PURC Conference 1989

BEYOND TRADITIONAL REGULATION: IMPLICATIONS FOR REGULATORS AND MANAGERS

February 2-3, 1989
Gainesville Hilton Hotel

The Public Utility Research Center’s Annual Conferences bring together utility executives and regulators, enabling participants to exchange ideas and perspectives. Last year we focused on partial regulation and managed markets. As we look towards the 1990s, we continue to consider the strengths and limitations of traditional regulation, particularly in the context of new services, competitive offerings, and appropriate regulatory oversight. We hope that your involvement in this conference will contribute to thoughtful decision-making throughout the regulatory process.

Sanford V. Berg

Thursday, February 2

12:30 - 1:30 Registration and Refreshments
1:30 - 1:45 Welcoming Remarks

Presentation of PURC Distinguished Service Award to C. W. "Mac" McKee, Executive Vice President and Chief Financial Officer, Florida Progress Corporation, and a "PURC Founding Father"

Session I

Regulatory Roundtable

1:45 - 3:00 Views from the Public Service Commission

Michael Wilson, Chairman
Thomas M. Beard
Betty Easley
Gerald L. Gunter
John T. Herndon

3:00 - 3:15 Discussion
3:15 - 3:30 Break and Refreshments

Session II

Beyond Traditional Regulation

Presentation of PURC Distinguished Service Award to Alfred E. Kahn, Julius Thorne Professor of Political Economy, Cornell University and Special Consultant to National Economic Research Associates

3:30 - 4:30 Alfred E. Kahn, "Regulation: Looking Back and Looking Forward"

4:30 - 5:00 Discussion

5:30 - 7:00 Informal Reception, Salon E, Hilton Hotel

Friday, February 3

Session III

Incentives to Reduce or Expand Demand

8:00 - 8:30 Continental Breakfast

8:30 - 10:00 Alan Thomas, Executive VP, Regulation & External Affairs, Southern Bell, "Capacity and Pricing Decisions for New Telecommunications Services"

Ernest Ellingson, Vice President, Marketing Services, Georgia Power Company, "Can Electricity Pricing Offer Incentives for Conservation?"

10:00 - 10:15 Break and Refreshments

Session IV

The Political Economy of Regulation

10:15 - 12:00 John Mayo, Associate Professor of Economics, University of Tennessee, "Expectations and Realizations of Post-Divestiture Telecommunications Policy"

Douglas N. Jones, Director, National Regulatory Research Institute, "Establishing Priorities in the Regulatory Process"

Jack Shreve, Florida Public Counsel, "Citizen Involvement in Regulatory Decisions"
RECENT PURC PUBLICATIONS


Berg, Sanford V., and John Tschirhart, "Factors Affecting the Desirability of Traditional Regulation," Award winning paper at the Eighth Annual Southeastern Regional Public Utilities Conference, August 1988.


Brigham, Eugene F., and Dana Aberwald, "Recommendations for Setting a Utility's Fair Rate of Return," Award winning paper at the Eighth Annual Southeastern Regional Public Utilities Conference, August 1988.


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FINAL 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