

From: Zafar, Marzia  
Sent: 10/7/2013 12:49:19 PM  
To: Zafar, Marzia (marzia.zafar@cpuc.ca.gov)  
Cc:  
Bcc:  
Subject: Save the Date - CPUC Hosts Thought Leaders Session on Effective Regulation (11/14/13): CPUC Media Advisory

Hello,

I'm happy to announce our last Thought Leaders session for 2013. It is scheduled for Thursday, November 14<sup>th</sup> beginning at 1:30pm at the Commission's auditorium. The topic for this session is:

*"Effective Regulation – What is it? How do you achieve it? What is the balance between under and over regulation and what are its impacts? Do we need to tell utilities only what to do or also how to do it?"*

Please see below for RSVP information.

**Marzia Zafar** - Director, Policy & Planning Division

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**From:** Prosper, Terrie D.  
**Sent:** Friday, October 04, 2013 5:21 PM  
**To:** Prosper, Terrie D.  
**Subject:** Save the Date - CPUC Hosts Thought Leaders Session on Effective Regulation (11/14/13): CPUC Media Advisory

**FOR IMMEDIATE RELEASE**

**MEDIA**

## **ADVISORY**

Media Contact: Terrie Prosper, 415.703.1366, [news@cpuc.ca.gov](mailto:news@cpuc.ca.gov)

## **CPUC HOSTS THOUGHT LEADERS SESSION ON EFFECTIVE REGULATION**

SAN FRANCISCO, Oct. 4, 2013 -- The California Public Utilities Commission (CPUC) today announced that its next “Thought Leaders Speaker Series” will address effective regulation: what it is, how it is achieved, the balance between under- and over-regulation, and the impacts on those affected.

**WHEN:** Nov. 14, 2013, 1:30 p.m. – 3:30 p.m.

**WHERE:** CPUC Auditorium, 505 Van Ness Ave., San Francisco; also available in real-time and archived via video webcast at [www.californiaadmin.com/cpuc.shtml](http://www.californiaadmin.com/cpuc.shtml)

### **WHO:**

- Opening Remarks: CPUC Commissioner Mark J. Ferron
- Moderator: Susan Kennedy, Alston & Bird Law Firm, and former Chief of Staff to Governor, Schwarzenegger, and former CPUC Commissioner
- Panelists:
  - Mark Toney, Executive Director, The Utility Reform Network (TURN)
  - Peter Rive, co-founder and Chief Operating Officer, SolarCity

**WHY:** To foster a dialogue on how to recognize and create effective regulation. The session will explore the impact of regulation and the role of the regulator on government, Californian consumers, and the economy as a whole.

There will be a moderated question and answer session. In order to facilitate the session, please send your questions in advance of the event to [thoughtleaders@cpuc.ca.gov](mailto:thoughtleaders@cpuc.ca.gov).

To register for this event (not required, but appreciated) and for more information on Thought Leaders, including archived video webcasts of prior speakers, please visit [www.cpuc.ca.gov/ThoughtLeaders](http://www.cpuc.ca.gov/ThoughtLeaders).

The CPUC hosts the “Thought Leaders Speaker Series” to stimulate thought and discussion of some of the most pressing challenges facing California utility regulators and the private sector industries affected by state policies. Leading experts from around the world take center stage to offer their expertise and vision in areas such as communications, energy, water, transportation, the environment, green jobs, and more.

Although a quorum of Commissioners may be in attendance, no CPUC action will be taken at this event.

For more information on the CPUC, please visit [www.cpuc.ca.gov](http://www.cpuc.ca.gov).

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Terrie Prosper

Director, News and Public Information Office

California Public Utilities Commission

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