

export type business and learned a little bit about it. One of the things I think that is extremely important and that Senator Johnson has hit on his bill is the idea, or two ideas; one is that it's necessary for government to be involved in these projects because when private enterprise does it alone, for example, I think US West had a project for a year or a couple of years to interest Nebraska businesses in telecommunications or related fields to get into the European market. The problem with that project was that at the end of about a year and a half it was determined by upper management that, boy, this isn't moving fast enough, it's not profitable enough for our company, therefore, we're going to discontinue it. That is not necessarily a criticism of US West except that it indicates that those kinds of projects are not sustainable. Government does have a sustaining presence when it gets involved in projects like this. My experience in Germany, especially in Switzerland and in Liechtenstein was that it takes a long time to make a deal or a contract with a foreign importer. It takes a long time. You first have to go through the process of getting to know that person, getting to know that person's company, needs, desires and wants for American products and American goods and that takes some time and that cannot be done, and I think Senator Coordsen brings up some good points about cost, but that cannot really be done from Lincoln. It has got to be done there in the field, and the time, it takes time to do it. One of the other points that was important, and that's why this has to be an ongoing commitment. This can't be something that is just done one time and then we discontinue the program. The other point, and that is trade shows. Trade shows are, quite frankly, of marginal help when it comes to actually selling products. They are a cheaper way of getting products out into the European or Asian market and there are trade shows in both Asia and in Europe, but the problem is once you identify potential buyers through trade shows, you have to follow up with those potential buyers and that has to be done, unless it's a ConAgra as Senator Johnson rightly states, that has a presence there already. If we're trying to motivate middle-sized, medium-sized businesses to do business in these markets, someone has to follow up with those contacts that are made in the trade shows or in other ways. For example, in Germany, and I can't remember exactly the number, but I know there are two or three major grocery chains in Germany that have over 1,000 or 1,500 groceries stores under the common ownership of one company. Small town grocery stores in Germany tend to be parts of large chains. If you can make the contacts with the heads of those companies in Germany, for