

*Remarks for the
Mississippi Market Kick-Off Press Conference
December 3, 2001*

Thank you, Bob. Let me begin by saying that I'm proud to officially welcome you as the new executive director of the Mississippi Development Authority. We have looked forward to this day and the good work you will offer the state.

We are all aware of the wide array of products offered by Mississippi businesses. Through the Mississippi Market, the rest of the country and beyond can be aware of those products as well.

Created in response to the needs of wholesalers and retailers around the region, the Mississippi Market offers exhibitors an opportunity to showcase their products to over 1,000 buyers.

The success of this wholesale show is evidenced by the fact that its size has nearly tripled since its beginning in 1996.

Mississippi is making its presence known in the national and global marketplaces.

Others look to us as being innovative, creative, and willing to take a chance on success.

Will Rogers once said, “even if you’re on the right track, you’ll get run over if you just sit there.”

Mississippi’s not just sitting there. We are out in every marketplace, every trade show, taking every opportunity to make something happen.

Now, with Bob Rohrlack in place with the Mississippi Development Authority, I am confident we're going to be moving faster than ever.

As we kick off the Mississippi Market and prepare for the show in June, let's stay on that right track, let's pick up some speed, and make sure the world knows just what Mississippi has to offer.

Thank you.