

Brookhaven-Lincoln County Chamber of Commerce Annual Banquet  
Thursday, November 16, 2000  
7:30 p.m.  
Brookhaven-Lincoln County Multi-Purpose Building

## **Opening**

- Good Evening
- Hasn't it been a great week in Mississippi?
- Thank you for having me here tonight

(I guess you have all heard the GREAT news by now)

## **Main Points**

1. Nissan Motor Company
  - a. Their investment in MS means more jobs for our people
  - b. It means the potential for even more jobs in the future.
  - c. It is also further recognition that we have the quality workforce, workforce training programs and commitment to business growth that it takes to be competitive and successful

- d. Nissan has shown their faith in the state of MS
- e. Getting to that point was a team effort on all levels
- f. Because of the hard work of many individuals and agencies, we are able to celebrate the arrival of this new company to MS.
- g. Our state is poised to make huge gains in creating quality jobs, expanding the resources of existing MS businesses and attracting the interest of national and international companies
- h. We have worked hard enough in 10 months of our administration to put MS on the map for a large company to consider us for a possible locations site
- i. By making dramatic changes in our economic strategy, we made MS competitive with other states
- j. Leadership gave us the advantage
- k. Through leadership we developed a common goal, which was to give MS the competitive edge to compete successfully against our neighboring states
- l. Now our job is spreading the word that MS has the right incentives and the right

workforce to help make companies successful

- m. Good jobs and a good quality of life make a positive difference to our state.

## 2. Advantage Mississippi

### a. Economic Development Plan

- i. First plan in 11 years
- ii. Before it was a patchwork approach with E.D.
- iii. Now it is
  - 1. Sound/Comprehensive
  - 2. Variety of Incentives
- iv. Now MS has a management tool to sell the state
  - 1. Designed by business leaders across the state and noted E.D. experts throughout the nation
  - 2. Had the strong support of business people and local developers
    - a. They knew how important it was for our plan to pass and become reality
  - 3. We are in direct competition with our sister states
  - 4. (Talk about conversation with Georgia Governor)

v. The plan helps those communities that have not prospered

1. Gives opportunities for all cities/counties
2. Begin using immediately
3. Sends a signal to the nation – Serious about Business
4. A Marketing Plan being developed to sell the state

vi. More, higher paying jobs for people of Mississippi

1. Competing with other states for those jobs
2. We now have a competitive advantage
3. Creates a better Quality of Life for every person in all 82 counties

### 3. Showing Leadership

- a. By forming common objectives and by seeing beyond the politics of self-imposed borders and finding consensus, MS can compete successfully against our neighboring states and against countries around the globe.
- b. We are creating the right climate for economic growth by improving

infrastructure and institutions, establishing rules and incentives that encourage productivity and implementing positive, long-term processes.

- c. When we talk about infrastructure, we must be mindful that bringing transportation resources to a company's door means more than simply providing a way to move physical goods.
- d. Infrastructure efforts must also focus on the transportation of high speed data with broadband Internet access provided in concert with expanded physical transportation resources.
- e. We must go about it in the right way.
  - i. By working together
  - ii. By building consensus
  - iii. By getting rid of our own agendas
  - iv. By working for the good of our people

## **Closing**

- We will continue to sell the state
- Look for new opportunities to bring additional higher paying jobs to the people of our state

- We want our people to build their lives and raise their families in Mississippi
- Now have the climate to make that happen in Mississippi
- Success will take leadership, vision and a solid direction
- The people of MS have our pledge to make their quality of life better