

Advanced Workshop in Regulation and Competition

21st Annual Western Conference

Hyatt Regency, in Monterey, California, on June 18-20, 2008

The Conference features some of the latest developments in the network industries, especially energy, including:

- Deregulation
- Market Structure
- Policy and Regulatory Issues
- Emissions and Environmental Policy
- Telecommunications and Water
- Pricing and Demand Response
- Capacity and Reliability

Who should attend:

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

Featured Speaker: **William E. Kovacic**, Chairman – FTC
Dinner Speaker: **G. Mitchell Wilk**, Managing Director,
LECG, Inc. San Francisco CA

CENTER FOR
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CENTER FOR RESEARCH IN REGULATED INDUSTRIES

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, workshop, and courses make available the latest advances to academics, managers, and regulatory commission staff. The Center has over thirty 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*.

crri@rbs.rutgers.edu
www.crri.rutgers.edu

Rutgers Business School ● 180 University Avenue ● Newark, NJ 07102-1897
973-353-5761 ● 973-353-1348 (fax)

WEDNESDAY, JUNE 18, 2008

3:00 - 4:00	Registration	<i>Windjammer 1&2</i>
4:00 - 6:00	Welcome to Conference: Michael A. Crew Carl Pechman : Enron in the West William E. Kovacic : Regulatory Archipelago	
6:00 - 7:00	Cocktail Hour	<i>Oak Tree 1-3 & Terrace</i>
7:00 -	Dinner & Keynote Speech: G. Mitchell Wilk , Managing Director, LECG, Inc. San Francisco CA	<i>Cypress Room</i>

THURSDAY, JUNE 19, 2008

8:00 - 9:40	<i>Concurrent Sessions</i>	<i>Windjammer 1&2, 3&4</i>
	DEREGULATION IMPACT <i>1&2</i> Chair: Marc Ulrich Discussants: Frank Harris, Kevin Woodruff Joe Craig & Scott Savage : Market restructuring and productive Efficiency: Plant-level evidence from U.S. electricity generation John Kelly : Review and Critique of Prominent Analyses of the Effect of Deregulation Policies on Retail Rates Carl Peterson : Efficiency in the US Electric Industry – the Influence of Regulatory Policy	CAPACITY <i>3&4</i> Chair: John Yu Discussants: Keith Casey, Robin J. Walther Matthew Barmack & Sebastien Csapo : New Reliability Challenges C. Chaton, F. Gasmi, M. Guillerminet, & J. Oviedo : Gas release and transport capacity investment as instruments to foster competition in gas markets David Salant : Auction Design for Capacity Markets
9:40 - 10:00	Coffee Break	
10:00 - 11:40	<i>Concurrent Sessions</i>	<i>Windjammer 1&2, 3&4</i>
	GREEN HOUSE GASES I <i>1&2</i> Chair: Dennis Stevens Discussants: Carl B. Linvill Michael Jaske & Lana Wong : Scenario analyses of California's electricity system to achieve GHG emission reduction goals Scott Murtishaw, Adam Langton & Karen Griffin : Developing a Greenhouse Gas Reduction Program for California's Electricity Industry Gary Stern : Allowance Allocation under a Cap & Trade System for GHG Reduction – Some Alternatives to Consider	REGULATORY TRENDS <i>3&4</i> Chair: Rami Kahlon Discussants: Fred Curry & Victor Glass G. Duncan, J. Huber, & W.K. Viscusi : Estimating Willingness to Pay for Clean Water by Means of Adaptive, Sequential Conjoint Experiment Chris Grier & Linda Thompson : Compliance Framework to Help an Electric Utility Meet Regulatory Requirements Julie Kelly, John Fry and Laurna Prantil : Telecom Pricing Simplification in the Department of Defense
11:40 - 1:00	Lunch Break	
1:00 - 2:30	<i>Concurrent Sessions</i>	<i>Windjammer 1&2, 3&4</i>
	GREEN HOUSE GASES II <i>1&2</i> Chair: Irene Balotro Discussants: Adam Langton & Dennis Stevens Jasmin Ansar & Roger Sparks : Experience Economies and Energy-Saving Investments Ted Howard & Raj Naidu : How Water Utilities can Improve Energy Efficiency and Reduce Greenhouse Gas Emissions	PRICING DESIGN <i>3&4</i> Chair: Eric Ackerman Discussants: Phillip McLeod, Carl Silsbee, Howard Spinner Robert Earle, Ahmad Faruqui & Ryan Hledik : Evaluating alternative dynamic pricing designs Carl Danner : Marking Up Retail Energy Prices for Externalities Robert D. Levin : Pricing Electricity for Cars: Impact of Electric Rate Design on EVs, Utilities, and the Environment
2:30 - 4:00	<i>Concurrent Sessions</i>	<i>Windjammer 1&2, 3&4</i>
	RENEWABLES <i>1&2</i> Chair: Fred Curry Discussants: Paul Douglas, Tom Frantz & Colin Loxley Robert Michaels : Why so little compliance with state renewable electricity requirements? Steve Rahon & James Magill : Promoting Renewables – Options and Impacts Terry Urbine : When is a Windmill Dirty?	TRANSMISSION/RELIABILITY <i>3&4</i> Chair: Kevin O'Beirne Discussants: Cliff Rochlin & Kevin Woodruff Philippe Auclair : California's Hybrid Transmission Benefit Evaluation Methodology Timothy Mount, et al. : The Economic Value of Improving the Reliability of Supply on a Bulk Power Transmission Network Farrokh Rahimi : Comparison of Market Designs, Opportunities, and Risks

