

# MBC Global

Multicultural Business Coalition

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-- For Immediate Release --

## Michigan city connects to global marketplace

ROCHESTER HILLS, Mich., USA (July 25, 2008). The City of Madison Heights, Michigan, has been connected to the global economy thanks to a program from MBC Global.

MBC Global had been contacted by Linda Williams of the Downtown Development Association (DDA) and the city's Department of Economic Development to address their merchants about the city's rapidly changing demographics. The task was to ignite the imagination of the business community to opportunities available to do business with new local cultures and to open the door to selling their products and services in a global environment.

Joseph P. Cool, MBC Global's General Advisory Consul and president of Cool & Associates of Waterford, Michigan, engaged the community with a proven process to form joint ventures and open up international supply channels. Using SIC data analysis with a TRIZ methodology, Cool opened the minds of the local business people to ways they could achieve success in the global marketplace. Anecdotal stories from his successful career covering his work in 55 countries captivated the audience of thirty local business owners.

Rick Weaver, MBC Global President and CEO of Max Impact in Rochester Hills, looked at how to welcome members of the city's emerging populations into their establishments. Weaver was able to give practical examples of the right way to make subtle changes that have immediate and significant impact based on his 33 year retail career. From small changes in the product mix, product or service presentation, or business signage, he gave real examples of how some specific local businesses could quickly reach out to local residents and out of town travelers coming to take advantage of existing cultural-based merchants.

According to the mayor, city council members, and the leadership of the DDA the presentation was the best the organization has experienced during the organization's history.

Cool and Weaver are currently working on some specific opportunities with several of the businesses to assist them in reaching out to the global economy around the world and in their own backyard.

*M a x i m i z i n g   B r i d g e s   t o   C u l t u r e s*



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*About Cool & Associates, Inc.*

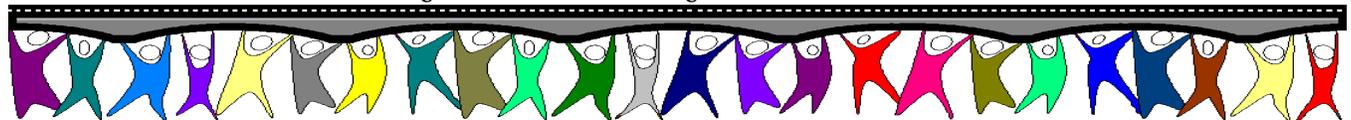
Cool & Associates, Inc. founded in September, 2003 is a Waterford Township-based consulting company that specializes in assisting individuals and small to medium size companies in their introduction/expansion into the global marketplace using synergistic market analysis. Having successfully worked in 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. Cool is also a VIP member of two International Registries of Executives and Professionals permitting business networking opportunities in many areas of the global marketplace. For more information about Cool Associates, Inc. please visit [www.cool-associates.com](http://www.cool-associates.com).

*About MBC Global*

MBC Global is an international organization based near Detroit, Michigan, dedicated solely to increasing cultural knowledge and awareness. MBC Global believes the more we know about the cultures flavoring the world the better equipped we are to appreciate and embrace the differences that make each culture unique. With members representing 6 continents, MBC Global connects cultures through a unique website. MBC Global also offers developmental and training programs, setting it apart from other cultural organizations. For more information about MBC Global, send an email to [rick@mbcglobal.org](mailto:rick@mbcglobal.org) or visit [www.mbcglobal.org](http://www.mbcglobal.org).

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