

# Networking a great way to find clients

**Matthew Daneman** • Staff writer • August 15, 2010

While Superman stood almost protectively over the Rochester Business Alliance networking event, Alan Caine of Rochester **insurance** agency DG&M Agency hunted for clients and Kathy Taylor of Midtown Athletic Club spread word about Midtown's employee wellness offerings.

"Networking is one of the best ways of marketing — word of mouth is the best **sales** force you've got," Caine said.

The event was held Tuesday in an atrium at Strong National **Museum** of Play in front of the entrance to the American Comic Book Heroes exhibit, with a life-size statue of the Man of Steel standing on a pedestal behind the drinks table.

Ringling the perimeter of the event were display tables from a number of local companies, such as energy services company Energetix Inc. and Xceed Federal **Credit** Union.

Networking contacts is one of the top reasons businesses say they join the RBA, said Vice President Ellen Rosen. The organization holds half a dozen such business-after-hours events a year, with the locations and formats changing and the focus often being on business-to-business contacts instead of interacting with job seekers.

The next RBA networking event will be speed networking on Oct. 27.



[Purchase this Photo](#)

From left to right, Alan Caine of DG&M Agency, Kathy Taylor of Midtown Athletic Club, and Debbie Davis of Midtown Athletic Club at a Rochester Business Alliance networking event. (MATTHEW DANEMAN staff photographer)

## Going to be networking?

If you'd welcome coverage of your event, send an e-mail to [BusinessNews@DemocratandChronicle.com](mailto:BusinessNews@DemocratandChronicle.com) with "Networking" in the subject line.

Advertisement