FRIDAY, JUNE 20, 2008

8:45 - 10:40	<i>Concurrent Sessions</i>		<i>Windjammer 1&2, 3&4</i>
DEFAULT SERVICE	<i>1&2</i>	ENERGY CONSERVATION	<i>3&4</i>
Chair: Menahem Spiegel		Chair: Joseph Abhulimen	
Discussants: Christian Jaag, Frank Harris		Discussants: Eric Ackerman	
Laurie Duhan & Sheldon Switzer: Utility Standard Offer Service Service – Beauty ‘or’ the Beast?		Larry Dale & Michael Hanemann: Impact of Changes in Household Energy and Water Rates, Rate Structures	
Steve Parsons: Broadband and Mobility – The New Paradigm for Universal Service		Carl Danner: Economics of Energy Efficiency Programs	
Steve Watson: Eliminating the Regulatory Gap		Joseph Wharton, Ahmad Faruqui & Sunita Surana: Conditions for Equivalence of Three Shareholder Incentive Mechanisms for Demand Side Management	
10:40 – 11:00	Coffee Break		
11:00 - 12:55	<i>Concurrent Sessions</i>		<i>Windjammer 1&2, 3&4</i>
PROPHETS & PROFITS	<i>1&2</i>	DEMAND RESPONSE	<i>3&4</i>
Chair: Michael A. Crew		Chair: Muir Davis	
Discussants: Phillip McLeod		Discussants: Paul Nelson, Aram Shumavon & Robin J. Walther	
Paul Hunt: Utility cost of capital – expanding the set of financial models		Robert Entriken: Agents of Demand Response: A Plug-In Hybrid Electric Vehicle Agent	
Menahem Spiegel: Real Time Pricing with Switching Costs		Jordan Prassinis: Behind the Veil of Demand Response	
Karl McDermott: The Uncertain Role of Profit in Regulation – A Love-Hate Affair		Eric Woychik: Business Case for Demand Response Valuation – A Roadmap of Operations and Economics	

