

President of Cool & Associates to speak at the 7th Annual Altshuller Institute on TRIZ Studies International Conference

April 12, 2005, Waterford— Joseph P. Cool, President and Founder of Cool & Associates, a Waterford Township-based domestic/international business development company will speak at the 7th Annual Altshuller Institute on TRIZ Studies International Conference to be held on 17-19 April 2005 at the Delphi Technical Center in Brighton, MI. Cool's presentation is entitled "Marketing TRIZ in the Global Marketplace: A Primer" and will address the marketing/selling of TRIZ (The Theory of Inventive Problem Solving) in the global marketplace. Emphasis will be placed on developing a workable technique to market/sell services-oriented products which Cool refers to as the Intangibles. Having worked in 54 countries throughout the world, the most recent as a member of the Michigan Civic Leaders Tour in 2004, Cool has specialized in the development and expansion of modern techniques which will allow small-medium size companies opportunities for entry and development of their international markets.

TRIZCON2005 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. This Conference is an opportunity for new/experienced people to get an in depth introduction to TRIZ and to meet with an international group of trainers and end-users. Even though the agenda is packed with training opportunities, there is ample time for one on one discussion between attendees.

"Being born in Pontiac, I feel as though I have a "mission" to assist business groups in SE Michigan through practical, experiential anecdotal stories of my experiences throughout the world. With the rapid development of services-oriented industries in SE Michigan, I strongly feel that alternative methods must be developed and utilized which is not based on conventional methods of marketing/selling manufactured products", says Cool. Cool & Associates is also a member of the Workforce Development/Education Committee of the Oakland County Business Roundtable, the Altshuller Institute located in the Boston, MA area and the Peer Resources Network, an international coaching/mentoring organization based in Vancouver, BC.

For more information please contact Joseph P. Cool, President of Cool & Associates at 248-683-1130 or jcool@cool-associates.com or www.cool-associates.com