Advanced Workshop in Regulation and Competition

34th Annual Eastern Conference


The Conference features some of the latest developments in the telecommunications and energy sectors, including:

- Policy and Regulatory Issues
- Postal and Telecommunications
- Market Structure & RTOs
- Performance & Reliability
- Demand Response

Who should attend?

- Industry Economists, Attorneys and Consultants
- Marketing and Regulatory Managers
- Regulatory Commission Staff

Dinner Speakers:
David Owens, Executive Vice President of Business Operations and Regulatory Affairs, Edison Electric Institute.

The Center for Research in Regulated Industries, located at Rutgers University, aims to further study of regulation in economics, finance, and institutions. Its publications, seminars, workshops, and courses make available the latest advances to academics, managers, and regulatory commission staff. The Center has over thirty-five years of experience providing research, instruction, conferences, courses, seminars, and workshops in economics of network industries. The Center’s Journal of Regulatory Economics is an international scholarly bi-monthly publication intended to provide a forum for the highest quality research in regulatory economics. Other research from the Center’s programs has been published in the book series Topics in Regulatory Economics and Policy and Advances in Regulatory Economics.

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Rutgers Business School ● 1 Washington Park ● Newark, NJ 07102-1897
973-353-5761 ● 973-353-1348 (fax)
### 34th ANNUAL EASTERN CONFERENCE

**Wednesday, May 13, 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:00 - 4:00</td>
<td>Registration</td>
<td>Waring Room</td>
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<tr>
<td>4:00 - 6:00</td>
<td>Welcome to Conference: Michael A. Crew</td>
<td>Waring Room</td>
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<tr>
<td><strong>Tim Brennan:</strong></td>
<td>Net Neutrality – Economics, Law, and Politics</td>
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<td><strong>Menahem Spiegel:</strong></td>
<td>The Divestiture of a Vertically Integrated Monopoly and some Unintended Consequences</td>
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<td><strong>Timothy J. Tardiff:</strong></td>
<td>Net Neutrality – Economic Evaluation of Market Developments</td>
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<tr>
<td>6:00 - 7:00</td>
<td>Cocktail Hour</td>
<td>Worthington Ballroom</td>
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<td>7:00 – 9:00</td>
<td>Dinner &amp; Speech: Michael A. Crew, CRRI Distinguished Professor</td>
<td>Worthington Ballroom</td>
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</table>

**Thursday, May 14, 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Concurrent Sessions</th>
</tr>
</thead>
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| 8:30 - 10:00 | ADAPTIVE REGULATION: Waring Room[
|          | Discussants: Paul Sotkiewicz and John R. Woodward                                    |
|          | Eric Ackerman and Karl McDermott: New Regulatory Models                               |
|          | David Brown and David Sappington: On the Optimal Design of Distributed Generation Policies |
|          | Frank Felder: Efficiency and Equity Considerations in Designing Rates in the Context of the Death Spiral for Electric Utilities |
| 10:00 - 10:20 | Coffee Break                                                                  |
| 10:20 - 11:50 | Concurrent Sessions                                                                  |
| **PRICING & COMPETITION:** | Waring Room[
|          | Chair: John Caldwell                                                             |
|          | Discussants: Sheldon Switzer and Lee Upton III                                   |
|          | Wesley W. Wilson: Competition and Prices over Railroad Networks                   |
|          | Victor Valdes and Maria Rosa Nieto: Price Discrimination by Mexican Regulated Airports |
|          | Sean P. Isakower: Prices Cycles and the Level of Margin in Retail Fuel Markets    |
| 11:50 - 12:55 | Lunch          |
| 12:55 - 2:25 | Concurrent Sessions                                                                 |
| **FINANCIAL PERSPECTIVES:** | Waring Room[
|          | Chair: Eric Ackerman                                                             |
|          | Discussants: Joel Andruski and James Cater                                        |
|          | Sharon Brown-Hruska and Trevor Wagener: Cost Benefit Analysis of Margin Requirements for Uncleared Swaps |
|          | Richard Michelfelder: Electricity Forward Pricing                                 |
|          | Characteristics – Empirical Analysis of a Mature Market Using Hourly Data        |
|          | Kurt Strunk and Jeff Makholm: Rate of Return Analysis for Public Utilities – A Retrospective |
| 2:25 - 2:30 | Break          |

**Financial Perspectives**

**Telephony**

**Customer Focus**

**Social Costs**

**Adaptive Regulation**

**Pricing & Competition**

**Worthington Ballroom**

**TELEPHONY**

**Presentation**

**Customer Focus**

**Social Costs**

**Adaptive Regulation**

**Pricing & Competition**
THURSDAY, MAY 14, 2015 (CONTINUED)

2:30 - 4:00  Concurrent Sessions

**BEHAVIORAL METRICS**  Waring Room
Chair: Howard Spinner
Discussants: Carl Peterson and Paul Sotkiewicz
Agustin J. Ros: An Econometric Assessment of Electricity Demand and Supply in the United States Using Panel Data and the Impact of Competition
Jeff Colvin, Michael D. Bradley and Mary K. Perkins: Privacy, Behavioral Targeting and Postal Services
Ahmad Faruqui and Jurgen Weiss: Customer and Utility Perceptions of Combined Heat and Power

