

Southaven Rotary Club  
Thursday, November 9, 2000  
12:00 p.m.  
Baptist Memorial Hospital, Desoto, MS  
Desoto Room

## Opening

- Good afternoon
- Thank you for having me here today
- Thank Mr. Melvin Walker for his introduction

## Main Points

1. 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

## 2. 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

### 3. 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.

## **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