

- For Immediate Release -

Waterford Mott High School Business Students introduced to the Global Marketplace

WATERFORD, MICH. USA (April 26, 2010) Joseph P. Cool, President/Founder of Cool & Associates, Inc., recently delivered a presentation at Waterford Mott High School's Introduction to Business class to discuss various aspects of the global economy which they are currently studying. The presentation was based on Cool's global experience of having successfully worked in 55 countries during his career and provided practical, experiential information for success in the global community in a variety of market sectors. The presentation was based on 10 specific Business Keywords in a current chapter of the Student's Textbook.

Ms. Nancy Haller, Business Teacher of the class provided an introduction of Cool to the Students. Ms. Haller met Cool at a recent Oakland Schools Business Advisory Council meeting. Mr. Cool began the presentation by introducing specific Keys to Global Success both from business and multicultural viewpoints and provided a description of his Business/Marketing Trident business model. Additional subjects of the presentation included practical Marketing Goals and Tools including the importance of "niche marketing" for success in the global community. Specific examples of business success were provided to the Students based on Cool's previous business trips to Latvia as a Member of the Michigan Civic Leaders Tour in 2004 and Ghana business trip in 2008. "Mr. Cool was able to bring the textbook alive with real life anecdotes, pictures and props from his own experiences", said Ms. Haller. Ms. Haller went on to comment "Perhaps the most important thing my students seemed to learn from Mr. Cool is that they too can prepare themselves to become successful in the global marketplace."

Upon completion of the presentation, the students were introduced to various currencies of the world through a visual contest. Three picture frames with foreign currencies were viewed and each student provided what they believed to be the current value in US Dollars of each frame. One picture frame had currencies from 27 countries Cool worked in during his career. Winners were recognized with a subsequent award.

Cool said "This is what I am all about – giving back to the area of my birth to make a difference". Cool was born and raised in the City of Pontiac – a product of the Pontiac Public School System and Oakland University. Cool went on to say "The Students were very attentive and asked many relevant questions which displayed their comprehension of the material presented. The goal is to prepare these Students for the global marketplace upon completion of their academic experience".

About Cool & Associates, Inc. Cool & Associates, Inc. founded in September 2003 is a Waterford Township-based consulting company which 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 55 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, develop, 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 a member of several SE Michigan cultural/business organizations and is also a VIP member of two International Registries of Executives and Professionals permitting business networking opportunities in many countries in the global marketplace. For more information about Cool & Associates, Inc. please visit www.cool-associates.com or telephone 248 683-1130.

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