

2001 Mid-Winter Mississippi Fire Chief's Conference
Thursday, January 11, 2001
8:45 a.m.
Ramada Southwest, Jackson

(Message: Fire Service in Mississippi & Public Safety - 10-15 minutes)

Opening

- Good Morning
- (Thank Fire Chief Bryan Presson, from the Clinton Fire Dept., for his introduction)
- Thank you for inviting me here today
- I would like to begin by thanking all firefighters who risk their lives each day to keep us safe.
 - You are doing a great job.
 - I admire your bravery.
- (Super Bowl Story – tie in opportunities)

(We have the opportunity to make many things happen in MS. The odds are in our favor. We have many “cards” to play with.)

Main Points

1. Mississippi's Image
 - a. Important how our neighbors, our nation and the world view us.

- b. How Mississippi is perceived affects us in all aspects: economic development, education, healthcare, etc.
- c. We have the opportunity to promote a positive image.
- d. We put the spotlight on Mississippi throughout the nation and world with the Nissan announcement.

2. Nissan

- a. They have shown their faith in our state.
 - i. Top 1% in the nation
- b. 4000 new jobs will be created with their arrival.
 - i. 26,000 spin-off jobs
 - ii. Other companies related to Nissan will move to MS.
 - iii. They will relocate all over the state, not just in Canton.
- c. We must keep up the momentum
 - i. We are happy to “land” Nissan, but we want more businesses to move to MS
 - ii. We want more jobs, more economic development, more opportunities.

(You have the opportunity each day to make a difference in someone's life. You can save their life, their home, their business.)

- Everyone plays a role in our state's success.
- We all have to work together to succeed, make changes and create progress.

3. Public Safety

a. We are creating:

- i. A safer Mississippi
- ii. Safer streets
- iii. Safer neighborhoods
- iv. Safer homes

b. Firefighters

- i. Make homes, businesses and communities safer.
 1. Giving a great service to the people of your community.
- ii. January is the peak month for home fire deaths.
- iii. Home fire deaths have fallen 44% from 5,200 in 1980 to 2,895 in 1999.
 1. A result of great work from dedicated firefighters.
- iv. Fire prevention and education has helped save lives
 1. Smoke detectors

2. Fire escape routes

- Hundreds of men and women across our state who have found a “calling” in providing service to other.
- You are to be commended, admired and congratulated.
 - A positive role model

Closing

- Working toward an agenda, to create more opportunities for our people in:
 - Education
 - Economic development
 - Healthcare
 - Public safety
 - You play an important role in Public Safety
- Working together we are creating a better Mississippi
- America’s State of Promise