PROGRAM

TUESDAY, FEBRUARY 3

EVENING
6:30-8:30  Informal reception and Cocktail Party at the residence of Dean Robert Lanzillotti (2135 N.W. 28th St.) for all those attending the Conference. Transportation available from Hilton and Reitz Union upon request.

WEDNESDAY, FEBRUARY 4
Reitz Union Ballroom—Second Floor

MORNING
8:00-8:20  Registration, Coffee and Continental Breakfast
8:20-8:35  Welcome: Dean Robert F. Lanzillotti, College of Business Administration, University of Florida
Welcome: Commissioner Joseph P. Cresse, Chairman, Florida Public Service Commission
8:35-9:50  SESSION I: Conservation and Mandated Standards
Chairperson: Commissioner Gerald L. Gunter (Florida PSC)
Charles J. Cicchetti (University of Wisconsin): “Pros and Cons of Mandated Conservation”
Discusants:
Steve Reynolds (Manager of Rates, Pacific Gas and Electric)
Lex Hester (Director, Governor’s Energy Office)
9:50-10:30  Discussion, followed by coffee break

10:30-12:15  SESSION II: Financial Issues Under Changing Regulatory Conditions
Chairperson: Commissioner Katie Nichols (Florida PSC)
Discusants:
Eugene Meyer (Vice President, Kidder Peabody)
John Bain (Vice President, Salomon Brothers)

12:15-1:15  LUNCH

AFTERNOON
1:15-3:30  SESSION III: Politics of Deregulation
Chairperson: Commissioner John R. Marks, III (Florida PSC)
Charles Curtis (Chairman, Federal Energy Regulatory Commission): “Regulatory Agencies”
Frank Potter (Staff Director, U. S. House Subcommittee on Energy and Power): “Congress and Change”
Irwin M. Stelzer (President, NERA): “Economic Perspectives”
3:30  Adjournment

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
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

GENERAL INFORMATION

LOCATION: All sessions of the Conference will be held at the J. Wayne Reitz Union on the University of Florida Campus. Nearby hotel accommodations are available at the Gainesville Hilton (call 904) 377-4000 or write: Gainesville Hilton, 2900 S. W. 13th Street, Gainesville, FL 32601). Please mention the conference when making reservations since a block of rooms has been reserved. Gainesville is served by Eastern Airlines jets, and several outstanding golf courses are available in the area for those who can mix work with relaxation.

CONFERENCE COORDINATOR: Michael Jacob is the Conference Coordinator. He can be contacted by writing the Public Utility Research Center, College of Business Administration, University of Florida, Gainesville, FL 32611 or by calling (904) 392-6148.

ATTENDANCE BY INVITATION ONLY

REGISTRATION FORM

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

Name ____________________________
Address __________________________

I will be able to attend the PURC Conference. _____
I will be unable to attend the Conference, but keep me informed of developments. _____

PLEASE RESPOND BY JANUARY 28, 1981
SELECTED PUBLICATIONS


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

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.

Issues in Conservation, Finance and Regulation

February 4, 1981
J. Wayne Reitz Union—Ballroom
University of Florida

Final Program

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