

MISSISSIPPI DEVELOPMENT AUTHORITY

FRIDAY FACTS

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LEGENDARY LIGHTING A SUCCESS IN CANADA

One Mississippi company recently opened their doors to the Canadian market with remarkable success. Legendary Lighting, located in Flowood, MS, participated in the Rep Can 2001 Dealmaker & Exhibition held June 12-13, 2001 in Toronto, Canada. The event, sponsored by the U.S. Consulate General and the U.S. and Foreign Commercial Service, allowed small to medium-sized companies, like Legendary Lighting, to explore new business relationships in Canada.

Through a series of meetings with Canadian distributors, Legendary Lighting was able to negotiate a lucrative deal with Galaxy Gas Products of Ontario. This new relationship resulted in the largest orders in the company's history. To date, Legendary Lighting's 2001 sales have surpassed their total sales for the entire year of 2000. Company representatives estimate \$100,000 to \$250,000 in new business from the deal. With this kind of growth, Legendary Lighting will be adding personnel in both their manufacturing and shipping departments.

After recruiting Legendary Lighting for Rep Can 2001, Vickie Watters, Project Manager with the International Division of the Mississippi Development Authority (MDA), arranged the logistics of the trip and accompanied company representatives to the exhibition. Prior to the trip, Watters provided training for the company in several areas, including: the how-to's of exporting, utilizing a customs broker, international shipping insurance, and international financing and product pricing.

"MDA provides a variety of services to businesses seeking to enter the international market. We are pleased to see a company, like Legendary Lighting, taking advantage of the opportunity to promote and sell their Mississippi-made products in Canada. Not only will they grow as a company, they will create new jobs and growth for their community," said Watters.

"The talent of success is nothing more than doing what you can do well, and doing well whatever you do."

- Henry Wadsworth Longfellow

Legendary Lighting manufactures natural gas & propane gas open flame copper lanterns. They currently have 13 factory representatives throughout the U.S. and Canada. To learn more about their products, visit www.legendarylighting.com.

For more information about MDA's services and programs, contact the International Division at 601-359-6672 or visit MDA on the World Wide Web at www.mississippi.org.

MDA would like to extend a special thank-you to all of the organizations that requested copies of our new collateral materials.

If you would like copies of our new **Advantage Mississippi** brochure or **4-page insert**, please contact us at 601-359-3449 or 1-800-360-3323.

NOMINATIONS SOUGHT FOR 2002 SBA SMALL BUSINESS AWARDS

The U.S. Small Business Administration (SBA) is seeking nominations for small business awards to be presented during the Small Business Week celebration in May 2002.

The Small Business Person of the Year recognizes business owners for developing an outstanding, growing business, innovative product(s), increasing jobs, increasing sales, overcoming adversity, and their community contributions. In the special awards category is the Phoenix Award, which recognizes public officials, business owners, and volunteers whose efforts and contributions have helped their businesses or communities recover successfully from a natural disaster. The Small Business Advocate of the Year is awarded to individuals who are advocates of minority-owned, women-owned and veteran-owned small businesses.

Each year since 1963, the President has designated national Small Business Week in recognition of the small business community's contributions to the American economy. Winners from every state, the District of Columbia, and the U.S. territories travel to Washington D. C. for three days of small business related activities and meetings with high-level government officials.

Lloyd Wayne Taylor, President of Grenada Manufacturing, LLC, was selected as the Mississippi Small Business Person of the Year for 2001.

Nominations can be made by any individual or organization dedicated to the support of the small business community, including professional and trade associations, business organizations, chambers of commerce, banks, or employees of a small business. All nominations must be received by November 9, 2001.

For more information on the nomination process or to receive a nomination form, call (228) 863-4449, ext. 14.

TECHNOLOGY PRESENTATION SCHEDULED FOR OCTOBER 17

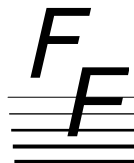
The Mississippi Development Authority (MDA) invites interested media, analysts and corporate executives to a presentation by Dr. Stuart Rosenfeld, President of Regional Technology Strategies, Inc.

In addition to explaining his analysis of Mississippi's current capacity and ability to support future employment growth in the Communications and Information Technology (CIT) cluster, Dr. Rosenfeld will present the methods in which the education and training community is interacting with CIT businesses.