**INNOVATIONS**  Payette Room
Chair: Emil Dzuray Jr.
Discussants: Larry Buc and Menahem Spiegel
Laraine Balk Hope, Lee Upton, III, and Virgil Stanford: Brand as a Financial and Strategic Asset: Lessons in Brand Valuation for Postal Operators and Others
Amanda Stafford, Angelika Dimoka, and Khoi Vo: Using Neuroscience to Understand the Value of Direct Mail
Timothy Walker, David Asher, Lisa Nieman; and Amanda Stafford: Framing the Future: Trends, Scenarios, and Opportunities for Tomorrow’s Postal Service

4:00  Exercise Break
6:00 - 7:00  Cocktail Hour
7:00 – 9:00  Dinner & Speech: David Owens, Executive Vice President, Edison Electric Institute

FRIDAY, MAY 15, 2015

9:00 - 10:30  Concurrent Sessions

**REGULATORY INNOVATION**  Waring Room
Chair: Tom Frantz
Discussants: Sheldon Switzer
Eric Ackerman: Next-Generation PBR
Tim Brennan and Michael Crew: Price Cap Regulation and Declining Demand
Eric Woychik: Electric Utility Adaption to Disruptive Change – Dashboards for Success and Profitability by 2020?

10:30 - 11:00  Coffee Break
11:00-12:30  Concurrent Sessions

**NETWORKS**  Waring Room
Chair: Julie Kelly
Discussants: Howard Spinner and John R. Woodward
Frank Felder, et al: Optimizing Reliability and Resiliency of Electric Distribution Systems
John Caldwell: From Channel to Network – Will New Delivery Systems Overturn Existing Economic/Regulatory Models for Utilities?

**POLICY ASSESSMENT**  Payette Room
Chair: Pradip Chattopadhyay
Discussants: Mario DePillis, Frank Felder and Paul Sotkiewicz
Gabrielle Maguire and Nina Hitchins: Comparing Generators’ Demand for Gas Pipeline Capacity – New England and Australia

12:30 – 12:35  Closing Remarks: Michael A. Crew
12:35 – Lunch
34th ANNUAL EASTERN CONFERENCE

REVISED July 30, 2015

SPEAKERS DISCUSSANTS & CHAIRS

Eric Ackerman, Director, Alternative Regulation, Edison Electric Institute
David Asher, Economist Specialist, USPS – OIG
Joel Andruski, Associate Economist, New York State Department of Public Service
Jody Berenblatt, Senior Advisor, GrayHair Advisors
Jennifer Bradley, Economist Specialist, USPS – OIG
Tim Brennan, Professor of Policy & Economics, University of Maryland Baltimore County
David Brown, Assistant Professor, University of Alberta
Sharon Brown-Hruska, Visiting Professor of Finance, Tulane University
Larry Buc, President, SLS Consulting, Inc.
John Caldwell, Director of Economics, Edison Electric Institute
James Cater, Director of Economic and Financial Policy, American Public Power Association
Pradip Chattopadhyay, Asst. Consumer Advocate/Rate and Market Policy Director, New Hampshire Office of Consumer Advocate
Hung-po Chao, President, Energy Trading Analytics
Jeff Colvin, Director, USPS – OIG
Michael A. Crew, Director and CRRI Professor of Regulatory Economics, Rutgers University
Emil Dzuray Jr., Director of Strategic Planning, USPS
Ahmad Faruqui, Principal, The Brattle Group
Frank Felder, Professor, Bloustein School, Rutgers University
Alan Finder, Managing Director, Global Regulatory Advisors
Preston Finley, Manager, Strategic Business Planning, USPS
Tom Frantz, Director, Electric Division, New Hampshire Public Utilities Commission
Joseph P. Fuhr, Professor of Economics, Widener University
Andrew German, Managing Counsel, Legal Strategy, USPS
Victor Glass, Director of Demand Forecasting and Rate Development, National Exchange Carrier Association, Inc.
Laraine Balk Hope, Senior Economist, USPS – OIG
Sean P. Isakower, Associate Economist, New York State Department of Public Service
Kirk Kaneer, Economist, USPS – OIG
Julie Kelly, Research Staff Member, Institute for Defense Analyses
Alberto J. Lamadrid, Assistant Professor of Economics, Lehigh University
Neil Lessem, Associate, The Brattle Group
David M. Levy, Partner, Venable LLP
Gabrielle Maguire, Senior Analyst, NERA Economic Consulting
Jeffrey Mayes, General Counsel, Monitoring Analytics
Karl A. McDermott, Ameren Professor of Government and Business, University of Illinois-Springfield & Special Consultant, NERA Economic Consulting
Richard Michelfelder, Clinical Associate Professor, Rutgers University
Timothy D. Mount, Professor, Cornell University
Lisa Nieman, Director, USPS – OIG
Andrea Okie, Vice President, Analysis Group, Inc.
Agustin J. Ros, Vice President, NERA Economic Consulting
Don Soifer, Executive Vice President, Lexington Institute
Menahem Spiegel, Professor, Rutgers University
Howard Spinner, Manager – Regulatory Affairs, NOVEC
Amanda Stafford, Economist Specialist, USPS – OIG
Kurt Strunk, Vice President, NERA Economic Consulting
Sheldon Switzer, Manager - DSM Evaluation, Baltimore Gas & Electric Company
Timothy Tardiff, Advanced Analytical Consulting Group
Lee Upton III, President, Premier Quantitative Consulting, Inc.
Victor Valdes, Professor, Universidad Anahuac – Mexico Norte
Trevor Wagener, Research Analyst, NERA Economic Consulting
Timothy Walker, Policy Analyst, USPS – OIG
Wesley W. Wilson, Professor of Economics, University of Oregon
John R. Woodward, Economic Utilities Analyst, Vermont Department of Public Service
Eric Woychik, Executive Consultant and Principal, Strategy Integration, LLC
34th ANNUAL EASTERN CONFERENCE

