PROGRAM

TUESDAY, FEBRUARY 2
2135 NW 28th Street

EVENING
6:30- 8:30 Informal reception and cocktail party at the home of Dean Robert Lanzillotti for all those attending the Conference. Transportation available from Holiday Inn, Hilton, and Reitz Union upon advance notification to PURC.

WEDNESDAY, FEBRUARY 3
Reitz Union, Ballroom—Second Floor

MORNING
8:00- 8:30 Registration. Coffee.
8:30- 8:35 Welcome by Robert F. Lanzillotti, Dean, College of Business, University of Florida.
8:35- 9:35 Paul Henson, Chairman, United Telecommunications, Inc.: “A Managerial Perspective on Telecommunications Issues.”
Discussant: Charles Scholke, Vice President, Smith Barney Harris Upham & Co.
9:35-10:00 Open Discussion.
10:00-10:15 Coffee.
Discussant: Peter Manus, Vice President, New England Telephone and Telegraph.
11:15-11:45 Open Discussion.
11:45- 1:00 Lunch.

AFTERNOON
1:00- 1:30 Judith Greenman, Senior Consultant, National Economic Research Associates, Inc: “Diversification and Deregulation—Complements or Substitutes.”
1:30- 2:00 Terry Ferrar, Vice President of Economics, Edison Electric Institute: “Utility Perspectives on Diversification.”
2:00- 2:30 Open Discussion and Short Break.
2:30- 3:30 Michael Rosenzweig, Technical Advisor to Commissioner Hughes, Federal Energy Regulatory Commission, will lead a roundtable discussion on “Regulatory Priorities” with the Florida Public Service Commissioners:
Joseph Cresse
Gerald Gunter
Susan Leister
John Marks, III
Katie Nichols
3:30 Adjournment
3:45- 5:30 Reitz Union Rooms 355 and 356 Technical Workshop—Financial Accounting Standards Board.
Paul LaPage, Project Director, FASB: “Proposed Rules for Public Utility Accounting.”
Discussant: R. Abdel-Khalik, Director, Center for Accounting Research, University of Florida.

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. Capital Requirements
7. Accounting for Construction Work in Progress
8. Investment Expenditure Analysis
9. Capital Structure Decisions
10. Deregulation and Diversification
11. Methods of Estimating the Cost of Equity
12. Estimating the Cost of Capital for Subsidiaries of Holding Companies

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 University Holiday Inn (904-376-1661), and Gainesville Hilton (904-377-4000). Please mention the Conference when making reservations. Gainesville is served by Eastern and Air Florida airlines, and there are several excellent golf courses in the area.

ATTENDANCE: A registration fee of $100 goes toward Conference overhead. The registration fee is waived for individuals from sponsoring organizations. Please make checks payable to the University of Florida Division of Continuing Education. Pre-registration is necessary. Kindly respond by January 19, 1982.

COORDINATOR: Sandra Kirs is the Conference Coordinator. She can be contacted by writing the Public Utility Research Center, College of Business Administration, University of Florida, Gainesville, FL 32611, or by calling (904) 392-5841 or (904) 392-6148.

REGISTRATION FORM

Make Check payable to: University of Florida (Division of Continuing Education)

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

Please reserve ______ place(s) for me at the 1982 Annual Conference. Enclosed is my check for $______$100 per person) which covers Conference Overhead.

Name: __________________________
Address: _______________________

PLEASE RESPOND BY JANUARY 19, 1982.
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
PEOPLES GAS SYSTEM, INC.
SEMINOLE ELECTRIC COOPERATIVE, INC.
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.

PURC

Regulation, Diversification, and Deregulation

Annual Conference
February 3, 1982
J. Wayne Reitz Union—Ballroom
University of Florida

Program

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