1986 PURC Conference
Regulation in Transition: the Technology Factor

February 14
University Centre Hotel

We try to have a Conference theme that helps utility regulators and executives gain fresh perspectives on current problems and lets them peer over the horizon in anticipation of future issues. This year, we focus on how the pace and pattern of technological innovation affect cost of service and the risks associated with new investments. Ultimately, managers determine the level and mix of research and development expenditures; however, regulators establish incentive structures and complementary pricing policies that influence the rate at which new technologies are adopted by utilities. Electricity cogeneration, new bulk power policies, and telecommunications bypass illustrate the kinds of challenges facing both executives and regulators. We hope your participation in this Conference will contribute to thoughtful decision-making throughout the regulatory process.

Sanford V. Berg

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THURSDAY, FEBRUARY 13

EVENING
6:00-8:00 Informal Reception
University Centre Hotel
Centre Court, Upper Level

FRIDAY, FEBRUARY 14

MORNING
8:00-8:30 Registration and Continental Breakfast
Ballroom, University Centre Hotel

8:30-8:40 Welcome,
Dean Robert F. Lanzillotti

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Session I
VIEWS FROM THE PUBLIC SERVICE COMMISSION
8:40-9:30 John R. Marks, III, Chairman, "Views from the Chairman"
Gerald L. Gunter, "Utility R&D"
Michael Wilson, "Power Plant Planning"
Katie Nichols, "Be Prepared (Statewide vs. Company-by-Company Decisions)"
Tom Herndon, "Views from the New Commissioner on the Street"
9:30-9:50 Discussion
9:50-10:10 Coffee

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Session II
CURRENT ISSUES IN AN HISTORICAL PERSPECTIVE
10:10-10:50 Nathan Rosenberg, Professor of Economics, Stanford University, "The Disruptiveness of Technological Innovation"
10:50-11:20 Roundtable Discussion
Wayne Brunetti, Group Vice President, FPL
William E. Starkey, President, General Telephone Company of Florida.
John Brabson, President, Peoples Gas System, Inc.

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Session III
ENCOURAGING AND ABSORBING TECHNOLOGICAL CHANGE
11:20-12:00 Gary Handler, Vice President of Network Planning, Bellcore, "Impact of New Technology on Telecommunications"
12:00-1:00 Luncheon
University Centre Hotel
Fiddler's Greenside

AFTERNOON
Session III Continued
1:00-1:40 Robert A. Leone, Lecturer in Public Policy, Harvard University, "Strategic Management of Innovation in the Electric Utility Industry"
1:40-1:50 Discussion

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Session IV
REGULATORY RESPONSES TO COMPETITIVE PRESSURES
1:50-2:30 John Bain, Vice President, Shearson-Lehman, "Telecommunications Bypass and Business Risk"
2:30-3:10 Jan Paul Acton, Senior Economist, The Rand Corp, "Bulk Power Deregulation: Should it Spread?"
3:10-3:30 Concluding Discussion
GENERAL INFORMATION

LOCATION All sessions of the Conference will be held at the 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, 1536 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 Delta and 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 1, 1986.

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, Florida 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 _______ space(s) for me at the 1986 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 1, 1986

RECENT PUBLICATIONS


PUBLIC UTILITY RESEARCH CENTER

REGULATION IN TRANSITION: THE TECHNOLOGY FACTOR

February 14, 1986
University Centre Hotel
Gainesville, Florida

PROGRAM

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

Eugene F. Brigham
Director
Sanford V. Berg
Executive Director