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Nebraska Businesses Urged to Help Recruit New Business to State

LINCOLN, Neb. (AP) - Nebraska officials are turning to local business leaders in hopes of attracting more companies to the state.

Gov. Dave Heineman said Tuesday that Nebraska can't afford to become complacent when competing for new businesses. His remarks came as he announced an upcoming "Nebraska Diplomats Passport Weekend" to encourage economic development.

The nonprofit Nebraska Diplomats group recruits local business leaders who agree to promote the state in their business travels and to personally reach out to executives from elsewhere. Its members are working in tandem with the Nebraska Department of Economic Development to try to grow the state economy.

Heineman says Nebraska has made good strides in recruiting companies through tax reforms and funding for higher education, but he notes that competition with other states remains fierce.

Associated Press