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Cabela's is building across the country, and I actually printed off a map to look at some of those locations. And I think what he's talking about here and what the question really is, when Cabela's is going to build in Nebraska. I don't think it's a question of "if," I think it's a question of "when." If you look at their growth pattern, and their business volume, you see that they're gaining by one or two stores a year, and they are currently in negotiations with Wheatridge, Colorado; Gonzales, Louisiana; Reno, Nevada; and East Rutherford, New Jersey; and so a company that size actually has to be very careful that they don't bite off more than they can actually deliver on, because their company name and reputation is at stake. So I think it's very important that they have the wherewithal to support every effort when they open a new store. And so the question is when and whether or not Nebraska is patient enough to wait for them to get to the point where their business model says we should go to Nebraska in the Douglas County/Sarpy County metropolitan area where there's a population base to support a store of this kind. It's like the Starbucks model. Pretty soon they're on every corner, and so eventually they'll come. But does Nebraska gain if they come here sooner, get in the queue ahead of the game for other states? I think that's really what we're talking about here, and whether or not we want to spend a great deal of money, or how much we want to spend in order to hasten that evolution. I'm looking at the map and I'm looking at the fact that Kansas City already has a store open, and so when you're looking at whether or not this is going to be a destination, are we going to get people coming out from Kansas City near...in Kansas or Missouri in that area, coming up here? Well, no. So coming up I-29, a store in Sarpy County is not going to become a destination for those folks. Coming from Wyoming, are we going to become a destination? Well, we have a store in Sidney, so we're already catching the people from Wyoming. If the store goes into Wheatridge, Colorado, are they going to pick off all the Colorado business, so we don't draw the people from Colorado? Well, probably, if that store goes through. There's one in Mitchell, South Dakota. There's one in East Grand Forks, Minnesota, directly north of us, so we've kind of cut off the north route. Really, the only route that I see open to draw is the Iowa business, because there is one in Owatona, Minnesota, and there's one in Prairie du Chien, Wisconsin, and so...Kansas