

Joseph P. Cool interviewed for the Veterans History Project at Oakland University

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Skills and experiences developed in military service can certainly be used throughout life to be successful in the global marketplace

WATERFORD, MI (November 18, 2010) – Joseph P. Cool, President/Founder of Cool & Associates, Inc. was recently interviewed for the Veterans History Project by Ms. Rachel Schafer, Oakland University student, in Varner Hall located at Oakland University, Rochester, MI. The United States Congress created the Veterans History Project in 2000 as part of the American Folklife Center at the Library of Congress. The mission of the project is to collect, preserve and make accessible the personal accounts of American veterans for future generations.

Cool was drafted for the Vietnam War in 1969 after graduation from Oakland University. After serving in the US Army as a Combat Medic in Germany and South Korea, Cool was honorably discharged in 1974. Prior to the interview, Cool forwarded materials regarding his military service as well as life experiences during his 30+ year career upon completion of his military service. “I was thrilled to be contacted by Oakland University TV Studio and invited for the interview,” said Cool. “The interview was conducted in a very comfortable setting and I was amazed at the salient points Rachel incorporated into the 50+ minute interview. The questions were so pertinent to my experiences that in a few cases, I actually re-lived the experience I was describing.”

Cool was the first veteran Schafer had the opportunity to interview for the Veterans History Project. “I felt honored to meet and learn more about Mr. Cool,” said Schafer. “He has accomplished so much in his life and I was truly inspired by his passion and drive in life.” Burke approached Schafer with the offer to produce and host the Veterans History Project. She eagerly accepted the chance to gain more experience in the broadcasting field. “We have been producing Veterans History Project for a few years now. Rachel is a natural fit in the producer/host role and Mr. Cool makes a great addition to our collection,” said Burke.

“I was deeply honored to have been interviewed for the Veterans History Project and the interview “brought to life” several areas in which I learned very specific “bits of knowledge/experience” that permitted me to obtain the success in 55 countries during my career,” said Cool. “My hat’s off to Scott Burke and Rachel Schafer for their courtesy and friendliness during the interview. Rachel provided me the insight to develop two specific concepts that all can utilize for success in the global marketplace.”

About Oakland University TV Studio: Oakland University's TV studio, OUTV, has a purpose to entertain, inform and promote Oakland University to the public. It is a cable television station that is operated by Oakland University students and staff. OUTV can be found on Comcast Cablevision (analog channel 11, digital channel 74&908) in 11 different communities in Michigan. OUTV's mission statement is "to produce broadcast quality programming that reflects the ideals and standards of Oakland University while utilizing, teaching and nurturing student crew so they may develop the skills necessary to successfully enter the video production industry."

About Cool & Associates, Inc.: Cool & Associates, Inc. (C&A) 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 and expansion into the global marketplace using synergistic market analysis. Having 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, 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 a member of the Multicultural Business Council located in Rochester Hills, MI and is also a member of many cultural organizations located in SE Michigan. For more information about Cool & Associates, Inc., send an email to jcool@cool-associates.com or visit www.cool-associates.com.

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