

Warren County Manufacturer's Association
Wednesday, May 16, 2001
7:00 a.m.
Holiday Inn

(Message: 20 minutes on economic development opportunities for the State)

Opening

- Good Morning
- (Wedding Dress Story or Boy Singing in Choir Story)

Main Points

1. Opportunities
 - a. Mississippians now, more than ever, have many opportunities from which to choose.
 - b. Better opportunities in:
 - i. Education
 1. (You can mention Computers in the Classroom fly around.)
 - ii. Economic Development
 1. Mississippi is “pro-business”
 - 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 20,000.
 - c. Affects all of the state.
- 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.
- g. Businesses are no longer as limited today as they were in the past.
 - i. In today's global marketplace, you have the opportunity to make an impact worldwide.
 - ii. You determine your abilities and the impact you want to make.

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. We are “open for business.”
 - 3. (Talk about conversation with Georgia Governor)
 - 4. 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. The plan helps small businesses and minority owned business.
- v. 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.
 1. All businesses in Mississippi, large and small, can compete with the rest of the world.
 2. The Internet makes a lot of this possible.
- 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.
- iii. It will be the hub for education, trade and economic development outreach to international markets.
- iv. Tell the world that Mississippi is open for business!
 1. Allows all Mississippi businesses to showcase their products and services.
- v. It is an investment in our people, in existing businesses and industries.
- vi. We will be able to focus more on innovative techniques to increase our networking capabilities.

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.