PROGRAM

Monday, February 1
00 Hospitality Suite

Tuesday, February 2
15 Registration: Coffee
30 Welcome, Robert F. Lanzillotti, Dean, College of Business Administration
35 Session 1: “Implications of Recent Studies for Regulation.”
   Chairperson: Paula Hawkins, PSC Commission
   Speaker: Robert Uhler, Electric Power Research Institute

45 Coffee
00 Session 2: Roundtable on Experience with Pricing and Load Management.
   Chairperson: Bill Bevis, PSC Commission
   Speaker: Edward V. Sherry, Air Products and Chemicals Company, and Chairman, ELCON, “Load Management by Industrial Electricity Customers.”

45 LUNCH
00 Session 3: Regulatory Issues
   Chairperson: W. T. (Billy) Mayo, PSC Commission
   Speaker: John Vogt, Florida State Senator, Chairman of Economics, Community

and Consumer Affairs Committee, “Utility Regulation and the Legislature.”
Speaker: Jay Kennedy, University of South Florida, “Consequences of Mandating Rate Design for Utilities.”

2:30 Session 4: Roundtable on Current Issues and Workshop Preview
   Chairperson: Irwin M. Stelzer, President, National Economic Research Associates, Inc.
   Panelists: Gene Brigham, University of Florida
              Sanford Berg, University of Florida
              Edna Loehman, University of Florida

3:45 Adjournment
5:30 Hospitality Suite

Wednesday, February 3

8:30 Workshops 8:30 - 11:30
1. Rate of Return Issues, Eugene Brigham, University of Florida
   (a) Another Approach to Estimating the Cost of Equity: The Capital Asset Pricing Model
   (b) Quality of Earnings (CWIP; Flow-through vs. Normalization; Capital Structure)
   (c) Methods for Establishing Attrition Allowances

2. Pollution Control Issues, Sanford V. Berg, University of Florida
   (a) Simulation of Cost Effects, (Bob Sullivan, Electrical Engineering, University of Florida, on leave 1975-76 to ERDA, Energy Systems Hydraulics)
   (b) Willingness to Pay Estimates, Edna Loehman, University of Florida, (Co-principal Investigator, SO2 Study)
   (c) Measuring Benefit-Cost Trade-offs, (Lew Perl, NERA)

CURRENT PURC RESEARCH

1. Accounting for Construction Work in Progress: Put CWIP in the Rate Base or Capitalize AFDC?


5. The Effect of Inflation on the Cost of Capital.


8. Vertical Integration and Regulation

9. Competition in Telecommunications

REGISTRATION INFORMATION

Assessment Fee: $50. Please make checks payable to University of Florida Foundation - PURC. Mail to:

PUBLIC UTILITY RESEARCH CENTER
COLLEGE OF BUSINESS ADMINISTRATION
UNIVERSITY OF FLORIDA
GAINESVILLE, FLORIDA 32611
About the PUBLIC UTILITY RESEARCH CENTER

The Public Utility Research Center (PURC) was established in the spring of 1971 with sponsorship from the following organizations:

FLORIDA PUBLIC SERVICE COMMISSION
GULF POWER COMPANY
FLORIDA POWER CORPORATION
FLORIDA POWER & LIGHT COMPANY
TAMPA ELECTRIC COMPANY
FLORIDA GAS COMPANY
GENERAL TELEPHONE COMPANY
SOUTHERN BELL TELEPHONE & TELEGRAPH
FLORIDA MUNICIPAL UTILITIES ASSOCIATION

Members of those organizations, together with representatives of the Florida Electric Cooperatives Association and the Florida Legislature, have provided PURC with guidance and counsel, and serve on its Executive Committee.

PURC's principal goals and objectives are as follows:
1. To increase student and faculty awareness of the utility industry and its problems.
2. To train students for employment by utility companies or regulatory agencies.
3. To undertake research designed to help solve problems faced by the energy and communication industries.

PURC seeks to accomplish these goals by providing student fellowships and assistantships; supporting faculty research; holding conferences and seminars to discuss both major policy issues and current faculty research; and serving as a contact point between business, government, and the academic community.