CONFERENCE THEME:

Regulators and utility executives are interested in streamlining the regulatory process. The resources going into rate hearings increase yearly as detailed, formal presentations divert attention of regulators and management away from longer term issues. Both groups seek innovative approaches which would improve regulatory and managerial accountability, incentives for cost minimization, and hearings procedures that would facilitate timely decisions. The Conference begins with a 1983 "state of the art" roundtable featuring the Florida Public Service Commissioners. Time has been set aside for discussion and feedback at this and other sessions of the day.

Other featured speakers at this year’s Conference will address a number of current issues, beginning with devices for dealing with inflation, such as input price indices and automatic adjustment clauses. Consumer advisory panels and pre-rate filling meetings will also be considered. The impact of current financial conditions on the industry is the last topic to be considered in the morning sessions.

In the afternoon, the sessions will focus on the energy and telecommunications industries. Both fields raise complex problems for decision makers. Rate structure and sources of revenue are common issues, with conservation being particularly important for energy utilities and deregulation being of special concern to telephone companies. Both industries face technological opportunities that may require substantial new investments. How regulators structure incentives will be a major factor affecting the performance of those industries. We hope the Conference can stimulate careful thinking toward the resolution of issues that face regulators, companies, and the customers they serve.

Sanford V. Berg
Conference Chairman

TUESDAY, FEBRUARY 1

EVENING
6:30-8:30 Reception
Hospitality Suite, Gainesville Hilton

WEDNESDAY, FEBRUARY 2

MORNING
8:00-8:30 Registration, Coffee
8:30-8:40 Welcome, Dean Robert F. Lanzillotti

SESSIONS

Session I
Views from the Florida Public Service Commission
8:40-9:30 Joseph P. Cresse
Gerald L. Gunter
Susan Leisner
John R. Marks, III
Katie Nichols

9:30-10:00 Discussion
10:00-10:20 Coffee

Session II
Innovations in the Regulatory Process
10:20-11:00 John Bryson, Commissioner, California Public Utilities Commission, "Reflections on State Utility Regulation"

11:00-11:40 Mark D. Luttig, Vice President, Salomon Brothers, "How the Financial Community Evaluates Companies and Commissions"

11:40-12:00 Discussion
12:00-1:00 Luncheon

Presentation, Southern Business Administration Award for an Innovative Program Involving Cooperation between the University and the Business Community, to Eugene Brigham and Sanford Berg

Session III
Energy Pricing and Investment—Long Run Impacts
1:00-1:40 Robert W. Scherer, Chairman of the Board and CEO, Georgia Power Company, "Regulatory Incentives and Managerial Decision-Making"

1:40-2:00 Discussion
2:00-2:10 Break

Session IV
Telecommunications--Markets in Transition

2:50-3:30 Nina Cornell, cornell, Pelcovits & Brenner, Economists, Inc., "Procedures after the Day of (Modified) Final Judgement"

3:30-3:50 Discussion

RECENT PURC RESEARCH
1. Rate Structures
2. The Regulatory Process
3. Economic Impact of Environmental Controls
4. Vertical Integration and Environmental 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 Gainesville Hilton, two miles south of the University, where accommodations are also available. Please mention the PURC Conference when making reservations at the Hilton (904 377-4000). In addition, accommodations are available at the University Holiday Inn (904 376-1661) which is about a five minute drive from the Hilton. Gainesville is served by Eastern Airlines, and there are several golf courses in the area for those who are interested.

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 to allow us to plan for the luncheon. Kindly respond by January 26, 1983.

INQUIRIES Sandra Kirks is the Conference Coordinator and can be contacted by writing to PURC, College of Business Administration, University of Florida, Gainesville, FL 32611, or by calling 904 392-5234 or 392-6148.
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

PUBLIC UTILITY RESEARCH CENTER CENTER

Members of these organizations, together with representatives of the Florida Electric Power 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.

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 1983 Annual Conference. Enclosed is my check for $ ____ ($100 per person) which covers Conference overhead.

Name:
Company:
Address:
Phone:

_______ I am planning to attend the reception on Tuesday evening.

PLEASE RESPOND NO LATER THAN JANUARY 26, 1983

STREAMLINING THE REGULATORY PROCESS

Annual Conference
February 2, 1983
Gainesville Hilton
3900 South West 13 Street
Gainesville, Florida

PROGRAM

Eugene F. Brigham
Director
Sanford V. Berg
Executive Director