



# VIEWS & VISIONS

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JAMES C. JUSTICE, II  
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# WEST VIRGINIA

From the Desk of Governor Jim Justice

As governor of this great state, promoting tourism is one of my very favorite projects. We're a state with four beautiful seasons, unmatched outdoor recreation and the friendliest folks you'll ever meet. Who wouldn't want to come here?

Cathy and I were raised here, we chose to raise our family here, and now we're blessed to see our grandson grow up here among these West Virginia hills. We love this state and are so proud to call it home.

I've always believed in West Virginia's potential to become a world-class tourism destination. But, before I came in the door, we kept holding ourselves back in a lot of ways by not telling our story. But that's changing, and our numbers are showing it.

West Virginia's economy is improving. Our tourism numbers are up, tax collections are through the roof, and our unemployment rates have fallen dramatically. I know we've still got people who are hurting, but our state is really on the move.

No matter who you are or where you're from, West Virginia is one of those kinds of places where, as soon as you lay your eyes on our incredible lands and breathe in our mountain air, it instantly starts feeling like home. A part of your soul is forever tied to this magical place, and it always brings you back.

This summer, I challenge you to visit the places you've been visiting since you were a kid, but also add in a few new stops. We live in a state that's just unbelievably beautiful and there's so much to explore.

You've heard me say this time and time again, but you're not really a fan unless you're not proud of your own pond. So, this summer, get outside and explore it. Show others about this paradise we call home.

*almost heaven*





James C. Justice, II was elected the 36th governor of West Virginia in November 2016. Prior to this role, he was the President and Chief Executive Officer of over 100 different companies, including coal mines, farms, timber operations, golf courses and more. In 2009, Justice rescued The Greenbrier resort in White Sulphur Springs, West Virginia, from bankruptcy and invested in multiple renovations and expansions. He was named a "Distinguished West Virginian" in 2010 by former West Virginia Governor Joe Manchin and "West Virginian of the Year" by the Charleston Gazette-Mail (2009) and Clarksburg Exponent Telegram (2014 and 2016). As governor, he wants to do everything possible to put West Virginia in a positive light.