

**Introduction of Speaker**  
**ANEC Breakfast Meeting**  
**Hosting**  
**His Excellency Governor Gbenga Daniel**  
**The Executive Governor of Ogun State - Nigeria**  
**5 May 2007**

Our speaker today is Joseph P. Cool, President and Founder of Cool & Associates, Inc.

Born and raised in the City of Pontiac, Michigan Joseph P. Cool graduated from Michigan's Oakland University's School of Engineering in December, 1968, and attended an MBA Program through the University of North Colorado while working for the US Department of Defense. Since that time, he has successfully worked in 54 countries on Telecommunications projects – both military and commercial, has been exposed to virtually every culture in the world and has developed an awareness of the cultural diversity found throughout the global marketplace.

Mr. Cool is no stranger to Nigeria. As Director, Systems Engineering at Harris Corporation, he was responsible for several Telecommunication projects for the Nigerian Signal Corps and the Nigerian State (Federal) Police. He worked closely with Chief MKO Abiola who was the Agent/Distributor for the Harris product line in Nigeria. In 1986, Mr. Cool was interviewed on local Lagos TV regarding Telecommunications under the auspices of the Nigerian Signal Corps. The project for the Nigerian State (Federal) Police afforded that organization strategic and tactical communications throughout the country.

With 25-plus years of experience in international business development and engineering design/management of commercial/military telecommunications systems throughout the world, Mr. Cool has mastered the ability to assist individuals and small-medium size companies in market development, multi-tasking, problem solving, customer service and training and development. He is sensitive to the culturally-diverse workforce and global marketplace and is a member of several cultural organizations including the Mexican Mutual Society, Arab Community Center (ACCESS), Arab-American National Museum, Multicultural Community Partnership in Detroit and the Council of Asian-Pacific Americans as well as several local Veterans Groups.

Please welcome Mr. Joseph Cool who will briefly speak about subjects that are critical for success in the global marketplace.

## **Joseph P. Cool - Biography**

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Joseph P. Cool, President and Founder of Cool & Associates was born and raised in the City of Pontiac, Michigan. Cool graduated from the School of Engineering, Oakland University with a B.S. Engineering Sciences degree. Since that time, Cool has successfully worked in 54 countries, been exposed to virtually every culture in the world and has developed an awareness of cultural diversity found throughout industry. Additionally, Cool attended an MBA Program through the University of Northern Colorado. Experienced in management, marketing, engineering and operations of Telecommunication systems worldwide, Cool has also been employed by US Department of Defense, worked with many foreign militaries and was employed as a Telecom Consultant in the Kingdom of Saudi Arabia for 6 years in the 1990s. Previously, he had worked as Director, Systems Engineering at Harris RF Systems and Comtech Telecommunications – Systems Division. While employed at Harris in the 1980s, he was responsible for the engineering design, installation and acceptance of two (2) Telecommunication projects in Nigeria – Nigerian Signal Corps and the Nigerian State (Federal) Police. In 1998, he was a member of the Joint US-Saudi Trade Delegation traveling throughout the US and Canada identifying potential market opportunities. Upon completion of a trip to Bosnia and Latvia as a member of the Michigan Civic Leaders Tour, Cool & Associates is currently developing a "business presence" in Eastern Europe for access to the EU as well as developing access to the GCC. Current efforts include developing a Cultural Tour to Ghana with emphasis on cultural and business development opportunities and a Communications Workshop in the Middle East.

Cool has conducted numerous educational programs, speaking engagements including Middle and High School Students, Universities (Engineering and Business Students) and Service organizations (e.g. Rotary, Kiwanis), business planning functions for individuals and small-medium size businesses and continues to have access to Key Decision makers throughout the world including VIP membership in two International Registries for Executives and Professionals. He has been a Speaker at several Annual International Conference presenting subjects including TRIZ and Directory Assistance/Directory Enquiry and his papers have been published in the International TRIZ Journal.