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example in Omaha of one of these public-private partnerships that has resulted in a research institute, and that's the Kiewit Institute in Omaha, but we have a lot more potential because of the location and the activities with research at the university of Lincoln, at the Med Center, at UNO, and so there are other opportunities for a continuing integration of those kinds of higher education activities. And maybe we could make our third point UNK and be a fairly big triangle. The third issue is that meaningful regional approaches target the industries that they think that they want to develop, and we have had some studies that talk about the areas that Nebraska is best positioned for, building on our strengths, and those areas are ag...value-added agriculture; banking and insurance; information technology, and that's building a lot of Offutt and the kind of individuals that we have developed through Offutt; and biotechnology, which is a lot of our success in biotechnology has come as a result of our agricultural background. And so being able to target those kinds of things, and I've had conversations with Senator Raikes about where we might move to in this regard, if you had a targeting within a region of certain kinds of industries you might be able to have a different tier in our economic development incentive that would be...that could be directed. So eventually, we would need to talk about what are the incentives, and I don't mean just in economic development sense, but any of the incentives that the state could offer to...for real regional coordination, but that's a little bit down the road. The fourth issue is that...

SENATOR CUDABACK: One minute.

SENATOR BROWN: ...good regions build on the regional characteristics of the area, the physical, the political, the cultural, and take the unique aspects, in this case of Omaha, of Lincoln, of the more rural area along the interstate in-between, of the Mahoney interchange, and keep those unique aspects but do it in a way that...market it in a way that is more joint. And then the final one is that good regional coordination allows us to interact better on the...with the federal authorities. So one part of this bill is the establishment of the eastern Nebraska opportunity zone, because, quite frankly, it's the area that I know the most about. But I also know that there are a