

**Nissan Announcement
Ronnie Musgrove, Governor
November 9, 2000**

Nine months ago today, I stood before a joint session of the Mississippi House of Representatives and the Mississippi Senate to deliver the state of the state address, my first such address.

On that day, I commented on the historical significance of the moment in my life. I am struck again by the significance of this day in the life of our state

On February 9th, I told members of the legislature that by working together we could begin to capitalize on the momentum that had carried us this far and the optimism of our people to take Mississippi beyond what seemed impossible only a few years ago.

If only we set an agenda for opportunity....

If only we would take calculated risks when the rewards were great....

We must set unprecedented goals and at every opportunity reach for unparalleled progress. Our state deserves progress. Our people demand results. And, together we can achieve our goals.

Ladies and Gentlemen, distinguished guests:
We set aside the differences that divided the executive and legislative branches of government, that divided federal, state and local governments.

We built a bridge of communication and cooperation and, in two special sessions, one in August and one this past Monday, we dared to cross that bridge together.

We did so because we know that on the other side lies what serves the best interest of our people, not just what serves the best interest of our politics.

Yes, we have a vision. Yes, there is an agenda.

We can and we must think bigger and plan farther than we ever have before.

Over the years, we have set an ambitious agenda for our schools. We have set an ambitious agenda in health care.

But have we been ambitious enough when it comes to attracting good jobs and building a

more secure future for Mississippi's
working families?

We started this term determined to improve
the quality of life for our people.

After all, isn't that what we're talking about
when we say the words economic
development? Don't we mean finding ways
to make life better for our people? Finding
ways for men and women to build families,

build homes, build lives, right here in
Mississippi?

Let us never forget: our people are our
priority.

But--we needed a coherent agenda for
advancing our state economically. We've
relied on out-dated economic plans. We've
used stale incentives, and we've wondered
why better-paying jobs passed us by. We
needed to think bigger. We needed to be

determined and persistent. We needed to plan.

As Senator Trent Lott said at the Governor's Conference on High Technology just last week, "In the past, we just really didn't compete. We didn't decide we were going for the best." As he noted, we didn't have a plan.

Mississippi has a strong economy. We have energetic entrepreneurs and a work force

that is getting better and better. We have the resources. We have the potential. And now we have a plan.

Advantage Mississippi is that plan. By making dramatic changes in our economic strategy, we have made Mississippi competitive with other states. We are doing the work, and Mississippi is on her way to becoming America's success story.

Carlos, you, too, have a plan for Nissan—for making Nissan the world's success story.

We are excited about being part of that plan, and we thank you and Nissan for your overwhelming vote of confidence in our state, in the people of our state.

We understand the significance of this step for your company, and we know full well the significance your decision to come to Mississippi will have in the lives of our people.

Throughout this process, I have been struck time and again by your passion for people, your commitment to creating opportunity for your company and the people who are your company. Carlos, I, too, am committed to creating opportunity for the people who are Mississippi.

Bringing 4,000 new jobs, good-paying jobs, to Mississippi will make a difference. Your \$930 million investment in our state will

take us to new levels of prosperity and
create for our families an improved quality
of life.

This is one of the largest worldwide capital
investments Nissan is making this year.

This project is the in the top one percent of
all economic development projects this year
in the United States. And, it's happening
right here in Mississippi.

With the creation of spin-off jobs in construction and service industries, with suppliers and contractors, more

Mississippians than ever, can take advantage of the opportunity to live, work and raise their families here.

The potential for 26,000 jobs beyond the Nissan facility will change the landscape of this state for the better. And we thank you for that.

The entrepreneurial spirit in Mississippi is strong. We are proud and determined, and we will succeed. Mississippi will succeed, and Nissan will succeed.

A shared vision, a shared future—

Mississippi and Nissan are today partners in planning, and tomorrow we will be partners in prosperity.

Nissan understands the importance of a well-trained, high-quality workforce.

Mississippi is committed to training and re-training so that our people can continue to compete in this new borderless economy.

Nissan understands the importance of location. Mississippi is ideally situated for access to major North American markets.

Highways, rail, and telecommunications—you can connect from Mississippi.

But most of all, Nissan understands the importance of quality of life and quality of

place. Their corporate commitment to the communities surrounding their facilities is strong, and we look forward to your involvement in strengthening Mississippi communities.

Indeed, we look forward to offering your employees, our people, an opportunity to work with the intensity of Wall Street and live at the pace of Mississippi.

To Senator Lott and all the other elected officials involved in this process, to J.C. Burns, the staff at the Mississippi Development Authority and the Governor's Office, to the many, many people who have worked with us to make this day a reality, I say thank you. Never again will we believe that something can not be done. In the interests of our people, in the hope of our future, we will continue to find the way.

Today is a great day for the men, women and children of Mississippi. Today is a great day for Nissan. Won't you help me say thank you and welcome to Carlos Ghosn and the entire Nissan team? (lead the applause)

Thank you again for confidence, and welcome to Mississippi—America's State of Promise.