

## MEMORANDUM

October 22, 2002

TO: Governor

FROM: John

RE: CNN Financial News interview

CC: Lee Ann

You will be appearing live on *CNNmoney Morning*. Also confirmed to appear is New Jersey Governor James McGreevey, and possibly Utah Governor Mike Leavitt. The interview will be done by David Haffenreffer (see attached bio). It will run between six and seven minutes.

### **The interview will begin at 7:30 am CST.**

When I spoke with Carmina Perez of CNNfn this afternoon, she asked for information to discuss during the interview. The last time you were on the show, topics included Medicaid, education, capital investments, homeland security and taxes. I gave her a more streamlined set of topics for tomorrow, with the foundation being the progress that's being made in the face of a sluggish economy:

- Nissan announced in 2000 it would be locating its newest North American plant in Canton, Mississippi, building a \$930 million facility and creating more than 4,000 jobs.
  - Expansion of the plant – before it has even opened – was announced in June 2002. Total investment \$1.5 billion and more than 5,300 new jobs.
- At the other end of the spectrum, Mississippi was named last month as one of the top 10 states in the nation for small business survival. There are 54,000 small businesses in the state.

The chief economist of the report said this about Mississippi: “When it gets its policy mix right, a state is well-positioned to compete both nationally and globally, with policies geared to help economic growth accelerate, incomes increase, and job creation improve.”

- In spite of the sluggish national economy, you are working to grow Mississippi from the smallest businesses to the largest corporations.

- The latest information from MDA re: job creation (information for January 2000 through October 2002):

TOTAL MANUFACTURING: 1,014 facilities, 28,902 jobs, and \$3.8 billion invested

- 145 new facilities, 11,545 new jobs, \$1.4 billion invested;
- 869 expanded facilities, 17,357 new jobs, \$2.3 billion invested

TOTAL NON-MANUFACTURING: 734 facilities, 18,166 jobs, \$9.1 billion invested

- 401 new facilities, 14,232 jobs, \$6 billion invested
- 333 expanded facilities, 3,934 jobs, \$3 billion invested

**TOTAL JOBS: 1,748 facilities; 47,068 jobs; \$12.9 billion invested**

Other information:

- Commission and completion of cluster study analyses in areas such as information technology, automotive industry, polymers and plastics, and forestry and wood production
  - All designed to help Mississippi more strategically market assets and develop clusters of existing industries
- Mississippi is located within 500 miles of more than 115 million people, 136 metropolitan areas and 144,000 manufacturers
  - Excellent intermodal system is in place to help businesses reach potential customers and suppliers quickly and economically
- Recent study by University of North Carolina show Mississippi highways rank in the top four in the nation and best in the south
  - Vital importance for industry transporting goods and products

**BOTTOM LINE: Mississippi is open for business.** You are working hard to grow this state, and industries around the world are paying attention. They realize Mississippi can compete, and you are not sitting idly waiting for them to come to you; you are actively recruiting new business to the state and retaining existing businesses.

**NOTE:** If the tone of the interview turns toward Bush and his economic policies, take it back local – you are the Governor of Mississippi and you are doing the best you can to grow this state in the face of a sluggish economy.