

SENATOR LANDIS: I want to briefly make a point on this because even though we are trying to relate, there is a big difference between a fee that is basically a sale, and a fee designed to cover costs. If you think about a prestige plate, what we are doing is selling something. We are not selling the right to ride on a road because that's a...that's a license plate. What we are selling is this power of a message, and we attach a fee in the marketplace and test the waters as to who will buy the right to use a four or five little letter message on their license plate. It is not the same thing as a fee for a license plate which is what you get to get on the road. This is a silly little thing that government has invented to sell people and make money, and Senator Chambers raises the point, what pricing structure do you put on your product that will get you the most return. The difficulty with his argument is he has no more idea than the man in the moon what his return will be, which is why I oppose his amendment. I think Senator Kristensen has a good idea. If we are selling this product, why don't we think about what will get us the best return because that's what we are doing. By the way, oh, and quite right, he calls this a revenue plate rather than a message plate. This is a revenue plate. We make money. We sell this. What the right price is to get us the best return, we don't know but Senator Chambers doesn't either. So all of his amendments have been as nonsensical as any of the arguments he has been making. On the other hand, maybe a little analysis, since this is something we sell, as to what the best price to get us the best return ought to be done by Select File.

SPEAKER BAACK: Thank you, Senator Landis. Senator Horgan.

SENATOR HORGAN: Thank you, Mr. Speaker and members. I just for a little bit of clarification went outside and talked to the department about it and they are jumping up and down and saying, no, obviously, nobody in here knows what they are talking about. The cost of the plate is \$1.50, the registration is 17.50, so then you pay 19 and then we are going to move that up a buck so it will be 20. And they say out there, Senator Chambers, if you want to add it, make it 24, they would support that because that is a good price in comparison to other states in what they are selling their prestige plates at, or message plates, or revenue plates, or whatever we call them. They would go with 24, and I'll support that. I'll cosign the amendment with you. They want to go to 24, that would be fine with them, and they do want the body to know, I guess, that Nebraska has the highest cost of