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University of Pennsylvania  
Institute for Environmental Studies

presents

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**Deregulation and Reregulation  
in the Electric Utility Industry**

In the late 1990s, the electric utility industry was deregulated. Much was made of this event. One of the most conservative, most capital-intensive, most highly regulated, and most politically-connected industries in the U.S. underwent a major transformation within the space of a decade. Market forces were introduced into a century-old engineering marvel that ran well, if not entirely cheaply, by all accords. Deregulation came. Mistakes were made; millions were made. The lights went out in a few places. But most people have the same electricity company...and their bills are about where they were before all the fuss began. What happened? Was deregulation a good thing? Should the industry be re-regulated?

The new organizational ecology of the electric system in the U.S. will be reviewed with focus on new players and old, their different markets and motivations, and where public policy points to the need to understand these major industrial entities, previously known as public utilities, ones with large economic and environmental footprints.

**Date: January 24, 2007**

**Time: NOON - 1:30 pm**

**Place: Carolyn Hoff Lynch Auditorium**

On the Penn campus: Chemistry Building  
34 & Spruce Sts. (enter on 34 St)

**NO REGISTRATION REQUIRED**

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NO FOOD OR DRINK PERMITTED IN THE AUDITORIUM

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