PURC Conference 1990
REGULATORY INITIATIVES AND COMPETITIVE RESPONSES IN THE NEW DECADE

Thursday, February 1
J. Wayne Reitz Union, Auditorium, 2nd Floor

11:30-1:00 MBA Luncheon -- Utility Summer Internships (by invitation)
12:00-1:15 Shuttle Service from Hilton to Campus
12:00-1:30 Registration -- Reitz Union, West Gallery, 2nd Floor
1:30-1:45 Jack Kramer, College of Business, Interim Dean, "Welcoming Remarks"

Presentation of PURC Distinguished Service Award to
Richard S. Bower, Professor of Business Economics,
Amos Tuck School of Business, Dartmouth College

Session 1 -- Issues Facing Capital Intensive Industries

1:45-2:15 Richard S. Bower, Dartmouth College, "Capital Recovery, Competition,
and New Technologies"
2:15-2:30 Discussion

Session 2 -- Regulatory Issues

2:30-3:00 David Denslow, University of Florida, "Florida's Growth and Florida's
Energy/Telecommunications Infrastructure"
3:00-3:30 Greg Enhholm, Salomon Brothers, Inc., "Evaluating the Regulatory
Environment: the Investor Perspective"
3:30-3:45 Break and Refreshments, West Gallery, 2nd Floor
3:45-4:00 Michael Wilson, FPSC Chairman, "Regulatory Issues in the 1990's"
4:00-4:45 Commission Views on Regulatory Issues: A Panel Discussion
Thomas M. Beard, Betty Easley, Gerald L. Gunter,
John T. Herndon, and Michael Wilson
4:45-5:00 Open Discussion
5:00-5:30 Shuttle Service to Hilton Hotel
5:30-7:00 Informal Reception, Salon E, Hilton Hotel

Friday, February 2
Hilton Hotel

8:00-8:30 Continental Breakfast, Salon B

Parallel Sessions

Session 3 (Salon A) -- Telecommunications Issues
8:30-10:00 Bruce Greenwald, Bellcore, "Directions for Local Telephone
Companies: Diversify or Focus?"
David Sappington, University of Florida, "Price Caps: Strategic Pricing
and Regulation"
Sanford Berg, University of Florida, "Incentives for Improved Quality
of Service"
10:00-10:30 Discussion
Richard S. Bower, Dartmouth College

Session 4 (Salon C) -- Current Energy Issues
8:30-10:00 Steve George, Putnam, Hayes & Bartlett, Inc., "What It Means to Be
Customer Driven"
Michael Einhorn, Rutgers University, "Incentive Regulation: A
FERC Study"
Mike Rosenzweig, National Economic Research Associates,
"Transmission Economics: Access and Pricing"
10:00-10:30 Discussion
Eugene F. Brigham, University of Florida
Abe Gerber, Rampell & Rampell, P.A.
10:30-10:45 Break and Refreshments, Salon B

Plenary Session 5 (Salon B)
Industry Perspectives: Summaries and Reactions to Industry Sessions
10:45-11:30 Abe Gerber, Rampell & Rampell, P.A., "Overview of Energy Issues"
Richard S. Bower, Dartmouth College, "Overview of Telecommunications Issues"
11:30-11:45 Discussion
RECENT PURC PUBLICATIONS


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.


