data specialist for non-profit organizations!” she said.

The North Waldoboro native moved to Chelsea and graduated from Cony High School. Rural living appeals to her, and she spends summers on a farm in Bremen (your editor, who is from away, learned from Karen the correct pronunciation of the town). She lives in Exeter.

“After high school, what was I going to do? I like art, but you can’t support yourself with it,” She found a job in graphic arts in the printing industry, but it involved mostly press preparation and little or no actual designing.

A position as volunteer coordinator at the Owls Head Transportation Museum opened; she took it. “It was the most fun I’ve had,” she said. Her fun was enhanced by meeting Kurt Schaller, a volunteer at the museum, and now her husband. As the relationship grew, they had to resolve the problem of his residency in Bangor and hers in the Rockland area. The museum’s requirement that she had to work three out of four weekends a month helped firm up the decision to move to Bangor. Her experience with databases grew in her position as an administrative assistant to fundraising consultant Gary Friedman. She learned more about databases and “it just clicked,” she said. While working for Mr. Friedman, she learned how to be an instructor in software programs. Campaign consulting dried up in 2008, and Karen found herself in 2009 looking for work. A colleague suggested that Karen go out on her own and become a trainer for software programs. “And I have been doing this for ten years,” she said.



Her work focuses on software programs (“I don’t write code; I use what’s out there”) and how to train non-profits how to organize their data and get the most out of the programs they use.

“Fundraising databases are about donor relationships, giving records, type of gift (check, in-kind donation, grant, corporate match). You can track what is most effective.” Special events, for example, are tremendously time intensive for staff, “but they are about relationships.” When mounting a campaign, non-profits need to target certain audiences and be certain not to send duplicate “ask” mail to individuals living at the same address.

“It is common for non-profits to have no clear picture of the overall use of a database.” Staff turnover impedes continuity.

Karen develops contracts with non-profits built on how much work she thinks will be required for a project. She will do hourly billing for small projects for which a non-profit will build in a cap for the total expense.

She enjoys remote computer access. “I can have clients anywhere,” including a recent one in Vancouver, BC. While training with a client’s software, she can see their computer screens, and she can demonstrate on hers.

From beautiful Exeter, Maine.

&&&&&&&&&&&&&&&&&&&

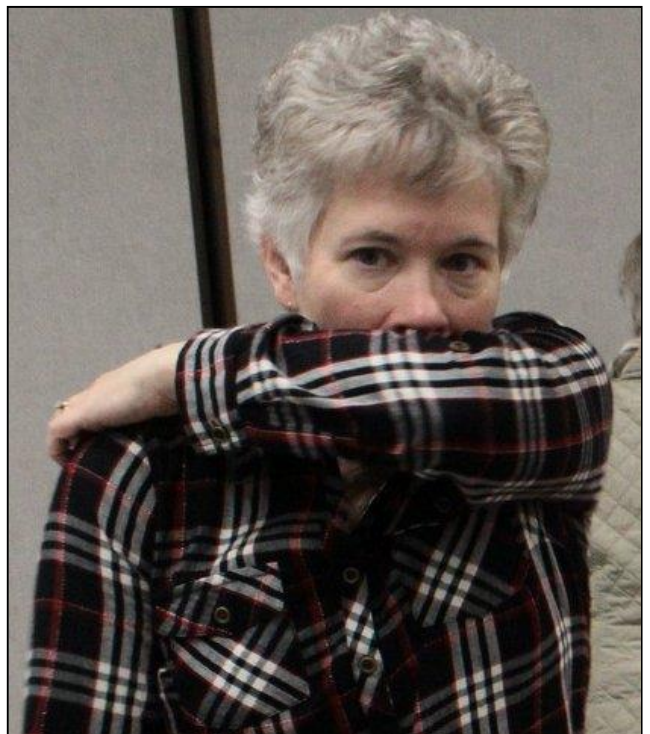
The (-)2F outside at the start of the meeting (balmy +4 afterwards) helped make coffee, tea and breakfast all the more enjoyable. **Ken Huhn** presented two guests- Dr. Gaston To'olo, DMD, and Yende Lavoisier, from the Cameroons. Mr. Lavoisier will be developing a volleyball league at UMaine for children.

The District Conference is scheduled for May 3-5 in Montreal. **President June Kontio** described the highlights of the site and the region, including pools and hot tubs and, if traditions are sustained, many round-the-clock parties. The Club will pay \$500 for each member, up to four, who want to attend. The District Governor is providing a bus for the Interact members to attend.

Our resident rock music digest/historian, **David Zelz**, noted that George Harrison’s birthday was this past Monday. David just returned from an atoll in French Tunisia.

Paul Miragliuolo told of a man who owns a large amount of land in northern Maine that he is developing into hiking trails and camping facilities for children. He owns several of these sites in other states, as well. His goal is to get kids interested in nature.

The Joker’s Wild jackpot, won last week by **Lucie Estabrook**, will now be on hold until the annual meeting in June.



Rotary: Service above... hands.



-
-