SPEAKERS DISCUSSANTS & CHAIRS

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| Joseph Abhulimen , Program Supervisor, California Public Utilities Commission | Colin Loxley , Director-Resource Planning, PSE&G |
| Eric Ackerman , Senior Manager – Regulatory Policy, Edison Electric Institute | Karl A. McDermott , Ameren Professor of Government and Business, University of Illinois-Springfield & Special Consultant, NERA Economic Consulting |
| Jasmin Ansar , Manager of Environmental Policy, Pacific Gas & Electric | Phillip McLeod , Principal |
| Philippe Auclair , Energy Policy and Economics, Auclair Consulting | Robert J. Michaels , Professor, California State University at Fullerton |
| Irene Balotro , Manager, Huron Consulting Group | Timothy D. Mount , Professor, Cornell University |
| Matthew A. Barmack , Principal Policy & Planning Analyst, Pacific Gas & Electric | Scott Murtishaw , Senior Analyst, Climate Change, California Public Utilities Commission |
| Keith Casey , Director-Market Monitoring, CAISO | Raj Naidu , Water & Audits Division, California Public Utilities Commission |
| Joe Craig , University of Colorado at Boulder | Paul Nelson , Senior Regulatory Economist, Southern California Edison |
| Michael A. Crew , Director – CRRI, Rutgers University | Kevin O’Beirne , Regulatory Case Manager, San Diego Gas & Electric Company |
| Sebastien Csapo , Case Manager - Energy Proceedings, PG&E | Steve G. Parsons , President, Parsons Applied Economics, L.L.C. |
| Fred Curry , Chief, Water Branch, California Public Utilities Commission | Carl Pechman , President, Power Economics |
| Larry L. Dale , Lawrence Berkeley National Laboratory | Carl R. Peterson , Senior Consultant, NERA Economic Consulting |
| Carl R. Danner , Director, Wilk & Associates/LECG | Laurna Prantil , Research Staff Member, Institute for Defense Analyses |
| Muir Davis , Project Manager, Demand Resource Integration, Southern California Edison | Jordan N. Prassinis , Arizona Public Service Company |
| Paul Douglas , California Public Utilities Commission | Farrokh Rahimi , Vice President, Market Design and Consulting, Open Access Technology International, Inc. |
| Laurie H. Duhan , Director, Choice Programs, BGE | Steve Rahon , Director - Regulatory Policy and Analysis, SDG&E |
| Gregory M. Duncan , Managing Director, Huron Consulting Group | Cliff Rochlin , Market Consultant, Southern California Gas Company |
| Robert L. Earle , Principal, The Brattle Group | David J. Salant , Columbia, Clemson and CRA |
| Robert Entriken , Manager Policy Analysis, EPRI | Aram Shumavon , California Public Utilities Commission |
| Tom Frantz , Director - Electric Division, New Hampshire Public Utilities Commission | Carl Silsbee , Manager of Regulatory Economics, Southern California Edison |
| John Fry , Institute for Defense Analyses | Menahem Spiegel , Associate Professor, Rutgers University |
| Farid Gasmî , Professor of Economics, IDEI - Universite des Sciences Sociales | Howard Spinner , Director, Division of Economics and Finance, Virginia State Corporation Commission |
| Victor Glass , Director of Demand Forecasting and Rate Development, National Exchange Carrier Association, Inc. | Gary A. Stern , Director of Market Monitoring and Analysis, Southern California Edison |
| Chris Grier , Director Advisory, KPMG LLP | Dennis Stevens , Principal Economist, United States Postal Service |
| Frank Harris , Financial Analyst, Southern California Edison | Sunita Surana , Associate, The Brattle Group |
| Ted Howard , Division of Strategic Planning, California Public Utilities Commission | Sheldon Switzer , Director, Pricing and Tariffs, BGE |
| Paul T. Hunt, Jr. , Manager of Regulatory Finance and Economics, Southern California Edison | Linda Thompson , Ethics & Compliance Director, Arizona Public Service Company |
| Christian Jaag , Economist, Swiss Post, University of St. Gallen | Marc Ulrich , Director of Energy Planning, Southern California Edison |
| Michael R. Jaske , California Energy Commission | Terry F. Urbine , Analyst, Arizona Public Service Company |
| Rami Kahlon , Director of the Water Division, California Public Utilities Commission | Robin J. Walther , Consultant |
| John Kelly , Director of Economics and Research, American Public Power Association | Steve Watson , Capacity Products Staff Manager, Southern California Gas Co. |
| Julie Kelly , Research Staff Member, Institute for Defense Analyses | Joseph B. Wharton , Principal, The Brattle Group |
| William E. Kovacic , Chairman, Federal Trade Commission | G. Mitchell Wilk , Managing Director, LECG, Inc. San Francisco CA |
| Adam Langton , Regulatory Analyst, California Public Utilities Commission | Kevin Woodruff , Principal, Woodruff Expert Services |
| Robert D. Levin , Regulatory Analyst, California Public Utilities Commission | Eric Woychik , Principal, Strategy Integration, LLC |
| Carl B. Linvill , Director Energy Planning and Analysis Division, Aspen Environmental Group | John Yu , Operations & Statistical Research Analyst, Los Angeles Department of Water and Power |

ORGANIZING COMMITTEE

Jasmin Ansar (Pacific Gas and Electric)
Michael A. Crew (Rutgers University)
Fred Curry (California Public Utilities Commission)
Carl Danner (Wilk & Associates/LECG)
Robert Earle (Brattle Group)
Robert Enriken (EPRI)
Ahmad Faruqui (Brattle Group)
Dennis Keane (Pacific Gas & Electric)
Carl Pechman (Power Economics)
Cliff Rochlin (Southern California Gas)
David Salant (Columbia, Clemson and CRA)
Carl Silsbee (Southern California Edison)

HOTEL RESERVATIONS

Sufficient Rooms are reserved at the Hyatt Regency for all of the Conference participants. Participants should register for the conference by returning registration forms to Hyatt Regency. Reservations must be received by May 19, 2008. Hotel reservation can be made by phone.

1 Old Golf Course Road,
Monterey, California, USA

Tel: 1-800-233-1234 or 831 372 1234
Fax: 831 375 3960



REGISTRATION FORM: 21st Annual Western Conference

Name _____

Title: _____

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Billing Information:

Payment enclosed \$1,045 U.S. Dollars.
 Send invoice to participant at above address.
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 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 \$560

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CANCELLATION POLICY: Until May 5, 2008 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: _____

CONTACTING CRR I

Home Page: www.crr.rutgers.edu
Address: Center for Research in Regulated Industries
Rutgers Business School, Rutgers University,
180 University Avenue
Newark, NJ 07102-1897
Phone: 973-353-5761
Fax: 973-353-1348
Email: mcrew@rbs.rutgers.edu (Michael Crew)
crrr@rbs.rutgers.edu (Jeremy Guenter)

REGISTRATION INFORMATION

To Register: Please complete and return the form to CRR I. 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 May 15, 2008. Registrations received after May 15, 2008, 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 **Jose Lugo** at the above address. Fees include prescribed learning materials, dinner on Wednesday night, June 19, all receptions and coffee breaks, but do not include lodging and other meals. The government registration fee is available for government employees.