

## **President of Cool & Associates announces membership in the Altshuller Institute for TRIZ Studies**

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**Date:** 2/17/2005

Joseph P. Cool, President and Founder of Cool & Associates, a Waterford Township-based domestic/international business development company has announced membership in the Altshuller Institute located in the Boston, MA area. Cool & Associates primary focus ranges from domestic/international market analysis and planning to exploring and creating synergistic markets for existing/future product lines. Membership in the Altshuller Institute will enable Cool & Associates to assist in the dissemination of the principles of TRIZ (Theory of Inventive Problem Solving) to assist small-medium size businesses in the Greater Detroit and Southeastern Michigan marketplace in the development and expansion of their domestic/international markets.

Cool was born and raised in the City of Pontiac, Michigan and has worked in 54 countries throughout the world, the most recent as a member of the Michigan Civic Leaders Tour traveling to Bosnia and Latvia in April-May 2004. Having worked in virtually every culture in the world, Cool has specialized in the development and expansion of modern techniques which will allow small-medium size companies opportunity for the entry and development of their international markets. Cool was introduced to TRIZ by Mr. Len Kaplan, well-known TRIZ Specialist and President and Founder of Outcompete ([www.outcompete.com](http://www.outcompete.com)) at an Entrepreneur & Investor Exchange meeting sponsored by Mr. Charles F. "Fritz" Spademan, President of MoneyFinders, Inc. in November 2004.

While Cool's expertise lies in the field of Telecommunications, he has developed synergistic marketing techniques to support allied industries for the successful marketing of products/services. "I feel exhilarated with my membership in the Altshuller Institute as I have no doubt that with the little I have learned to date, the principles of TRIZ will be very effective in developing cost effective solutions for local companies in the global marketplace. I feel that TRIZ is another tool for developing solutions and certainly contacts initiated at the Institute will be successful in the future for local companies in SE Michigan," says Cool.

The primary goals of the Altshuller Institute for TRIZ Studies, Inc. located in Boston, MA include:

1. Further the worldwide appreciation of TRIZ
2. Promote annual TRIZ Conferences
3. Distribute TRIZ materials and publications
4. Develop TRIZ material for children

TRIZ (pronounced TREEZ) is the Russian acronym for the Theory of Inventive Problem Solving. It is a proven algorithmic approach to solving technical problems and is being applied to non-technical applications. It began in 1946 when the Russian engineer and scientist Genrich Altshuller discovered that the evolution of a technical system is not a random process, but is governed by certain objective laws. These laws can be used to consciously develop a system along its path of technical evolution - by determining and implementing innovations. "The Altshuller Institute welcomes the involvement of Joseph P. Cool with our organization. His energy, breath of knowledge and capacity to work with people will be an asset to the development of our mutual goals." says Mr. Richard Langevin, Executive Director of the Altshuller Institute.

TRIZCON2005, the Altshuller Institute's seventh annual Conference, will be held at the Delphi Technical center in Brighton, MI on 17-19 April 2005. It will be the largest international TRIZ Conference in the world. This annual event brings together the largest international group of TRIZ experts with end-users. The first day of the Conference is dedicated to Tutorials. Beginners &

advanced topics will be presented in two tracks. The next two days will have over 20 papers & case studies presented on TRIZ and related applications. The keynote speaker for this event will be Dr. Jean J. Botti, Director at Delphi Corporation. For more information about the Conference, please visit the Altshuller Institute's website at [www.aitriz.org](http://www.aitriz.org).

For more information please contact Joseph P. Cool, President of Cool & Associates at 248-683-1130 or [jcool@cool-associates.com](mailto:jcool@cool-associates.com) or visit [www.cool-associates.com](http://www.cool-associates.com).