

Mississippi Quality Awards
Friday, April 6, 2001
1:45 p.m.
Clarion Hotel

(Message: 10-15 minutes regarding international trade and economic opportunities for Mississippi)

Opening

- Good Afternoon
- (Dr. Olon Ray will introduce you)
- (Wal-Mart story incorporate Gov. Bill Waller letter story – important that people know about Mississippi)

Main Points

1. Advantage Mississippi Initiative
 - a. Economic Development Plan
 - 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

- b. We will use this plan to launch Mississippi into as many good opportunities in all areas.
 - i. Economic development
 - ii. Education

2. Opportunities

- a. Mississippians now, more than ever, have many opportunities from which to choose.

- b. Opportunities in:
 - i. Education
 - ii. Jobs
- c. Education and economic development go hand in hand.
- d. A state must have trained employees for potential new businesses.
- e. High-tech companies must have high-tech employees.
- f. Mississippi has those people, and we are continuing that training.
- g. We have opportunities to invest:
 - i. We have been investing in education for our kids
 - 1. Teacher pay raise
 - a. 49th in nation to 19th
 - 2. Computers in the Classroom.
 - 3. Accountability plans for teachers and schools.
 - 4. www.FastForwardMS.com
 - 5. MS at the forefront on testing standards
 - 6. National Board Certified Teachers
 - ii. Invest 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. Over 2,200 applications sent to Nissan
 - b. Creating thousands of spin-off jobs for Mississippians
 - h. Give our people the opportunity for an even **better** Quality of Life
 - i. Mississippi must invest.
 - i. The key is prioritizing and investing our money in the right places.
 - 1. Economic development
 - 2. Education
- 3. International Trade
 - a. Many opportunities for Mississippi to expand our business in the global marketplace.
 - j. We can access information at the stroke of a computer key.
 - i. Mississippi is not isolated from the rest of the world.
 - ii. We are located in the “Center of the Americas.”
 - iii. An attractive geographic location providing strategic positioning to

expand our role as the gateway for international trade.

k. 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.

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.

- The people of Mississippi deserve that commitment.
- The children of Mississippi deserve that commitment.
- Our future depends on everyone working as a team in Mississippi.
- Making plans now for an even better Mississippi will ensure that future generations continue to succeed in our state.