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# Make Sense of the Utility Business Through the PUR Guide, the Standard Educational Tool for Utility Employees



# PUBLIC UTILITIES REPORTS GUIDE

Newly  
Updated  
& Revised  
Version

The PUR GUIDE is a training manual and reference work in one, which will explain to the participant the basic business principles, regulatory concepts, and operational practices of public utilities.

## New Online Platform

Newly revised and updated, the *PUR Guide's* new online platform allows students to:

- access the course from any computer with internet access
- directly access excerpts from our newest texts in the field of utility regulation and finance while reviewing material
- take test online and receive results immediately

## This version provides crucial information on:

- New developments in transmission policy and cost allocation, including FERC Order 1000.
- Recent changes in U.S. environmental policy, including Clean Air Interstate Rule and renewable portfolio standard requirements.
- New developments for natural gas pipeline and distribution company rate regulation.
- Updated discussion of nuclear power risks.
- Changes in regulatory accounting and depreciation methodologies.
- Rate of return estimation and the importance of capital structure.

## The PUR Guide is suitable for a broad variety of positions

Whatever your connection to the utility industry, you can benefit from the special curriculum in the *PUR GUIDE*. Written by professionals with many years of experience, the *GUIDE* is an ideal learning tool for:

- New hires in the utility services industry
- Managers and administrators
- Outside consultants
- Accountants
- Regulators and regulatory staff
- Attorneys

## The PUR GUIDE provides comprehensive tutorials on the following topics:

- Public Utilities
- Regulation
- Delivery of Service
- Rates and Rate Making
- Accounting
- Finance
- Organization and Management
- Market Issues

Each chapter is written in plain English, free of confusing jargon and supported with key definitions of industry terms and study questions.

TO ORDER, OR FOR MORE INFORMATION, VISIT [FORTNIGHTLY.COM/PUR-GUIDE](http://FORTNIGHTLY.COM/PUR-GUIDE),  
CALL CUSTOMER SERVICE AT 1-800-368-5001 OR EMAIL [PUR@PUR.COM](mailto:PUR@PUR.COM)

# The most cost-effective and comprehensive training program focused on the basic business principles and operational practices of public utilities.

## UNIT OVERVIEW



### Unit 1: Public Utilities

Survey the entire utility industry, from the history of public utility service, to the different types of utilities, to the importance of good customer relations.

Chapter 1: An Overview  
Chapter 2: Utility Ownership  
Chapter 3: The Obligation to Serve  
Chapter 4: Customer Service



### Unit 4: Rates & Rate Making

Gain an understanding of how rates and charges for utility services are set and administered.

Chapter 13: Basis for Pricing  
Chapter 14: Elements of Rate Design  
Chapter 15: Types of Rate Structures  
Chapter 16: The General Rate Case



### Unit 7: Organization & Management

Discover how and why corporate cultures are changing in the utility industry.

Chapter 25: Organizational Fundamentals  
Chapter 26: Mergers, Acquisitions, and Divestitures  
Chapter 27: Planning Concepts  
Chapter 28: Employment Issues



### Unit 2: Regulation

Examine the changing federal and state regulatory climate, and the theories behind restructuring initiatives.

Chapter 5: Foundations of Utility Regulation  
Chapter 6: State Regulatory Commissions  
Chapter 7: Federal Regulation of Utilities  
Chapter 8: Restructuring, Deregulation, and Reregulation



### Unit 5: Accounting

Conquer accounting procedures, tax terms, and rules unique to utilities.

Chapter 17: Basic Accounting Principles  
Chapter 18: Utility Taxes  
Chapter 19: Valuation of Utility Property  
Chapter 20: Depreciation—Concepts and Practices



### Unit 8: Market Issues

Find out how open access policies have changed the face of wholesale markets, and consider how such timely topics as bankruptcy and security needs have affected utilities.

Chapter 29: Wholesale Power Markets



### Unit 3: Delivery of Service

Learn the basics of energy production, transmission, and distribution, and look at alternative non-utility sources of power.

Chapter 9: Providing Natural Gas Service  
Chapter 10: Providing Electric Service  
Chapter 11: Cogeneration and Independent Power Production  
Chapter 12: Renewables—The Next Generation of Generation?



### Unit 6: Finance

Examine proper funding and capitalization practices that ensure utility company survival.

Chapter 21: Public Utility Securities  
Chapter 22: Utility Financing Activities  
Chapter 23: Measuring Financial Performance  
Chapter 24: Financial and Security Regulation



### Unit 9: References

Glossary of Utility Terms:  
Industry terms in plain English  
Bibliography: Additional industry resources



## Training Group Mission Statement

The mission of the Public Utilities Reports, Inc. Training Group is to provide high-quality training for utility employees, both new to the industry as well as veterans. The training group is committed to providing accurate, timely and consistent feedback to any inquiries by participants. Please contact us at any time at 1-800-368-5001 or via email at [pur@pur.com](mailto:pur@pur.com).

