

## **WILLIAM E. AVERA**

FINCAP, INC.  
Financial Concepts and Applications  
*Economic and Financial Counsel*

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### **Summary of Qualifications**

Ph.D. in economics and finance; Chartered Financial Analyst (CFA) designation; extensive expert witness testimony before courts, regulatory agencies, alternative dispute resolution panels, and legislative committees throughout the U.S. and Canada. Testimony on economic and financial issues, including antitrust, damages, cost of capital, and business valuation. Lectured in executive education programs around the world; undergraduate and graduate teaching in business and economics; leadership positions in government, industry, academia, and the military.

### **Employment**

*Principal,*  
FINCAP, Inc.  
(Sep. 1979 to present)

Financial, economic and policy consulting to business and government. Perform business and public policy research, cost/benefit analyses and financial modeling, valuation of businesses, estimation of damages, and industry studies. Provide counseling and educational services, participate in negotiations, and serve as expert witness before regulatory agencies, legislative committees, arbitration panels, and courts.

*Director, Economic Research  
Division,*  
Public Utility Commission of Texas  
(Dec. 1977 to Aug. 1979)

Responsible for research and testimony preparation on rate of return, rate structure, and econometric analysis dealing with energy, telecommunications, water and sewer. Testified in major rate cases and appeared before legislative committees as Chief Economist for regulatory agency. Administered state and federal grant funds. Communicated frequently with political leaders and representatives from consumer groups, media, and investment community.

*Manager, Financial Education,*  
International Paper Company  
New York City  
(Feb. 1977 to Nov. 1977)

Directed corporate education programs in accounting, finance, and economics. Developed course materials, recruited and trained instructors, maintained liaison within the company and with academic institutions. Prepared operating budget and designed financial controls for corporate professional development program.

*Lecturer in Finance,*  
The University of Texas at Austin  
(Sep. 1979 to May 1981)  
Assistant Professor of Finance,  
(Sep. 1975 to May 1977)

Taught graduate and undergraduate courses in financial management and investment theory. Conducted research in business and public policy. Named Outstanding Graduate Business Professor and received various administrative appointments.

*Assistant Professor of Business,*  
University of North Carolina at  
Chapel Hill  
(Sep. 1972 to Jul. 1975)

Taught in BBA, MBA, and Ph.D. programs. Created project course in finance, Financial Management for Women, and participated in developing Small Business Management sequence. Organized the North Carolina Institute for Investment Research, a group of financial institutions that supported academic research. Faculty advisor to the Media Board, which funds student publications and broadcast stations.

### **Education**

*Ph.D., Economics and Finance,*  
University of North Carolina at  
Chapel Hill  
(Jan. 1969 to Aug. 1972)

Elective courses included financial management, public finance, monetary theory, and econometrics. Awarded the Stonier Fellowship by the American Bankers' Association and University Teaching Fellowship. Taught statistics, macroeconomics, and microeconomics.

Dissertation: *The Geometric Mean Strategy as a Theory of Multiperiod Portfolio Choice*

*B.A., Economics,*  
Emory University, Atlanta, Georgia  
(Sep. 1961 to Jun. 1965)

Active in extracurricular activities, president of the Barkley Forum (debate team), Emory Religious Association, and Delta Tau Delta chapter. Individual awards and team championships at national collegiate debate tournaments.

### **Professional Associations**

Received Chartered Financial Analyst (CFA) designation in 1977.

Former Professional Association Positions: ρ Vice President for Membership, Financial Management Association ρ President, Austin Chapter of Planning Executives Institute ρ Board of Directors, North Carolina Society of Financial Analysts ρ Candidate Curriculum Committee, Association for Investment Management and Research ρ Executive Committee of Southern Finance Association ρ Vice Chair, Subcommittee on Economics and National Association of Regulatory Utility Commissioners (NARUC) ρ Appointed to NARUC's Technical Subcommittee. on the National Energy Act.

## **Teaching in Executive Education Programs**

*University-Sponsored Programs:* Central Michigan University, Duke University, Louisiana State University, National Defense University, National University of Singapore, Texas A&M University, University of Kansas, University of North Carolina, University of Texas.

*Business- and Government-Sponsored Programs:* Advanced Seminar on Earnings Regulation, American Public Welfare Association, Association for Investment Management and Research, Congressional Fellows Program, Cost of Capital Workshop, Electricity Consumers Resource Council, Financial Analysts Association of Indonesia, Financial Analysts Review at Albuquerque, Denver, Raleigh and Salt Lake City, Financial Analysts Seminar at Northwestern University, Governor's Executive Development Program of Texas, Louisiana Association of Business and Industry, National Association of Purchasing Management, National Association of Tire Dealers, Planning Executives Institute, School of Banking of the South, Stock Exchange of Thailand, Texas Association of State Sponsored Computer Centers, Texas Bankers' Association, Texas Bar Association, Texas Savings and Loan League, Texas Society of CPAs, Tokyo Association of Foreign Banks, Union Bank of Switzerland, U.S. Department of State, U.S. Navy, U.S. Veterans Administration, and major corporations.

