

Mississippi Association of Planning & Development Annual Conference (MAPDD)
Thursday, April 12, 2001
12:00 Noon
Grand Casino Bayview Hotel – Biloxi

(Message: Creating more opportunities for economic growth and positive changes in Mississippi)

Opening

- Good afternoon
- (Wirt Peterson, President of MAPDD, will introduce you)
- (Wal-Mart Story and/or Gov. Bill Waller Story)

Main Points

1. Opportunities
 - a. Mississippians now, more than ever, have many opportunities from which to choose.
 - b. Better opportunities in:
 - i. Education
 - ii. Economic Development
 - iii. Health Care
 - iv. Public Safety
 - c. Education and economic development go hand in hand.
 - d. Our state must have a good quality of life to attract more businesses and industries.
 - i. Safe schools, homes and communities are a key also.

- ii. We are investing in good jobs for our people
 - 1. Nissan
 - a. Is only the beginning.
 - b. The AMI gave Mississippi the competitive advantage.
 - 2. Supplier opportunities
 - a. Creating thousands of spin-off jobs for Mississippians
 - b. Potential for 26,000 for all of Mississippi.
- e. We are giving our people the opportunity for an even **better** Quality of Life
- f. Mississippi must invest.
 - i. The key is prioritizing and investing our money in the right places.

2. Economic Development

- a. Advantage Mississippi Initiative
 - i. First plan in 11 years
 - ii. Now MS has a management tool to sell the state.
 - 1. We are in direct competition with our sister states
 - 2. (Talk about conversation with Georgia Governor)
 - 3. I have told other Governor's that Mississippi will take away as

much business from them as we possibly can.

- a. We will “fight” for every opportunity we can get.

(Mention articles that have compared MS, LA, AL, etc. stating what Mississippi was doing right)

iii. The plan helps those communities that have not prospered

1. Gives opportunities for all cities/counties

2. Sends a signal to the nation –
Serious about Business

iv. More, higher paying jobs for people of Mississippi

1. We now have a competitive advantage

2. Creates a better Quality of Life for every person in all 82 counties

3. We will use this plan to launch Mississippi into as many good opportunities in all areas.

b. International Trade

- i. Many opportunities for Mississippi to expand our business in the global marketplace.
- ii. We can access information at the stroke of a computer key.
- iii. Mississippi is not isolated from the rest of the world.
- iv. We are located in the “Center of the Americas.”
- v. An attractive geographic location providing strategic positioning to expand our role as the gateway for international trade.

c. World Trade Center Status

- i. Obtaining this status will open our doors even wider.
- ii. It will be the hub for education, trade and economic development outreach to international markets.
- iii. Tell the world that Mississippi is open for business!
- iv. It is an investment in our people, in existing businesses and industries.
- v. We will be able to focus more on innovative techniques to increase our networking capabilities.

3. State Flag

- a. Mississippi's Image: Important how our neighbors, our nation and the world view us.
- b. How Mississippi is perceived affects us in all aspects:
 - i. Economic development,
 - ii. Education,
 - iii. Tourism.
- c. We have the opportunity to promote a positive image.
- d. Remove obstacle that hinder our success.
 - i. Remove the barriers.
- e. We can make a difference on April 17th
- f. The world is taking notice, and we must continue to spread the word about Mississippi.
- g. We must not hinder our progress in any way.
- h. If something has the potential to keep MS from new business or as a tourist destination, then we must work to remedy that problem.
- i. We put the spotlight on Mississippi throughout the nation and world with the Nissan announcement, but there are more opportunities waiting for us.

Closing

- Mississippi is headed forward.
- We are not going to turn back the clocks and disrupt our progress.
- We want more great opportunities for the people of Mississippi.
- We want our children to have the opportunity to live, work and raise their families here.
- Everyone plays a role in our success.
- Working together we can and will make it happen.