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--- FOR IMMEDIATE RELEASE ---

## **Organizations join forces to connect Madison Heights and Qatar**

ROCHESTER HILLS, Mich., USA (September 22, 2008). MBC Global of Rochester Hills, Michigan, USA, Cool & Associates of Waterford, Michigan, USA, and PAT Engineering of Doha, Qatar, announced today they have entered an agreement to explore, develop, and execute local and international projects.

Under the terms of the agreement the organization will work together to identify opportunities for businesses in Madison Heights and Qatar.

Carol Spellman, Vice President of International Marketing for PAT Engineering, was instrumental in creating the agreement after attending a presentation Joseph P. Cool of Cool & Associates and Rick Weaver of Max Impact made on behalf of MBC Global for the Madison Heights Downtown Development Authority (MHDDA).

Linda Williams, Economic Development Coordinator for the City of Madison Heights, invited MBC Global to introduce the global marketplace to the merchants of downtown Madison Heights.

Cool worked in Doha in the early 1990s as a Field Project Manager in the telecommunications industry. His experience in the US and Qatar cultures will provide a strong foundation as the organizations begin working together.

The MBC Global program, "Bridging Madison Heights to the Global Marketplace" was presented in the spring of 2008 to much acclaim by the participants. It was noted that the idea of a local downtown area linked to the global economy was extremely important for growth. Merchants were also challenged to reach out to the emerging global and economic cultures living, shopping, or driving through the downtown Madison Heights district.

"This is an exciting opportunity to grow the Michigan economy," said Spellman who has been a successful real estate professional. Spellman, who is also Vice President of the GFWC Madison Heights chapter, hopes that increased business opportunities in the area will help restore property values and the demand for residential and commercial space.

*About Cool & Associates*

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Cool & Associates is a Waterford Township, Michigan-based consulting company that assists individuals and small to medium size companies in their introduction and expansion into the global marketplace using synergistic market analysis, educational programs, speaking engagements and business planning functions. Having successfully worked in 55 countries in the military and commercial telecommunications field, Joseph P. Cool brings a unique view of the many varied cultures that all organizations must adapt to for global success and has membership in many cultural organizations located in SE Michigan. For more information about Cool & Associates, send an email to [jcool@cool-associates.com](mailto:jcool@cool-associates.com) or 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, a division of Max Impact Corporation, offers training programs, employee assessments, project management, and business development. For more information about MBC Global, send an email to [info@mbcglobal.org](mailto:info@mbcglobal.org) or visit [www.mbcglobal.org](http://www.mbcglobal.org).

*About PAT Engineering*

PAT Engineering ([www.pat-engineering.com](http://www.pat-engineering.com)) is an International EPIC company involved in construction, telecom, IT, and security systems. PAT has international associates and partners in the Middle East, South Korea, India, and USA. PAT Engineering's objective is to provide high quality, professionally managed services to the client in the above mentioned field.

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