

## REGULATORY AND MANAGERIAL STRATEGIES FOR PROMOTING INNOVATION

The Annual PURC Conference provides a forum for addressing policy issues which confront state regulators and utility executives. This year we will focus on decision-making as an art and as a science. One speaker will survey telecommunications policy as an art--through the lens of law and politics (procedures, standing, fairness, special interest groups). Another will look at energy policy in terms of measurement, economic concepts, and dislocating technological and demand changes which require revisions in regulatory policies: regulation as a science will be underscored. Later sessions will identify areas where fundamental economic principles or powerful political forces cannot be ignored, especially with regards to energy conservation strategies and new telecommunications services.

*Sanford V. Berg, Florida Public Utilities Professor*

### AGENDA

#### THURSDAY, APRIL 23

**J. Wayne Reitz Union, Auditorium, 2nd Floor  
University of Florida Campus**

- 11:30- 1:00 pm PURC Executive Committee Luncheon (by invitation)
- 12:00- 1:15 pm Shuttle Service from University Centre Hotel to Reitz Union
- 12:00- 1:30 pm Registration and Refreshments Reitz Union, West Gallery, 2nd Fl.
- 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  
**Harry M. Trebing**

## SESSION 1 Initiatives for Regulatory Reform

- 1:45- 2:30 pm **Harry Trebing**, Professor, Institute of Public Utilities, Michigan State University  
*"An Agenda for Regulatory Reform: Beyond Dogma and Deregulation"*
- 2:30- 3:15 pm **Lew Perl**, Vice President, National Economics Research Assoc., Inc.  
*"Policy-Making as a Science: Lessons from Energy"*
- 3:15- 3:30 pm Break and Refreshments
- 3:30- 4:15 pm **Glen Robinson**, Professor of Law, University of Virginia  
*"Policy-Making as an Art: Lessons from Telecommunications"*
- 4:15- 5:15 pm **Thomas Beard, Susan Clark, J. Terry Deason, Betty Easley, Luis Lauredo**, Commissioners, Florida Public Service Commission  
*Round Table Discussion on Regulatory Strategy*
- 5:30- 6:00 pm Shuttle Service from Reitz Union to The Harn Museum of Art at the University of Florida
- 6:00- 7:30 pm Reception  
The Harn Museum of Art (Corner of Hull Road and S.W. 34th Street)
- 7:30 pm Shuttle Service from the Harn Museum of Art to the University Centre Hotel

#### FRIDAY, APRIL 24 University Centre Hotel 1535 S.W. Archer Road

- 7:45- 8:30 am Refreshments, Lower Centre Court

## PARALLEL SESSIONS

### SESSION 2

**Current Issues: Energy Efficiency  
Conference Room A, Ground Fl.**

- 8:30- 9:15 am **David Moskovitz**, Energy and Regulatory Consultant  
*"New Opportunities for Florida: Achieving Real Energy Efficiency"*
- 9:15-10:00 am **Ahmad Faruqui**, Principal, Barakat and Chamberlin, Inc.  
*"Demand-Side Management as a Response to Policy Failures and Market Failures"*
- 10:00-10:15 am Discussion

### SESSION 3

**Telecommunications Issues  
Conference Room B, Ground Fl.**

- 8:30- 9:15 am **Sharon Megdal**, former Commissioner, Arizona Public Service Commission  
*"Revisiting the Mix of Regulation and Deregulation"*
- 9:15-10:00 am **Thomas Hazlett**, Chief Economist, Federal Communications Commission  
*"Telco Entry into Video and Other Information Services"*
- 10:00-10:15 am Discussion

### PLENARY SESSION

**Industry Perspectives  
Top of the Centre, 11th Floor**

- 10:15-10:30 am Break and Refreshments
- 10:30-11:30 am **Executives from Sponsoring Organizations**  
*Round Table Discussion on Managerial Strategies*



## CONFERENCE REGISTRATION FORM

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Mailing  
Address \_\_\_\_\_

Telephone Number(    ) \_\_\_\_\_

Preferred Name on Nametag \_\_\_\_\_

Registration includes luncheon refreshments and the evening reception on April 23; continental breakfast buffet on April 24; shuttle service, all sessions and printed materials.

Complimentary Attendance for PURC Sponsors

\$300 Registration Fee for Non-sponsor Organizations; amount enclosed \_\_\_\_\_

Please make checks payable to the University of Florida, Division of Continuing Education

Return completed Registration Form by April 8\*, 1992 to:

**Public Utility Research Center**  
**Attention: Mary Corens**  
**College of Business Administration**  
**University of Florida**  
**Gainesville, FL 32611-2017**  
**(904) 392-6148**  
**(904) 392-3905 FAX**

\* After this date, a late registration fee of \$25.00 will be charged; no refunds will be given, but substitutions will be permitted.

## 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:** The University Centre Hotel is located within walking distance of campus at 1535 S.W. Archer Road, Gainesville, FL, 32608. Please book your reservation early in order to receive the special conference rate of \$50 single or double (800)824-5637 or (800)251-4069. This rate will not be guaranteed after March 23, 1992. Shuttle transportation will be provided between the University Centre Hotel, the Reitz Union on campus, and the Harn Museum of Art at the University of Florida.

**EDUCATIONAL CREDIT:** The material presented at the conference qualifies for 8 hours of technical business CPE credit for Florida CPAs.

**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) 392-3905 FAX.

**PURC**  
Public Utility Research Center  
University of Florida

April 23 - 24, 1992

Annual  
Conference

Regulatory  
and  
Managerial  
Strategies  
for  
Promoting  
Innovation

