

INVITATION TO SUPPORT IPU

Dear Colleague:

As the Director of the Institute of Public Utilities (IPU) at Michigan State University, I am writing to invite you to join us as a valued benefactor. The Institute is an independent, not-for-profit research and educational organization located at Michigan State University, which qualifies for grants and charitable contributions. This is a vital opportunity to invest in essential regulatory policy research and education at a very dynamic time.


The mission of the Institute is to support informed, effective, and efficient regulation of the industries providing essential utility services. For the past five decades, we have provided the foremost specialized educational programs for the regulatory policy community, including prominent state, federal, and international regulators. The National Association of Regulatory Utility Commissioners (NARUC) recognizes our programs and thousands of commissioners, staff members, and other public sector personnel have participated in our Annual Regulatory Studies Program (known affectionately as "Camp NARUC"). **The program celebrated its 50th Anniversary in 2008, an accomplishment that speaks volumes to the caliber of the Institutes' services.**

The Institute provides a number of other core and specialty educational events. Our Advanced Regulatory Studies Program provides technical training in ratemaking, market analysis, and resource evaluation in a workshop format. Our Annual Regulatory Policy Conference features high-level exchange on contemporary policy concerns. IPU serves as the university host to NARUC's semi-annual Utility Rate Schools, which provide hands-on introduction to the rate-setting process. We are adding a number of new programs and services that will serve to enhance our presence and role in university-based research and education.

IPU supporters recognize the value of neutrality in intellectual inquiry and share a belief that informed participants enhance the quality and integrity of the regulatory process. We rely on our benefactors both for direct support and for the vital role they play as ambassadors for the Institute in the regulatory community. Full sponsors (\$12,000 annually) are represented on the IPU Industry Advisory Board. Payment toward sponsorship or the IPU Endowment Fund, another contribution opportunity, is recorded as a gift to the university, a 501(c)(3) institution.

I ask you to review the enclosed information and to give support of the IPU your full consideration. Please do not hesitate to contact me or any of our Industry Advisory Board members about the Institute and the value of sponsorship to your company. We believe our mission of service is more important than ever and that your support is more important than ever to us. Your consideration is greatly appreciated and I look forward to discussing your sponsorship soon.

With warm regards,



Janice A. Beecher, Ph.D.
Director

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MICHIGAN STATE
UNIVERSITY

ABOUT THE INSTITUTE

The Institute of Public Utilities (IPU) was founded in 1965 on the beautiful campus of Michigan State University, a big-ten, “world-grant” institution and 501(c)(3) organization. IPU operates as an independent nonprofit educational and research unit of the university and is affiliated with several academic colleges. IPU is entirely self-supporting and contributions help us sustain operations and keep programs affordable.

Our expertise includes:

- Economic regulation of utility network industries, including traditional and emerging methods
- Utility market structures, institutional options, and economic performance
- History, structure, and functions of the federal and state public utility commissions
- Pricing, cost allocation, and rate design for utility services
- Trends in supply, demand, and prices for utility services
- Environmental regulation and integrated resource management
- Utility consumer issues, including service availability and affordability
- Critical utility infrastructure interdependence, investment, siting, and protection
- Restructuring, deregulation, and integration of utility markets and regulation
- Empirical, interdisciplinary, and comparative methods of public and regulatory policy analysis

The Institute supports informed, effective, and efficient regulation of the industries providing essential utility services - electricity, natural gas, water, and telecommunications. We fulfill our mission by providing to the regulatory policy community integrative, interdisciplinary, and balanced educational programs and applied research on the institutions, theory, and practice of modern economic regulation.

IPU's analytical approach is objective, broad-based, and informed by traditional and applied academic disciplines including the social sciences, law, business, engineering, and communications. IPU's diverse and nationally recognized program faculty members are drawn from the academic, public, and private sectors and well known for their experience, expertise, and teaching ability.

The Institute takes great pride in its tradition of service and responsiveness to the changing and challenging needs of regulatory professionals at the federal, state, and local levels, as well as our international colleagues. We specialize in adult learning and cater to the education needs of regulatory professionals and provide continuing-education credits.

Institute programs are recognized by the National Association of Regulatory Utility Commissioners (NARUC). The Annual Regulatory Studies program benefits from the insight of a NARUC Advisory Committee consisting of all committee and subcommittee chairs; commission senior staff members also participate as program faculty. IPU also serves as the university host of the NARUC Utility Rate Schools, sponsored by the NARUC Committee on Water.

IPU provides forums that address today's most challenging and controversial issues. IPU welcomes and respects alternative viewpoints, while remaining entirely independent and neutral. IPU takes a principled approach to regulation, an empirical approach to regulatory research, and a reasoned approach to structural and regulatory change. We are committed to providing all program participants with the knowledge and tools they need for success.

CURRENT BENEFACTORS

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IPU BENEFACTORS, 2008-2009

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INVOICE FOR CONTRIBUTIONS

INSTITUTE OF PUBLIC UTILITIES

Regulatory Research and Education

MICHIGAN STATE UNIVERSITY

This contribution to the Institute of Public Utilities at Michigan State University is for:

- Full sponsorship @ \$12,000 for year _____
- Associate sponsorship @ \$5,000 for year _____
- Contributing sponsorship @ \$2,500 for year _____

- An additional contribution in support of the IPU Research Program in the amount of amount \$ _____

- A contribution to the IPU Endowment Fund in the amount of amount \$ _____

- A gift in recognition of the 50th Anniversary of the Annual Regulatory Studies Program (“Camp”) in the amount \$ _____.

- A gift in honor of IPU founding Director Professor Harry Trebing in the amount of \$ _____.

Internal Use

Company _____

Invoice number _____

Sent _____

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Notes:

Checks and credit card payments are accepted; please call for credit-card assistance. You will receive a receipt for your contribution and your gift will be acknowledged on the IPU website.

Please make all checks payable to **Michigan State University**.

Contact:

Institute of Public Utilities
Michigan State University
W157 Owen Graduate Hall
East Lansing, Michigan 48825

For questions or assistance, please contact:

Dr. Janice A. Beecher, Director [beecher@msu.edu]
Phone: 517.355.1876
Fax: 517.355.1854

Thank you for supporting the Institute of Public Utilities.

The Institute of Public Utilities is an independent and nonprofit unit of Michigan State University. Michigan State University is a 501(c)(3) organization and an equal-opportunity employer.



Advancing knowledge. Transforming lives.