The first semester I taught College Algebra, the introductory session was simple. After I explained the syllabus, I gave the students a pre-test. During that semester my lectures were often interrupted with questions such as ”why do we learn this?” or ”I don’t know what I am doing here”. During the next semesters’ introductory sessions, I added a presentation entitled ”Welcome to College Algebra”. This presentation explained the syllabus, but also addressed why we need to study College Algebra. Two key points were: 1) College Algebra is required for most occupations, and 2) math makes us smarter. To support these points, real life examples were used from physics, chemistry, computer science, finance, and job interviews. As a result, desire of study the subject has improved while complaints and confusion has been reduced. (Received September 20, 2007)