

## **President of Cool & Associates to speak at the 7<sup>th</sup> Annual Altshuller Institute on TRIZ Studies International Conference**

April 12, 2005, Waterford— Joseph P. Cool, President and Founder of Cool & Associates, a Waterford Township-based domestic/international business development company will speak at the 7<sup>th</sup> Annual Altshuller Institute on TRIZ Studies International Conference to be held on 17-19 April 2005 at the Delphi Technical Center in Brighton, MI. Cool's presentation is entitled "Marketing TRIZ in the Global Marketplace: A Primer" and will address the marketing/selling of TRIZ (The Theory of Inventive Problem Solving) in the global marketplace. Emphasis will be placed on developing a workable technique to market/sell services-oriented products which Cool refers to as the Intangibles. Having worked in 54 countries throughout the world, the most recent as a member of the Michigan Civic Leaders Tour in 2004, Cool has specialized in the development and expansion of modern techniques which will allow small-medium size companies opportunities for entry and development of their international markets.

**TRIZCON2005** will be the largest international TRIZ Conference in the world. This annual event brings together the largest international group of TRIZ experts with end-users. The first day of the Conference is dedicated to Tutorials. Beginners & advanced topics will be presented in two tracks. The next two days will have over 20 papers & case studies presented on TRIZ and related applications. This Conference is an opportunity for new/experienced people to get an in depth introduction to TRIZ and to meet with an international group of trainers and end-users. Even though the agenda is packed with training opportunities, there is ample time for one on one discussion between attendees.

"Being born in Pontiac, I feel as though I have a "mission" to assist business groups in SE Michigan through practical, experiential anecdotal stories of my experiences throughout the world. With the rapid development of services-oriented industries in SE Michigan, I strongly feel that alternative methods must be developed and utilized which is not based on conventional methods of marketing/selling manufactured products", says Cool. Cool & Associates is also a member of the Workforce Development/Education Committee of the Oakland County Business Roundtable, the Altshuller Institute located in the Boston, MA area and the Peer Resources Network, an international coaching/mentoring organization based in Vancouver, BC.

For more information please contact Joseph P. Cool, President of Cool & Associates at 248-683-1130 or [jcool@cool-associates.com](mailto:jcool@cool-associates.com) or [www.cool-associates.com](http://www.cool-associates.com)