



Multicultural
Business
Council

Multicultural Business Council
Rochester Hills, Michigan

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-- For Immediate Release --

Joseph Cool Meets with Prince Turki al-Faisal of Saudi Arabia

ROCHESTER HILLS, MI (May 1, 2006) – Joseph P. Cool had the opportunity for a brief meeting with His Royal Highness Prince Turki al-Faisal of Saudi Arabia during a recent visit to the United States.

Cool teamed with the Multicultural Business Council (MBC) earlier this year to provide MBC with overseas experience from the work he has successfully completed in 54 foreign countries. As part of this experience, Cool was a member of the American Business Council in Eastern Province, Kingdom of Saudi Arabia in the 1990s.

After speaking for the American Arab Chamber of Commerce in Dearborn, Michigan, Prince Turki al-Faisal was pleasantly surprised to see that Cool still had his membership badge from the Council.

The goal of the visit to the United States was to build an understanding of the Kingdom of Saudi Arabia among the American people.

“It was impressive to hear such a clear, concise message from the Prince,” said Rick Weaver, Chief Operations Officer of MBC.

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. For more information about Cool & Associates, Inc. please visit www.cool-associates.com

About the Multicultural Business Council: MBC is a membership organization based near Detroit, Michigan. Its purpose is to connect cultures through commerce. The organization offers certification programs, events, cultural trips, and other venues to increase awareness and appreciation of the multiple



cultures that make America the great country that it is. For more information about the Multicultural Business Council, visit www.mbc-usa.org.