PROGRAM

TUESDAY, JANUARY 29

EVENING

6:30-8:00 Informal reception and cocktail party at the residence of Dean and Mrs. Robert Lanzillotti (2135 N.W. 28th St.) for all those attending the Conference. Transportation available from Hilton and Reitz Union.

WEDNESDAY, JANUARY 30

Reitz Union Ballroom - Second floor. Transportation available from Hilton Hotel.

MORNING

8:00-8:30 Registration. Coffee and Continental Breakfast.

8:30-8:35 Welcome: Dean Robert F. Lanzillotti, College of Business Administration, University of Florida.

1. Herman Roseman, Sr. V.P. (NERA): "Capital Demands of the Utilities Industry."

10:30-11:00 Discussion, followed by coffee break.

11:00-12:15 Session 2: Pricing Issues in Telecommunications.
Chairperson: Commissioner John R. Marks, III (Florida PSC)
1. Gerald Faulhaber, Director of Service Costs (AT&T): Regulation and Market Structure in Telecommunications."

12:15-1:15 LUNCH - Room 235 (Ballroom).

AFTERNOON

1:15-3:45 Session 3: Regulating Utilities: Institutions in Conflict. Chairperson: Commissioner Gerald L. Gunter (Florida PSC)
4. Robert T. Mann (Chairman, Florida PSC): "After Sunset: Sun- rise or Darkness."

5:30-7:30 Gator Suite - Room 333 Hilton Hotel.
CURRENT PURC RESEARCH

1. Rate Structures
2. The Regulatory Process
3. Economic Impact of Environmental Controls
4. Vertical Integration and Competition
5. Demand, System Reliability, and Capacity Expansion
6. Cost of Capital and Fair Rates of Return
7. Capital Requirements
8. Accounting Issues (Tax Depreciation, CWIP)
9. Municipal Utility Financing
10. Dividend Policy
11. Investment Expenditure Analysis
12. Capital Structure Decisions

PUBLIC UTILITY RESEARCH CENTER

The Public Utility Research Center (PURC) was established in the spring of 1971 and is currently sponsored by the following organizations:

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

Members of these 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 and 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.

PURC

Utility Regulation and Management for the 1980's

January 30, 1980
J. Wayne Reitz Union - Ballroom
University of Florida

Final Program

Public Utility Research Center
College of Business Administration
University of Florida
Gainesville, Florida 32611