THURSDAY, MARCH 7

EVENING
6:00-8:00  Informal reception, Ballroom
University Centre Hotel
1535 S.W. Archer Road

FRIDAY, MARCH 8
REITZ UNION BALLROOM
SECOND FLOOR

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

Session I

VIEWS FROM THE PUBLIC SERVICE COMMISSION

8:40-9:30  John R. Marks, III, Chairman, "Views from the Chairman"

Susan Leisner, "Pending Issues in Telecommunications Deregulation"

Katie Nichols, "Regulatory Approaches to Benchmarks and Incentives"

Gerald L. Gunter, "The Environment as a Regulatory Issue"

Joseph P. Crosse, "If It's Broke, Fix It"

9:30-10:00  Discussion

10:00-10:20  Coffee

Session II

CAPITAL MARKET DEVELOPMENTS

10:20-11:00  Lyle Gramley, Governor, Federal Reserve Board, "The Economy and Monetary Policy"

11:00-11:10  Discussion

CHANGING POLICIES TOWARDS REGULATED INDUSTRIES


11:50-12:00  Discussion

12:00-1:00  Luncheon

AFTERNOON

Session III

ISSUES IN TELECOMMUNICATIONS AND ENERGY

1:00-1:40  Paul L. Joskow, Professor of Economics, Massachusetts Institute of Technology, "Introducing Efficiency Incentives into the Regulatory Process"

1:40-2:00  Discussion

2:00-2:40  Grant P. Thompson, Senior Associate, The Conservation Foundation, "Electricity Prices, Conservation, and R&D Priorities"

2:40-3:00  Discussion

3:00-3:15  Jules Joskow, Executive Vice President, National Economic Research Associates, "The Regulatory Mosaic: Tying the Threads Together"

3:15-3:30  Concluding Discussion

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:

ALLTEL Florida, Inc.
American Telephone and Telegraph Company
Florida Municipal Utilities Association
Florida Power Corporation
Florida Power and Light Company
Florida Public Service Commission
General Telephone Company of Florida
Gulf Power Company
Peoples Gas System, Inc.
Seminole Electric Cooperative
Southern Bell Telephone Company
Tampa Electric Company
United Telephone System, Florida Group

Members of these organizations, together with the Florida Public Counsel, representatives of the University of Florida, and National Economic Research Associates, provide guidance and assistance through service on the PURC Executive Board.

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 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.
GENERAL INFORMATION

LOCATION All sessions of the Conference will be held at the J. Wayne Reitz Union on the University of Florida Campus. This year, hotel accommodations are available at the new University Centre Hotel which is located just off 13th Street on SW Archer Road across from Shands Teaching Hospital. Please call 904-371-3333 or write University Centre Hotel, 1535 SW Archer Road, Gainesville, FL 32608, for reservations. Please mention the Conference when making your reservations and be sure to make your reservations as early as possible. Gainesville is served by Eastern Airlines, and several outstanding golf courses are available 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 February 20, 1985.

EDUCATIONAL CREDIT The material presented at the Conference qualifies for continuing education credit for Florida CPAs.

INQUIRIES Martin Grace 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.

REGISTRATION FORM

Please 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 1985 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 Thursday evening.

PLEASE RESPOND NO LATER THAN FEBRUARY 20, 1985.

RECENT PUBLICATIONS AND REPORTS


Berg, Sanford V., Friedman, P. and Duncan, J., Joint Venture Strategy and Corporate Innovation (Cambridge, Mass: O & H, 1982).


PUBLIC UTILITY RESEARCH CENTER

NATIONAL PROBLEMS AND STATE REGULATION

March 8, 1985
J. Wayne Reitz Union Ballroom
University of Florida

PROGRAM

Public Utility Research Center
College of Business Administration
University of Florida
Gainesville, FL 32611
904-392-6148

Eugene F. Brigham
Director
Sanford V. Berg
Executive Director