

office at 240 William St.

The Belleville Collegiate Institute graduate — she was in the last graduating class of 1992 when the high school closed — went to Loyalist College and earned her two-year diploma in advertising.

"I took the program because it had a large photography component and, at that time, I wanted to get into the advertising photography end of the business," she said.

Eventually realizing that there weren't many career opportunities locally in her line of work, Clarke returned to Loyalist and embarked on her second love — children.

She completed one year of the early childhood education program but then had the opportunity of going to England to work for an advertising firm.

When her three-month working visa expired, Clarke returned to Belleville and tried various jobs. Then in 1999, she entered the six-week entrepreneurial training program offered by Trenal to learn how to operate her own photography business.

She joined the business world and operated her own photo operation for four years. She also worked a second job to help pay the bills.

Clarke said the wedding show she organized introduced her to the United Way and believes her advertising, marketing, business and fundraising background helped her get the campaign manager's position.

Her duties include providing the volunteer campaign cabinet chairmen with everything they need to run a successful campaign, dealing directly with companies that run their own in-plant United Way campaigns, designing and laying out promotional materials during the campaign and helping plan and implement special fundraising events like the successful community product sale and the charity casino which generated more than \$160,000 between the two.

She also enjoys talking to employee groups about the United Way.

"We like to show these employees how little a donation it takes to make a big impact in the community," said Clarke.

community and earning a salary doing it.

"I love my job because it's gratifying to have a job that doesn't feel like work," she said.

"During the campaign, it seems like you're going non-stop for four months. But just seeing how much good comes from our effort and the community's effort makes it all worthwhile."

The Belleville native worked different jobs before moving into her second floor

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