

## **L. Jan Reid**

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### *President, Coast Economic Consulting*

L. Jan Reid is President of Coast Economic Consulting, a firm specializing in litigation, risk management, and regulatory economics. Jan is an active participant in regulatory proceedings at the California Public Utilities Commission (CPUC) in the United States. He has regularly testified before the CPUC and has conducted numerous workshops and seminars on cost of capital and risk management including as a guest speaker at the University of California, Santa Cruz.

Jan wrote testimony and developed financial models which led to the re-entry of California regulated energy utilities into the procurement of electricity and related fuels in 2002. Since 2003, he has been an integral member of the Procurement Review Groups (PRGs) of Pacific Gas and Electric Company, Southern California Edison Company, and San Diego Gas and Electric Company. The PRGs assist the utilities in the evaluation of commodity price, credit, interest rate, and other financial risks.

Jan has written a number of papers which may be downloaded from the Social Science Research Network ([ssrn.com](http://ssrn.com)). Jan is a regular contributor to Athens Institute conferences both as a presenter and as a session chair. His most recent paper, which is entitled “The Political Segregation of the United States”, will soon be published in the Athens Journal of Social Sciences (<http://www.athensjournals.gr/ajss/forthcoming>).

Jan holds B.A. and M.S. degrees from the University of California at Santa Cruz in Applied Economics and Finance. In addition, he has completed courses in risk management, regulation, negotiation, and project management given by the National Regulatory Research Institute, the CPUC, and Karrass Inc.