- ✓ **What:** Mississippi's Current Capacity and Ability to Support Future Employment Growth in the Communications and Information Technology Cluster
- ✓ **When:** Wednesday, October 17, 2001: 10:00 a.m. (CST)
- ✓ **Where:** Auditorium of the Central High Building (359 N. West St.) Jackson, MS
- ✓ **How:** Contact Clay Lewis with Mississippi Development Authority at 601.359.3615

Dr. Rosenfeld's study of CIT workforce needs builds on the May 2000 work of Dr. Michael Porter of the Harvard Business School. Dr. Porter identified a significant industry presence in Central Mississippi of companies that produce CIT goods and services, utilize such goods and services, or provide support for such businesses.

Further work has expanded the geographic scope and identified the presence of related businesses throughout the state. Because these high technology companies greatly impact the state's economy and individual earnings, the Mississippi Development Authority joined with the Mississippi Technology Alliance and several public/private partners to promote their competitiveness. The CIT workforce study is funded by the U.S. Department of Labor.



MILITARY CONSTRUCTION FUNDING

The U.S. Senate Appropriations Committee last week approved legislation that contains \$150 million for military construction projects in Mississippi. "We were pleased to learn of the release of federal dollars for projects that will spur economic development in Mississippi. This is a wise investment of funds that will have a positive impact on the economic vitality of our state for many years to come," said J.C. Burns, Executive Director, Mississippi Development Authority (MDA).

"This definitely was good news from Washington, considering the discussions regarding the possibility of another round of base closures," said Bill McGlathery, Federal/DOD/Congressional Liaison, MDA. MDA is involved with the various military installations in identifying projects that enhance the bases to make them less susceptible to base closure.

The bill includes \$23.35 million for family housing construction and \$4.68 million for a consolidated fleet operations building at Naval Station in Pascagoula. Other funding includes:

- \$28.6 million for phase II of a technical training facility and \$12 million for a C-130 maintenance hangar at Keesler Air Force Base in Biloxi
- \$5 million for a radar approach control center at Columbus Air Force Base
- \$3.37 million for a T-45 aircraft support facility and \$8.7 million for improvements to 118 family housing units at Meridian Naval Air Station
- \$7.36 million for a mobilization operations center and \$14.3 million for replacement of bachelor enlisted quarters at the Naval Construction Battalion Center at Gulfport
- \$5.7 million to upgrade the C-17 corrosion control facility and \$16.5 million for a maintenance hanger and squadron operations conversion for the Mississippi Air National Guard's 172nd Air Wing at Jackson

- \$11.44 million to fund phase II of the regional military education facility at Camp Shelby south of Hattiesburg
- \$9.15 million to replace the U.S. Army National Guard's Readiness Center at Gulfport
- \$900,000 for planning and design of a new readiness center in Kosciusko

TUNICA CVB WINS GOLD SERVICE AWARD FOR SECOND CONSECUTIVE YEAR

Now in its 18th year, *Meetings and Conventions* magazine's coveted Gold Service Award is presented to select convention & visitors bureaus (CVBs) that have excelled in professionalism and dedication in their service to meeting professionals.

The Tunica CVB will receive their Gold Service Award as part of *M&C's* Gold Awards gala ceremony on November 9, 2001 in New York City. "The Tunica Convention and Visitors bureau is honored to receive *M&C's* Gold Service Award for the second consecutive year. As the only Mississippi CVB to ever win this distinguished award two years in a row, it is a testament to our staff's dedication to serving the visitors of Tunica, Mississippi," stated Webster Franklin, Executive Director, Tunica CVB.

This year, *M&C's* readers - relying on their extensive industry experience - nominated and selected 56 domestic and 18 international/offshore CVBs to earn the Gold Service distinction. Readers relied on the following criteria for voting: overall professionalism of staff; support on hotels and site inspections; assistance with ground transportation planning; guidance on local attractions; and liaison with local vendors and services.

"The value of service can never be understated in defining a superior bureau - creating a lasting impression is extremely important," states Bernard W. Schraer, *Meetings & Conventions* Group Publisher. "The 2001 Gold Service winners have excelled in many areas not only with their industry clients but with the demanding readers of *M&C*."

The Mississippi Development Authority's *Friday Facts* is distributed to MDA staff, economic and community development professionals, legislators and other interested parties. Inquiries regarding this publication or information should be submitted to Stephen Martin, Communications Office, telephone 601.359.3555, fax 601.359.3596, email smartin@mississippi.org. Visit us on the World Wide Web at www.mississippi.org.