



Multicultural
Business
Council

Multicultural Business Council
Rochester Hills, Michigan

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Multicultural Business Council Teams With Cool & Associates For Overseas Expertise

ROCHESTER HILLS, MI (April 13, 2006) – The Multicultural Business Council has teamed with Cool and Associates of Waterford, Michigan, to increase international cultural and commerce resources.

“Cool and Associates adds a tremendous wealth of knowledge, especially of Europe, the Middle East, Far East, and Africa,” says Rick Weaver, MBC Chief Operations Officer. “Having them as a supporter of MBC will assist us greatly in our efforts to organize and deliver high-quality cultural tours and to develop curriculum for our certification programs.”

The Multicultural Business Council was formed earlier this year with a vision to connect cultures through commerce. Among the services offered by the MBC is the certification of businesses, communities, schools, and individuals as being truly multicultural. MBC Certification signifies a full understanding of the importance of cultures and the need to address specific cultural needs and desires as an employer and as a seller of goods and services.

“I am thrilled at the thought of combining the experience and talents of the Multicultural Business Council with many international contacts and memberships in cultural organizations I have developed throughout the world during my career”, says Joseph P. Cool, President of Cool & Associates, Inc.. “I was born/raised in the City of Pontiac and have returned with a “mission and passion” to help those in the area of my birth. There is a definite synergy between our organizations which will assist individuals and companies to successfully compete in the global marketplace.”

About Cool & Associates, Inc.: Cool & Associates, Inc. founded in September, 2003 is a Waterford Township-based consulting company that specializes in assisting individuals and small to medium size companies in their introduction/expansion into the global marketplace using synergistic market analysis. Having worked in 54 countries throughout the world, C&A brings a unique view of the many varied cultures that all organizations must adapt to in an effort to enter, maintain and expand in the global marketplace. Through exposure to virtually every culture in the world, C&A conducts educational programs, speaking engagements and business planning functions. For more information about Cool & Associates, Inc. please visit www.cool-associates.com

About the Multicultural Business Council: MBC is a membership organization based near Detroit, Michigan. Its purpose is to connect cultures through commerce. The organization offers certification programs, events, cultural trips, and other venues to increase awareness and appreciation of the multiple cultures that make America the great country that it is. For more information about the Multicultural Business Council, visit www.mbc-usa.org.

