The Role of Regulation in Changing Markets

As PURC begins its fourth decade of service, the 2003 Annual Conference will explore how market imperatives and regulatory policies interact. Regulation changes market behavior by affecting entry conditions, prices, and investment strategies. Conversely, a transformation in market behavior often leads to a redefinition of regulatory responsibilities, including price reviews, incentive frameworks, approaches to engaging a wide array of stakeholders, and methods of evaluating corporate capital structures. The challenge for regulators is to evaluate changes in corporate policies and organizations, and modify regulatory tools to meet new conditions. Regulation changes and is changed by markets.

Sanford V. Berg, Distinguished Service Professor

WEDNESDAY, FEBRUARY 12, 2003
Ground Floor - University of Florida Hotel & Conference Center

12:00–1:30 p.m. Registration and Refreshments

PLENARY SESSION

1:30–2:00 p.m. John Kraft, Dean, Warrington College of Business Administration
Welcoming Remarks

Presentation of Gerald L. Gunter Distinguished Service Award to
James A. Ward

Presentation of PURC Distinguished Service Award to
David Sappington, Lanzillotti-McKethan Eminent Scholar and Director, Public Policy Research Center, University of Florida

2:00–2:45 p.m. David Sappington, "Economics, Politics, and Regulatory Policy Formulation"

2:45–3:30 p.m. Nora Mead Brownell, Commissioner, Federal Energy Regulatory Commission
"Reflections and Predictions"

3:30–3:45 p.m. Discussion

4:00–5:00 p.m. Roundtable Discussion of Regulatory Issues
Lila Jaber and Braulio Baez, Co-chairs
Also invited from the Florida Public Service Commission are: Rudy Bradley, J. Terry Deason, and Charles "Chuck" Davidson

5:15–7:00 p.m. Reception – Ground Floor, University of Florida Hotel & Conference Center

THURSDAY, FEBRUARY 13, 2003
Ground Floor - University of Florida Hotel & Conference Center

7:45–8:30 a.m. Breakfast Refreshments

PLENARY SESSION

10:15–10:30 a.m. Break and Refreshments

10:30–11:30 a.m. Executive Perspectives
Thomas Fanning, President and CEO, Gulf Power Co., and Alan Ciamporcero, Vice-President, Verizon (invited)

Current Issues: Energy

8:30–9:15 a.m. TBA, "Behind Today's Headlines"

9:15–10:00 a.m. Kurt Yeager, President and CEO, Electric Power Research Institute (EPRI)
"Behind Tomorrow's Headlines"

10:00–10:15 a.m. Discussion

Current Issues: Telecommunications

8:30–9:15 a.m. William Lehr, Associate Director, MIT Research Program on Internet and Telecoms Convergence
"Broadband and Competition"


10–10:15 a.m. Discussion

CONCURRENT SESSIONS

Current Issues: Energy

8:30–9:15 a.m. TBA, "Behind Today's Headlines"

9:15–10:00 a.m. Kurt Yeager, President and CEO, Electric Power Research Institute (EPRI)
"Behind Tomorrow's Headlines"

10:00–10:15 a.m. Discussion
CONFERENCE REGISTRATION FORM

Name ____________________________
Title ___________________________
Dept. ___________________________
Organization ______________________
Mailing Address _____________________
Telephone ( ) ____________________
FAX ( ) __________________________
E-mail ___________________________

——— Complimentary for PURC Sponsors & UF Faculty/Students
——— $300 Registration Fee for Non-Sponsors

Please make checks payable to PURC and return completed Registration Form by February 7, 2003 to:
Public Utility Research Center
P.O. Box 117142
Warrington College of Business Administration
University of Florida
Gainesville, FL 32611-7142
Tel. (352) 392-6148
FAX (352) 392-7796
E-mail purcecon@notes.cba.ufl.edu

PUBLIC UTILITY RESEARCH CENTER

Sanford V. Berg, Director

Founded in 1972, the Public Utility Research Center promotes 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 that 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 include Mark Jamison, PURC Executive Director and Director of Telecommunications Studies; Paul Sotkiewicz, Director of Energy Studies; David Sappington, Director, Public Policy Research Center; and Lynne Holt, Policy Analyst.

ACCOMMODATIONS: All sessions will take place at the University of Florida Hotel and Conference Center located at 1714 S.W. 34th Street, Gainesville, FL 32607 (352-371-3600). Individuals should make their own hotel reservations, specifying that they plan to attend the PURC Annual Conference.

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