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following way: A decision must be taken at this point--if you decide A, it will be something that will benefit the public, but it may either reduce profits or eliminate them altogether at this point; on the other hand, if you take direction B, you will increase profits, but the public will be harmed--the investors are going to say, take course B. So what would this equate to? If you have an investor-owned operation, where money is the driving force and the only driving force, that operation may go off into other areas which look more lucrative. And if they are wise, or lucky, and make decisions that pay off, their profits are not going to be diminished, but rather, they will increase, and at worst, as they would figure it, at least make it a wash--break even. But if they make a bad decision and they lose money, then their main operation is going to be crippled. The money that that operation was bringing in could support and sustain that operation and provide profit. But when you dip into that bucket of money and take it someplace else, and it fails, and even draws some more money out of that bucket with it, in other words, creates debt against the money in the bucket, then you have doubly lost. The branch that you went into failed, so that money is gone. But it drew additional money out of the bucket, so you lost there also. What is to be done? As soon as possible, find a way to recoup that loss. You cannot make it in this branch you went over into. So, in order not to send good money after bad, to try to cut your losses, you say, if I've got anything over in this branch area that's worth something, I'm going to unload it on whoever will give me some money for it, and I can use that money to at least liquidate the debt created in that branch. And if I realize enough when I unload this, that I'm selling out of the branch area, I may be able to retire some of the debt in the original bucket, in other words, put a little money back in that bucket. If I can't do that, then I've got to focus on this main operation. And if it's a service that I'm selling, I am fortunate if the ones to whom I'm selling that service have come to rely on me and they don't have an easy way out. So I will simply charge them more for the service, and I will charge all the traffic will bear. I will try, in the meantime, to get some of my friends to help prepare the way, and make a tighter likelihood of my gaining something, by ensuring that in this area where my bucket of money is operating, I will be assured of an opportunity to soak