

- For Immediate Release -

Wilkinson Middle School Students introduced to Global Economy

WATERFORD, MICH., USA (December 9, 2008) Joseph P. Cool, President of Cool & Associates, Inc. introduced students at Madison Height's Wilkinson Middle School to the global economy on December 4. During the day six classes participated in Cool's "Going Global: Keys to Your Future Success" program.

Cool was invited to the school following a similar presentation made in conjunction with MBC Global (mbcglobal.org) to the Madison Heights Downtown Development Authority at their Spring event in June, 2008. MBC Global's President, Rick Weaver, and Cool showed local businesses how they could capitalize on the global marketplace to build their sales and profits.

Cool began by introducing The Wheel of Self-Worth, keys to global success from a multicultural viewpoint, and provided basic business skills including engineering and entrepreneurship. The presentation concluded with a 10-minute "visual journey" of a 2-week trip to Ghana recently completed by Cool in February, 2008. The "visual journey" consisted of many photos taken by Cool depicting day-to-day ordinary life in Ghana as experienced by Cool during the business trip. Ms. Cristy Berger, 7th/8th Grade Social Studies and Language Arts Teacher of the classes provided an introduction of Cool to the Students. "The students really enjoyed having Mr. Cool in the classroom", said Ms. Berger at the end of the day.

The presentation was very interactive in nature with many students asking questions. Ms. Berger conducted a brief student survey after the presentations and provided the following information as a result of the survey. "For some they enjoyed learning about the different customs used for business in other countries while others enjoyed seeing the many places he has been. Most were surprised to see that places in Africa were quite similar to their own hometown since many movies seem to depict these places differently". Ms. Berger went on to comment "In all several of the students feel they would like to pursue a career that would take them to places around the world. "

After the presentation, 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. 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 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 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 is a member of several SE Michigan cultural organizations and 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 or telephone 248 683-1130.

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