REGULATION: THE CHANGING RULES OF THE GAME

Regulators and utility executives at the first PURC Conference in 1974 could not have envisaged the dramatic alterations of the future economic landscape. However, in the following two decades, stakeholders adapted to technological, commercial, and national policy changes. This Annual Conference evaluates the telecommunications and energy industries' evolution, and examines how regulation is likely to develop in the years ahead.

Sanford V. Berg, Florida Public Utilities Professor

THURSDAY, APRIL 28
Gainesville Radisson Hotel

11:30-1:00 pm PURC Executive Committee Luncheon (by invitation)

12:00-1:30 pm Registration and Refreshments

SESSION 1 - Salon B

1:30-1:45 pm Welcome and Presentations

John Kraft, Dean, College of Business Administration

Presentation of Gerald. L. Gunter Distinguished Service Award

Presentation of PURC Distinguished Service Award - Irwin M. Stelzer

1:45-2:30 pm Irwin M. Stelzer, Director of Regulatory Policy Studies, American Enterprise Institute for Public Policy Research, "Regulatory Lessons Learned in the Past Two Decades"

2:30-3:15 pm Thomas Gillett, President, Gillett Lehman and Associates, "New Players, New Partners, and New Rules"

3:15-3:30 pm Break and Refreshments

3:30-4:15 pm Larry Ruff, Managing Director, Putnam, Hayes and Bartlett, "Energy Policymakers: Creating Rules that Reflect Changing Priorities"

4:15-5:15 pm Susan Clark, J. Terry Deason, Julia Johnson, Diane Kiesling, Luis LaRedo, Commissioners, Florida Public Service Commission, Roundtable Discussion on Regulatory Issues

5:30-7:00 pm Reception - Poolside

FRIDAY, APRIL 29
Gainesville Radisson Hotel

7:45-8:30 am Refreshments

PARALLEL SESSIONS

SESSION 2 - Salon C
Current Issues: Energy Efficiency

8:30-9:15 am Edward Kahn, Research Associate, Lawrence Berkeley Laboratories, "Vertical Disintegration: Generation, Transmission, Distribution, and DSM"

9:15-10:00 am J. Stephen Henderson, Assistant Director for Electricity, Federal Energy Regulatory Commission (invited), "Transmission: Future Directions and Opportunities"

PLENARY SESSION - Salon B
Supplier and Consumer Perspectives

10:00-10:15 am Discussion

SESSION 3 - Salon E
Current Issues: Telecommunications

8:30-9:15 am John Bain, CFA, Raymond James and Associates, "Telecommunications: Megabytes, Megabucks, and Megatrends"

9:15-10:00 am Patricia M. McGovern, Senior Associate, DRI/McGraw Hill, "Telecommunications Infrastructure: The Economy and the Public Policy Agenda"

10:00-10:15 am Discussion

SESSION 4 - Salon C
Current Issues: Energy Efficiency

10:30-11:30 am Jack Shreve, Florida Public Counsel, "Consumer Protection via Expanding Choices?"


Donald W. McLeod, Vice President, External Affairs, GTE, "Telecommunications Options for Tomorrow"

Carol Weinhaus, Director, Telecommunications Industry Analysis Project, "A Research Agenda for the 90s" Roundtable Discussion on Recent Developments
CONFERENCE REGISTRATION FORM

Name ____________________________
Title ______________________________
Dept. ______________________________
Organization _______________________
Mailing Address _____________________
Telephone No. _______________________

Name for Nametag ____________________

Registration includes noon refreshments and reception on April 28; breakfast buffet on April 29; all sessions and printed materials.

☐ Complimentary for PURC Sponsors and UF Faculty/Students

☐ $300 Registration Fee for Non-sponsors; amount enclosed ________

Please make checks payable to: UF, Division of Continuing Education

Return completed Registration Form by April 15, 1994 to:
Public Utility Research Center
205 Matherly Building
Attention: Mary Corens
College of Business Administration
University of Florida
Gainesville, FL 32611-2017
(904) 392-6148
(904) 392-7796 FAX

PUBLIC UTILITY RESEARCH CENTER

Eugene F. Brigham, Director

Sanford V. Berg, Executive Director

Founded in 1972, the Public Utility Research Center's mission is to promote teaching, service, and research in the areas of energy, communications, and public utilities. PURC fulfills this mission by:
1) offering a quality program for students;
2) providing a neutral forum for the productive exchange of ideas;
3) sponsoring workshops, seminars, and conferences which bring together representatives from the University, public and private sectors, and regulatory agencies;
4) developing methodologies that improve decision-making in the regulatory process;
5) undertaking specific research that addresses topics in the energy, utilities, and communications industries.

PURC-affiliated researchers in these areas include Eminent Scholars David Sappington and Tracy Lewis.

ACCOMMODATIONS: All sessions will take place at the Gainesville Radisson Hotel (formerly the Hilton Hotel), located at 2900 S.W. 13th Street, Gainesville, FL, 32608. Please book your reservations early and identify yourself as a PURC conference attendee in order to receive the special conference rate of $55 single or double (904)377-4000. This rate will not be guaranteed after March 28, 1994. Shuttle transportation to and from the airport is provided free of charge by the Radisson.

EDUCATIONAL CREDIT: The material presented at the conference qualifies for 7.5 hours of technical business CPE credit for Florida CPAs, and 7 hours of general CLER credit for Florida law practitioners.

INQUIRIES: Please contact Pamela Cuff, Conference Coordinator at PURC, College of Business Administration, University of Florida, Gainesville, FL, 32611-2017; (904)392-6148 or (904)392-7796 FAX.