# PUBLIC UTILITIES REPORTS GUIDE

Whether you're a newcomer or an established member of the utility sector, you can profit from the only comprehensive, accredited self-study course on the utility industry.

## Learning Outcomes of PUR Guide

The student of the PUR Guide program will be able to:

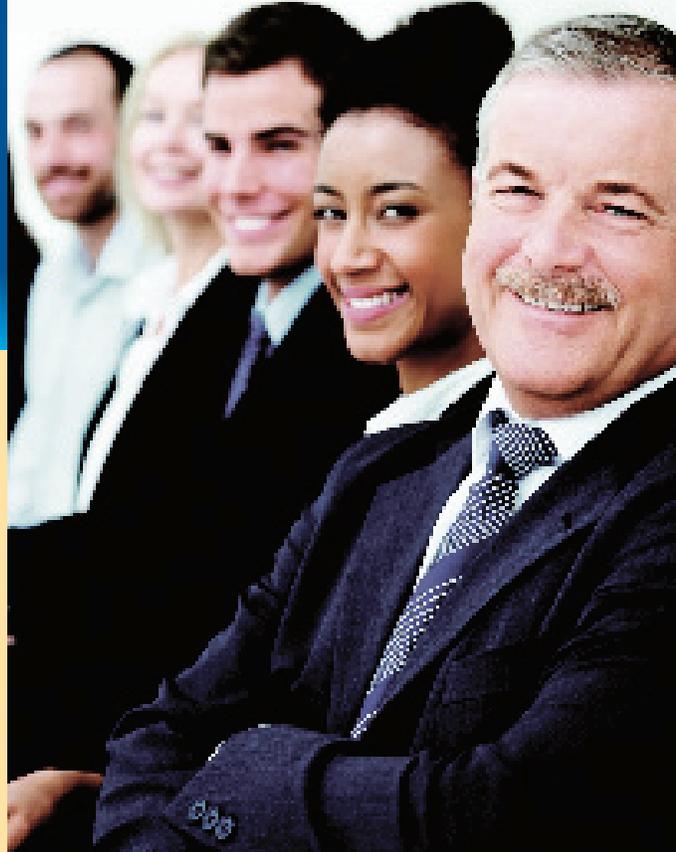
- Identify basic operating characteristics of public utility industries including electricity, natural gas, telecommunications, and water.
- Explain the differences between regulated and non-regulated industries.
- Appreciate the importance of public utility service in the U.S. economy.
- Recognize the “regulatory compact” between government and private industry, which includes regulated profits and “on demand” service obligations.
- Explain how utility services are delivered to the end user/customer.
- Describe the utility ratemaking process employed by state and federal regulators.
- Recognize basic accounting principles used by utility companies.
- Discuss financing activities used by utility companies and the relationship of regulation, ratemaking, and attraction of capital.
- Describe the various organizational structures employed by utility companies.
- Explain how marketing and competition activities used by regulated industries differ from those of non-regulated industries.

## Technological Requirements

The online version of PUR Guide is accessible from any computer with internet access.

## Continuing Education

To further your education in the utility industry, each participant is eligible to receive a subscription to *Public Utilities Fortnightly*, a \$287.00 value.



## What others say about the GUIDE

Public Utilities Reports is positive that you will find the *GUIDE* to be a superb teaching tool that will allow you to master the concepts of the dynamic utilities industry. But don't just take our word for it—listen to what some past participants have said of the *PUR GUIDE*:

“... a very cost-effective way to get an overview of both general concepts and specifics regarding utilities.”

– G.M., Corporate Counsel and Secretary  
*South Jersey Industries*

“Great overview of the industry and key issues impacting our industry.”

– A.M., Principal Accountant  
*PECO Energy Company / Exelon*

“... a much better understanding of the complicated world of running a utility.”

– H.S., Senior Pricing and Products Admin,  
*Baltimore Gas & Electric*



# Get the Big Picture of the Utility Industry— Put all the pieces together and stay up-to-date on all issues confronting public utilities today with the PUR Guide.

## Three Package Options

### BASIC PACKAGE FEATURES (\$595.00)

- A 3-month pass with full access to all course material including links.
- A one-year subscription to *Public Utilities Fortnightly* magazine, a \$287.00 value.

### BASIC PACKAGE FEATURES + PRINT VERSION (\$645.00)

- A soft-bound copy of the *Guide* course material is available for just \$50 more.

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- Extends the study period to 4 months
- A soft-bound copy of the *Guide* course material
- A two-year subscription to *Public Utilities Fortnightly* magazine
- Two of the field's most important texts: *The Fundamentals of Energy Regulation* and *The Principles of Utility Corporate Finance* by Jonathan Lesser, Ph.D. and Leonard Giacchino, Ph.D
- These upgraded features, worth more than \$500, are yours for just \$150.00 more than the Basic Package!

## PUBLIC UTILITIES REPORTS GUIDE

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**YES!** I want to put all the pieces of the utility industry puzzle together.

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### 5 Ways to Respond

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- 11410 Isaac Newton Square, Suite 220  
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### \*Shipping/Handling Chart

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