

## **Professional Tele-Prospecting Services and Cool & Associates to exhibit at the Michigan Professional Women's Network 2007 Exposition in Southfield**

WATERFORD, MI (October 15, 2007) – Professional Tele-Prospecting Services and Cool & Associates have teamed to exhibit at the Michigan Professional Women's Network (MPWN) 2007 Expo to be held at the Southfield Convention Center in Southfield, Michigan on Thursday, October 25, 2007 from 10am to 3pm. The 13th Annual MPWN Expo is an exciting event which will showcase over 110 local businesses as well as provide Health Care facilities with which to interact.

"I am excited to be a part of the 13<sup>th</sup> Annual MPWN Expo. This is the second year we have partnered with NAWO (National Association of Women Business Owners). It gives us a wonderful opportunity to meet with small business owners that may not have a relationship with someone who can help them grow their businesses. I believe Tele-Prospecting can be their "direct line to profits" said Tamera Appleton, Vice President of Michigan Professional Women's Network. "The Expo has grown from 60 exhibitors in 2002 to 110 in 2007, a 45% increase. Our success is demonstrated by the number of returning and new exhibitors each year".

"The MPWN EXPO is more than just about business it's about providing support for the individual member with their business and whatever else they might need", said Diane Buffalin, Executive Director of Michigan Professional Women's Network.

"Professional Tele-Prospecting Services provides the linkage required for small-medium size businesses to expand and grow in the global marketplace" said Joseph P. Cool, President of Cool & Associates, Inc. "There is a definite inherent synergy between Professional Tele-Prospecting Services and Cool & Associates through linkage between local companies of the MPWN and potential Clients throughout the global marketplace", further said Cool.

*About Professional Tele-Prospecting Services:* Professional Tele-Prospecting Services (PTS), founded in September, 1992 in Southfield, Michigan has represented many local small businesses in various market sectors throughout Southeastern Michigan. PTS has developed and introduced a special twist or pivotal link to the phone marketing business. Tele-Prospecting provides the platform where small businesses develop additional contacts to meet their individual needs for more Clients, thereby increasing revenues and sustaining client retention. Tele-prospecting in conjunction with the communicating tool, the Telephone brings the global marketplace to your door.

*About Michigan Professional Women's Network:* The Michigan Professional Women's Network supports small business owners to find help with legal problems, transportation issues or IT crises etc. And the theme of this year's expo, "Getting Your Body and Business in Shape"

*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. Cool & Associates is also a member of the Multicultural Business Coalition located in Rochester Hills, MI and is also a member of many cultural organizations located in the Detroit, MI area.

For additional information, please contact Joseph P. Cool, President of Cool & Associates at 248-683-1130, [jcool@cool-associates.com](mailto:jcool@cool-associates.com) or Tamera Appleton, President of Professional Tele-Prospecting Services at 248-559-6556, [tamera699@sbcglobal.net](mailto:tamera699@sbcglobal.net). URL: [www.cool-associates.com](http://www.cool-associates.com)

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