Presented papers for Mills B. Lane Lecture Series at the University of Georgia and Heubner Lectures at the University of Pennsylvania. Taught graduate courses in finance and economics in evening program at St. Edward's University in Austin from January 1979 through 1998.

## **Expert Witness Testimony**

Testimony before administrative agencies addressed cost of capital, rate design, and other economic and financial issues.

*Federal Agencies:* Federal Communications Commission, Federal Energy Regulatory Commission, Surface Transportation Board, Interstate Commerce Commission, and the Canadian Radio-Television and Telecommunications Commission.

*State Regulatory Agencies:* Alaska, Arkansas, California, Colorado, Connecticut, Delaware, Hawaii, Idaho, Illinois, Indiana, Kansas, Maryland, Missouri, Nevada, New Mexico, North Carolina, Ohio, Oklahoma, Pennsylvania, South Carolina, Texas, Virginia, Washington, West Virginia, and Wisconsin.

Testimony before federal and state courts, arbitration panels, and alternative dispute resolutions involving damages, valuation, antitrust liability, fiduciary duties, and other economic and financial issues.

## **Other Professional Activities**

ρ Board Member, Georgia System Operations Corporation (electric system operator for Oglethorpe Power Corporation) ρ Co-chair, Synchronous Interconnection Committee, appointed by Governor George Bush and Public Utility Commission of Texas ρ Appointed to Organic Livestock Advisory Committee by Texas Agricultural Commissioner Susan Combs ρ Appointed to research team for Texas Railroad Commission study, *The UP/SP Merger: An Assessment of the Impacts on the State of Texas* ρ Member of team appointed by Hawaii Public Utilities Commission to review affiliate relationships of Hawaiian Electric Industries ρ Consultant to Public Utility Commission of Texas on

cogeneration policy and other matters ρ Consultant to Public Service Commission of New Mexico on cogeneration policy ρ Evaluator of Energy Research Grant Proposals for Texas Higher Education Coordinating.

### **Community Activities**

ρ Board Member, Sustainable Food Center ρ Chairman, Energy Task Force, Greater Austin-San Antonio Corridor Council ρ Chair, Board of Deacons, Finance Committee, and Elder, Central Presbyterian Church of Austin ρ Founding Director, Orange-Chatham County Legal Aid.

### **Military**

ρ Captain, U.S. Naval Reserve (retired after 28 years service) ρ Commanding Officer, Naval Special Warfare (SEAL) Engineering Support Unit ρ Officer-in-charge of SWIFT patrol boat in Vietnam ρ Enlisted service as weather analyst.

### **Bibliography**

#### **Monographs**

*Ethics and the Investment Professional* (video, workbook, and instructor's guide) and *Ethics: Challenge Today* (video), Association for Investment Management and Research (AIMR) (1995).

“Definition of Industry Ethics and Development of a Code” and “Applying Ethics in the Real World,” in *Good Ethics: The Essential Element of a Firm's Success*, AIMR (1994).

“On the Use of Security Analysts' Growth Projections in the DCF Model,” with Bruce H. Fairchild in *Earnings Regulation Under Inflation*, J. R. Foster and S. R. Holmberg, eds., Institute for Study of Regulation (1982).

*An Examination of the Concept of Using Relative Customer Class Risk to Set Target Rates of Return in Electric Cost-of-Service Studies*, with Bruce H. Fairchild, Electricity Consumers Resource Council (ELCON) (1981); portions reprinted in *Public Utilities Fortnightly* (Nov. 11, 1982).

“Usefulness of Current Values to Investors and Creditors,” in *Research Study on Current-Value Accounting Measurements and Utility*, George M. Scott, ed., Touche Ross Foundation (1978).

“The Geometric Mean Strategy and Common Stock Investment Management,” with Henry A. Latane in *Life Insurance Investment Policies*, David Cummins, ed. (1977).

*Investment Companies: Analysis of Current Operations and Future Prospects*, with J. Finley Lee and Glenn L. Wood, American College of Life Underwriters (1975).

#### **Articles**

“Liquidity, Exchange Listing, and Common Stock Performance,” with John C. Groth and Kerry Cooper, *Journal of Economics and Business* (Spring 1985); reprinted by National Association of Security Dealers.

