

a plate in the country and we sell the fewest per capita. Those states that have a lower cost better, and some states are in the teens, other states in the twenties, those that have the lower cost sell more per capita. We have the highest price and we sell the fewest per capita. Now Senator Chambers is right to argue that this may or may not be something good for state government to be in, and whether or not we ought to be doing this, encouraging people to do this, but simply from, as Senator Landis says, a marketing standpoint, something you want to do, Senator Chambers is probably on a hot idea to get this marketed out to a lot more people and \$24 is probably a good price and if he wants to offer that on Select File, there is probably a lot of good support for it. But I think it is important to know that the department wants people to know that the price of the plate, itself, that we charge is a buck, fifty. Thank you.

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

SENATOR BEUTLER: This doesn't seem to be an evening where you have to be altogether relevant, so I just wanted to throw in my idea, and I want to see us do some kind of study with some kind of video plate that flashes on and off and you could have your number or your prestige message, and then it could say...you could put things up on it like "Road Hog" or "Move Over" or "Hurry Up". You know, I think we should get a little more innovative with what we are doing altogether in this matter, try and be creative.

SPEAKER BAACK: Thank you, Senator Beutler. Senator Vrtiska.

SENATOR VRTISKA: Mr. Speaker, I just wish that Senator Janssen was here because I think, understanding marketing strategy, 23.99 would be a much better price. Thank you.

SPEAKER BAACK: Thank you, Senator Vrtiska. Senator Avery.

SENATOR AVERY: Mr. President, members, listening to all this, I am not sure if I'm actually...it just so happens that last Monday I spent about two hours with the Sarpy County Treasurer and he has some concerns about these plates. When you have a prestige plate or a fee plate or a tax plate, whatever you want to call it, for those people that have to handle those, it is a nightmare, because they have to sort them out. Everyone is different. How do you put them in any logical order to do it, to take care of it. So I think if each and every one of you'd