

Business After Hours starts 2010 at unusual locale

February 28, 2010

The Rochester Business Alliance kicked off its 2010 Business After Hours schedule at an unusual locale: an assisted-living complex.

The Legacy at Clover Blossom in Brighton is one of seven such complexes, totaling 800 units, owned by Mark IV Enterprises, according to Donald Riley, vice president of marketing and development for Mark IV.

Riley arranged the evening with the RBA, which hosts networking events monthly, attracting a variety of businesspeople, as well as business booths staffed by people looking for customers and contacts.

Ian Grace and Michael D'Angelo represented Xceed Financial Credit Union. D'Angelo, director of eastern region sales, likes to tell people about the benefits of aligning with a credit union.

Business After Hours is widely used for networking by people from both big and small businesses, and even nonprofit groups.

Debbie Davis, national corporate wellness director for the Midtown Athletic Club, said she attends to get to know other area professionals.

"The whole world is based upon relationships," said Rodric Cox-Cooper, CEO of Wilson Commencement Park, a life-skills improvement agency. Business After Hours "brings out all kinds of people."

— *Jim Stinson*