Utility Regulation and Strategy: The Basics Revisited

This past year has been the busiest since PURC's founding in 1972. Mark Jamison was brought on board as Director of Telecommunications Studies; thereafter, he led a workshop for the Alabama PSC on interconnection issues. PURC also organized three Energy Forums for the Florida Public Service Commission in Tallahassee. Experts provided diverse perspectives on emerging energy market issues in electricity. January 1997, PURC hosted over 70 regulators from 42 countries at the inaugural PURC/World Bank International Training Program on Utility Regulation and Strategy. One lesson for us was that all countries face similar challenges as they try to improve performance in infrastructure industries.

This Annual Conference builds on our experiences of 1996 as speakers translate principles into practice, utilizing basic lessons that can be applied to the energy and telecommunications industries. Core principles regarding incentives, information, and coordination are as relevant today as they were a quarter century ago, but new technologies and changes in public expectations have dramatically altered the economic landscape. We hope that by “going back to the basics,” attendees will gain fresh perspectives on the issues they face.

Sanford V. Berg, Florida Public Utilities Professor

THURSDAY, FEBRUARY 13
University Centre Hotel - 11th Floor

10:00-1:15 pm PURC Executive Committee Meeting and Luncheon (By invitation)
12:00-1:30 pm Registration and Refreshments

PLENARY SESSION
1:30-1:45 pm John Kraft, Dean, Warrington College of Business Administration Welcoming Remarks
Presentation of Gerald L. Gunter Distinguished Service Award

1:45-2:30 pm Jean-Jacques Laffont, Professor of Economics, Institut Universitaire de France “Translating Principles into Practice”

2:30-3:15 pm Andrew Barrett, Managing Director of Edelman’s Global Telemadia Group “Regulation and Deregulation: Lessons Learned from the Trenches”

3:15-3:45 pm Discussion

3:45-4:15 pm Break and Refreshments

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

5:30-7:00 pm Reception - Ground Floor Atrium

FRIDAY, FEBRUARY 14
University Centre Hotel - 11th Floor

7:45-8:30 am Breakfast Refreshments

CONCURRENT SESSIONS

Current Issues: Energy Efficiency

7:45-8:30 am Sanford Berg, Director, Public Utility Research Center, University of Florida “Overview of Florida Energy Policy Forums”

9:15-10:00 am TBA
10:00-10:15 am Discussion

Current Issues: Telecommunications:

8:30-9:15 am Dennis Weisman, Associate Professor of Economics, Kansas State University “Competition and Deregulation Under the Telecommunications Act of 1996”

9:15-10:00 am Larry Cole, Staff Scientist, GTE Labs, Inc. “A Survey of Cost Models in Telecommunications”

10:00-10:15 am Discussion

PLENARY SESSION
10:15-10:30 am Break and Refreshments

10:30-11:30 am Roundtable Discussion

Joseph Richardson, President and Chief Operating Officer, Florida Power Corporation

Harry "Chip" Shooshan III, Principal, Strategic Policy Research, Inc.

Carol Weinhaus, Director, Telecommunications Industries Analysis Project
CONFERENCE REGISTRATION FORM

Name ___________________________
Title ___________________________
Dept. __________________________
Organization ____________________
Mailing Address __________________
Telephone _______________________
Name for Nametag __________________

☐ Complimentary for PURC Sponsors & 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 February 1, 1997 to:

Public Utility Research Center
P.O. Box 117142
Warrington College of Business Administration
University of Florida
Gainesville, FL 32611-7142
(352) 392-6148
FAX(352) 392-7796

PUBLIC UTILITY RESEARCH CENTER
Sanford V. Berg, Director
Eugene F. Brigham, Director Emeritus

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 conferences, seminars, and workshops 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, and Director of Telecommunications Studies Mark Jamison.

ACCOMMODATIONS: All sessions will take place at the University Centre Hotel located at 1535 S.W. Archer Road, Gainesville, FL, 32608; 1-800-824-5637 or 352-371-3333. Shuttle transportation to and from the airport is provided by the hotel if arrangements are made one week in advance.

EDUCATIONAL CREDIT: The material presented at the conference qualifies for 6 hours of technical business CPE credit for Florida CPAs; 6 hours of general CLE credit for Florida law practitioners.

INQUIRIES: Please contact Pamela Cuff, Conference Coordinator at PURC, Warrington College of Business Administration, University of Florida, Gainesville, FL 32611-7142; 352-392-6148 tel or 352-392-7796 fax.