

Nissan Supplier Conference  
Tuesday, February 20, 2001  
9:00 a.m.  
Windsor Ballroom – Crowne Plaza Hotel

(Message: You are welcoming potential suppliers. We are trying to encourage them about this opportunity, and discretely say this decision is up to Nissan, not Mississippi. We are providing every opportunity possible for our people to succeed and build a good quality of life for themselves and their families.)

Notes: High energy – low tones - enthusiasm

### **Talking Points**

- Good Morning!
- The past four months have been exciting, and we have been in a constant state of action, since the announcement from Nissan to build a \$930 million auto plant in MS.
- It is great to see everything moving into place, with Nissan building their new home in Mississippi.
- This is an extraordinary opportunity for Mississippi companies.
- From the beginning, we said that Nissan would not only have a positive effect on Canton and the surrounding areas, but Nissan would provide job opportunities for people in **all** areas across our state.
- We knew that our investment in Nissan was worth it, because it is an investment in Mississippi,
  - Because it is an investment in our people,
  - Because it is an investment in our future.
- When Nissan notified us about the supplier opportunities available to companies, we made sure every person in MS knew about them
  - Every entrepreneur

- Every small business
  - Every Mississippi business
- This is an opportunity for more jobs for the people of Mississippi.
- This is an opportunity for a **better** quality of life for the people of Mississippi.
- We want our best and brightest to have the opportunity to make the choice to live, work and raise their families right here in Mississippi.
- We traveled across the state and ask local officials help us spread the word about Nissan supplier opportunities.
- As a result of those efforts:
  - More than 1 million people visited [www.MississippiAndNissan.com](http://www.MississippiAndNissan.com)
  - More than 2,200 applications were sent to Nissan
- You are here today because you are a potential supplier for the Nissan factory in Canton.
- I want to assure you that we are working hard to create more outstanding opportunities for you and for every person across the state of Mississippi.
- Nissan is only the beginning!
- Nissan has shown their faith in MS by investing in our state, in our people.
- We will continue that investment
  - In our people
  - In Mississippi businesses.
- Mississippi has a lot to offer other companies in the nation and around the world.
- Our state is covered with businesses and workers who have a lot to offer – businesses and people just like you here today.
  - Our state is full of qualified workers
  - Our state provides a good quality of life
  - Our state is eager to create more economic development – more good jobs.

- We have tremendous faith in Mississippi businesses and Mississippi people.
- We are spreading the word about Mississippi's great opportunities, our great people and our great quality of life.
- Good luck.