

Nissan Dinner  
University Club  
Thursday, April 5, 2001  
6:00 p.m.

- 1.Charlie
- 2.Ghosn
- 3.Governor

This should be short and to-the-point. Remember low tones and stand up straight. You will need to be upbeat because it will probably be late and you are the last speaker.

## **Opening**

Good evening  
Story (superbowl – opportunities)

## **Main Points**

### **I. Opportunity**

- a. Important what you do with the opportunities you have before you.
- b. Tonight we stand on the threshold of great things that will happen for Mississippi and for Mississippians.
- c. Tomorrow we mark the start of construction at the Nissan site and we take one step closer to providing new jobs and better opportunities for Mississippians.

- d. Tomorrow's celebration also marks a great day for Nissan with the creation of this major new plant marks their return to lasting, profitable growth.
- e. And for all of the Nissan suppliers gathered here tonight, it marks the opportunity for you to prosper along with Nissan and with Mississippi.

## **II. Mississippi has prospered from the Advantage Mississippi Initiative**

- a. If you are going to be competitive in today's economic development climate, you have to compete.
- b. Before the creation of our state's new economic development plan this past fall, we were taking a patchwork approach to economic growth in Mississippi that very rarely put us on a company's "long list".
- c. We developed the AMI, which is a fact-based, comprehensive plan that allows us to compete for companies like Nissan.
- d. The plan also broadens our ability to assist the expansion of existing businesses and nurture entrepreneurship.
- e. Helps businesses help themselves and their workforce.

- f. The plan moved us from last place to first place among our competing states.

### **III. Competitive Advantage**

- a. Story – Conversations with other Governors
- b. Other states are taking notice – articles from Site Selection Magazine, Times Picayune, Commercial Appeal
- c. Mississippi is getting noticed nationally and internationally
- d. We believe it is a great opportunity for Mississippi to come to the forefront – to be competitive against other states and to let companies know that we are open for business and we can put together packages that will make a difference for companies.
- e. World Trade Center Status – doing what we can to help Mississippi businesses broaden their markets and cross borders to compete.

### **IV. Closing**

- a. Never before have we had so much promise, so much potential and so many people willing to step up to the challenges before us.
- b. We have the business climate, the people, the education and the workforce in

Mississippi to benefit Nissan – to benefit every company who make's an investment in our state.

- c. We are in competition to offer the best quality of life that can be had.
- d. We are Mississippi - America's State of Promise.