

For Immediately Release

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Macomb County Manufacturers Think Worldwide

How can manufacturers in Macomb County grow their business, increase production volume, retain current staff and hire additional employees? “Go Global,” says Joseph P. Cool, President/Founder, Cool & Associates, Inc.

On July 9, 2009, at the Macomb Manufacturers Survival Group monthly meeting, Cool will discuss his nearly three decades of experience identifying opportunities for global business partnerships. With passport stamps from 55 different countries, the Pontiac, MI native will share his wealth of knowledge about international business. His presentation to local business owners will define the premise for success in the global marketplace and motivate manufacturers to broaden their reach beyond our borders. With a background that includes appointment to the U.S. – Saudi Trade Delegation, traveling to Bosnia and Latvia on a Civic Leaders tour, keynote speaking engagements at the Nigerian Governors conference, and presentations/lectures at three universities in Ghana, he will be able to provide realistic answers to questions from area executives about pursuing, obtaining and executing contracts in the worldwide marketplace.

He recently assisted Madison Heights in identifying business opportunities with a company headquartered in Doha, Qatar and he is eager to meet with Macomb County manufacturers to find similar synergistic partnerships.

The Macomb Manufacturers Survival Group is a network of business owners and executives dedicated to pursuing economic growth, profitability, job creation and retention and the improvement of our workforce through education and training. The group, formed by JoAnn Wiegand of Express Employment Professionals, meets the second Tuesday of every month from 6 – 8 pm at different places of business. This month’s meeting will be held at the Express office located at 44875 Morley Dr., Clinton Twp. 48036 and will include snacks, beverages and time for networking and introductions.

For more information call Brandon at 586-783-5300