

**37th Annual PURC Conference
Smart Technology vs. Smart Policy?
Hilton University of Florida Conference Center
Gainesville, FL**

Wednesday, February 3, 2010	
11 a.m. – 4 p.m.	Registration
PLENARY SESSION - CENTURY BALLROOM A	
1:30 p.m.	Welcome Mark A. Jamison Director, PURC, University of Florida John Kraft Dean, Warrington College of Business Administration at UF
1:45 – 3:15 p.m.	<i>Hard Decisions for Regulators, Industry & Consumers</i>
Speakers:	The Honorable David Coen President, National Association of Regulatory Utility Commissioners (NARUC) Roger Noll Professor of Economics, Emeritus, Stanford University
3:15 – 3:30 p.m.	Refreshments Break
CONCURRENT SESSIONS: ENERGY – CENTURY BALLROOM A	
3:30 – 5 p.m.	<i>The Changing Face of Energy Supply</i>
Moderator:	Lynne Holt PURC Policy Analyst
Speakers:	Ben Crisp Director of System Planning and Regulatory Performance, Progress Energy Florida John Wilson Director of Research, Southern Alliance for Clean Energy
TELECOMMUNICATIONS – DOGWOOD ROOM	
3:30 – 5 p.m.	<i>Mapping Florida to the National Broadband Plan</i>
Moderator:	Greg Shafer Public Utilities Supervisor, Special Studies Florida Public Service Commission
Speakers:	David Faulkenberry Deputy Secretary, Florida Dept. of Management Services Larry Strickling (invited) Assistant Secretary for Communications & Information, U.S. Dept. of Commerce
5 – 6:30 p.m.	RECEPTION

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Thursday, February 4, 2010	
8:30 a.m.	Registration/continental breakfast
CONCURRENT SESSIONS: ENERGY – CENTURY B&C	
9 – 10:30 a.m.	<i>Rate Implications of Changing Technologies</i>
Moderator:	Ted Kury PURC Director of Energy Studies
Speakers:	The Honorable Valerie Lemmie Public Utilities Commission of Ohio Hethie Parmesano Senior Vice President, NERA Economic Consulting
TELECOMMUNICATIONS – DOGWOOD ROOM	
9 – 10:30 a.m.	<i>The FCC's Spectrum Plan: Implications for Florida</i>
Discussant:	Will Cox Attorney at Law, Shumaker, Loop & Kendrick, LLP
Speakers:	William Lehr Research Associate, Massachusetts Institute of Technology Mike Pfau Assistant VP-Public Policy, AT&T
10:30 – 10:45 a.m.	Refreshments Break
CONCURRENT SESSIONS: ENERGY – CENTURY B&C	
10:45 – Noon	<i>Smart Grid Implementation</i>
Discussant:	Barry Moline Executive Director, Florida Municipal Electric Association
Speakers:	Ray Gogel President & COO, CURRENT Bentina Terry VP, External Affairs & Corporate Services, Gulf Power Company
WATER – DOGWOOD ROOM	
10:45 – Noon	<i>Florida's Water: Renewable Issues</i>
Moderator:	Sanford Berg PURC Director of Energy Studies
Speakers:	Cynthia Barnett Senior Writer, Florida Trend Magazine Roger Noll Professor of Economics, Emeritus, Stanford University
CONFERENCE LUNCHEON – CENTURY BALLROOM A	
Noon	Award Presentations
	Gerald L. Gunter Distinguished Service Award PURC Distinguished Service Award
1:30 p.m.	Adjourn