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Joseph P. Cool participates in Detroit Public School's Career Week

WATERFORD, MI (May 10, 2007) Joseph P. Cool, President of Cool & Associates, Inc. was invited for the second year to participate in Detroit Public School's Career Week on May 8-9, 2007 at Barbour Magnet Middle School on Seneca Street in Detroit. The two day event consisted of invited Presenters in specialty areas of professional disciplines to move from classroom to classroom providing information to Students in their area of expertise.

On the first day, Cool made a presentation entitled: "Going Global: Why would I want to be an Engineer" providing information about the field of Engineering, why it is important in society and the 6 stages of the engineering process. The importance of Science and Math was also stressed to the Students. A real-world international project was provided emphasizing the stages of engineering which permitted successful completion of the project which consisted of a telecommunications system in the Middle East.

On the second day, Cool made a presentation entitled: "Going Global: How can I control my Future" describing the basics of Entrepreneurship which can provide alternative career options after the student's academic experience. Items discussed included what is Entrepreneurship, why it is important and the 5 stages of Entrepreneurship. Vision and Mission Statements were introduced and included Business Customs around the World, providing information on cultural traits commonly experienced during meetings in the global marketplace. Both presentations included motivational slides including the "Wheel of Self Worth" and "Thinking outside the Box".

Cool said "This is what I am all about – giving back to the area of my birth to make a difference". Cool was born in the City of Pontiac and has successfully worked in 54 countries throughout his career. Cool went on to say "Like last year, the Students were very attentive and asked many relevant questions which displayed their comprehension of the material presented".

Anyone interested in more information should contact Cool & Associates, Inc. at 248 683 1130 or by email at jcool@cool-associates.com.

About Cool & Associates, Inc.: Cool & Associates, Inc. founded in September, 2003 is a Waterford Township-based international 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. For more information about Cool & Associates, Inc. please visit www.cool-associates.com

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