ORGANIZING COMMITTEE

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Timothy Brennan (University of Maryland, Baltimore County)
John Caldwell (Edison Electric Institute)
Hung-po Chao (Energy Trading Analytics)
Michael A. Crew (Rutgers University)
Alan E. Findler (Global Regulatory Advisors LLC)
Tom Frantz (New Hampshire Public Utilities Commission)
Victor Glass (National Exchange Carrier Association, Inc.)
Julie Kelly (Institute for Defense Analysis)
James D. Reitzes (Brattle Group)
Richard E. Schuler Jr. (New York State Depar. of Public Service)
Marc Smith (United States Postal Service)
Menahem Spiegel (Rutgers University)
Howard Spinner (NOVEC)
Kurt Strunk (NERA Economic Consulting)
Sheldon Switzer (Baltimore Gas & Electric)

CONFERENCE STAFF

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Email: mcrew@business.rutgers.edu (Michael A. Crew)
crri@business.rutgers.edu (CRRI Administrative Assistant)
Website: www.business.rutgers.edu/CRRI

HOTEL RESERVATIONS

Sufficient Rooms are reserved at the Shawnee Inn and Golf Resort for all of the Conference participants. Participants are required to make their own reservations with the hotel by calling 1-800-742-9633 extn:1414 and identify the CRRI Conference. All reservations must be made by April 12, 2015.

Shawnee Inn and Golf Resort
One River Road
Shawnee on Delaware, PA 18356
Phone: 1-800-742-9633
http://shawneeinn.com/

The Hotel rate is $406.25 for single occupancy and $283.95 per double occupancy for two nights. This rate includes the following: Two Night's Lodging, Two Breakfast Buffets, Two private Luncheons, Two Private plated Dinners, PA State Tax, Monroe County Room Occupancy Tax, Gratuity on meals and rooms in Package, and resort fee which includes Unlimited Local and 800 Toll-Free Phone Calls, Incoming Faxes, Safety Deposit Box usage at Front Desk, Newspaper, Fitness Center access, Business Center access, Wireless Internet access in guest rooms and public areas, use of Lighted 9-Hole Par 3 Approach Golf Course for night play, Clubs for use on Approach Course, Tennis Courts usage with Rackets (Tennis Balls Extra), use of Sand Volleyball Court, Hiking/Walking Trails on grounds, Indoor Pool with adult 12-person Jacuzzi and Pool Towels.

REGISTRATION INFORMATION

To Register: Please complete and return the form below. Registrations are accepted by mail, email, fax, and telephone. Please confirm telephone registrations by sending in a completed and signed registration form. The deadline for registrations is April 2, 2015. Registrations received after April 2, 2015, will be admitted on a space available basis.

Volume discount: Second and subsequent applications received in the same envelope, fax, email, or made at the same time by phone will receive a 5% volume discount.

Payment Information: Make checks payable to “Rutgers University” and mail to the attention of CRRI at the above address. Fees include prescribed learning materials, receptions and coffee breaks, but do not include lodging and meals. All persons that do not stay at the Shawnee Inn and Golf Resort will be required to pay for meals separately. The government registration fee is available for government employees.

REGISTRATION FORM: 34th Annual Eastern Conference

Name:

Title:

Company:

Complete Address:

Telephone: ____________________________ Fax: ____________________________

Email: ____________________________

Billing Information

__ Payment enclosed $985.00 U.S. Dollars
(Appplies to registrations paid by February 23, 2015)
__ Payment enclosed $1050.00 U.S. Dollars
(Appplies to registrations paid after February 23, 2015)
__ Send invoice to participant at above address.
__ Send invoice to ____________________________
__ Credit Card: ___ VISA ___ MC Exp. ______/____

GOVERNMENT RATE: Government employees may apply for reduced enrollment fees.

__ I would like to apply for the government rate of $505.00
(Appplies to registrations paid by February 23, 2015)
__ I would like to apply for the government rate of $535.00
(Appplies to registrations paid after February 23, 2015)

CANCELLATION POLICY: Until April 2, 2015 cancellation is allowed without penalty and refunds will be allowed in full. After this date, the indicated fee is due in full whether or not the participant actually attends. Substitutions may be made at any time.

Signature of Participant ____________________________