“The Energy Crisis and the Homeowner: The Grief Process,” *Texas Business Review* (Jan.–Feb. 1980); reprinted in *The Energy Picture: Problems and Prospects*, J. E. Pluta, ed., Bureau of Business Research (1980).

- "Use of IFPS at the Public Utility Commission of Texas," *Proceedings of the IFPS Users Group Annual Meeting* (1979).
- "Production Capacity Allocation: Conversion, CWIP, and One-Armed Economics," *Proceedings of the NARUC Biennial Regulatory Information Conference* (1978).
- "Some Thoughts on the Rate of Return to Public Utility Companies," with Bruce H. Fairchild in *Proceedings of the NARUC Biennial Regulatory Information Conference* (1978).
- "A New Capital Budgeting Measure: The Integration of Time, Liquidity, and Uncertainty," with David Cordell in *Proceedings of the Southwestern Finance Association* (1977).
- "Usefulness of Current Values to Investors and Creditors," in *Inflation Accounting/Indexing and Stock Behavior* (1977).
- "Consumer Expectations and the Economy," *Texas Business Review* (Nov. 1976).
- "Portfolio Performance Evaluation and Long-run Capital Growth," with Henry A. Latane in *Proceedings of the Eastern Finance Association* (1973).
- Book reviews in *Journal of Finance* and *Financial Review*. Abstracts for *C.F.A. Digest*. Series of articles in *Carolina Financial Times*.

### **Selected Papers and Presentations**

- "Ethics," Sponsored by Canadian Council of Financial Analysts in Calgary, Edmonton, Regina, and Winnipeg, June 1997. Similar presentations given to Austin Society of Financial Analysts (Mar. 1994), San Antonio Society of Financial Analysts (Nov. 1985), and St. Louis Society of Financial Analysts (Feb. 1986).
- "Cost of Capital for Multi-Divisional Corporations," Financial Management Association, New Orleans, Louisiana (Oct. 1996).
- "Ethics and the Treasury Function," Government Treasurers Organization of Texas, Corpus Christi, Texas (Jun. 1996).
- "A Cooperative Future," Iowa Association of Electric Cooperatives, Des Moines, Iowa (December 1995). Similar presentations given to National G & T Conference, Irving, Texas (June 1995), Kentucky Association of Electric Cooperatives Annual Meeting, Louisville, Kentucky (Nov. 1994), Virginia, Maryland, and Delaware Association of Electric Cooperatives Annual Meeting, Richmond, Virginia (July 1994), and Carolina Electric Cooperatives Annual Meeting, Raleigh, North Carolina (Mar. 1994).
- "Information Superhighway Warnings: Speed Bumps on Wall Street and Detours from the Economy," Texas Society of Certified Public Accountants Natural Gas, Telecommunications and Electric Industries Conference, Austin, Texas (Apr. 1995).
- "Economic/Wall Street Outlook," Carolinas Council of the Institute of Management Accountants, Myrtle Beach, South Carolina (May 1994). Similar presentation given to Bell Operating Company Accounting Witness Conference, Santa Fe, New Mexico (Apr. 1993).
- "Good Ethics is Good Business," Austin Society of Financial Analysts (March 1994). Similar presentations given to San Antonio Society of Financial Analysts (Nov. 1985) and St. Louis Society of Financial Analysts (Feb. 1986).
- "Regulatory Developments in Telecommunications," Regional Holding Company Financial and Accounting Conference, San Antonio, Texas (Sep. 1993).

- "Estimating the Cost of Capital During the 1990s: Issues and Directions," The National Society of Rate of Return Analysts, Washington, D.C. (May 1992).
- "Making Utility Regulation Work at the Public Utility Commission of Texas," Center for Legal and Regulatory Studies, University of Texas, Austin, Texas (Jun. 1991).
- "Can Regulation Compete for the Hearts and Minds of Industrial Customers," Emerging Issues of Competition in the Electric Utility Industry Conference, Austin, Texas (May 1988).
- "The Role of Utilities in Fostering New Energy Technologies," Emerging Energy Technologies in Texas Conference, Austin, Texas (Mar. 1988).
- "The Regulators' Perspective," Bellcore Economic Analysis Conference, San Antonio, Texas (Nov. 1987).
- "Public Utility Commissions and the Nuclear Plant Contractor," Construction Litigation Superconference, Laguna Beach, California (Dec. 1986).
- "Development of Cogeneration Policies in Texas," University of Georgia Fifth Annual Public Utilities Conference, Atlanta, Georgia (Sep. 1985).
- "Wheeling for Power Sales," Energy Bureau Cogeneration Conference, Houston, Texas (Nov. 1985).
- "Asymmetric Discounting of Information and Relative Liquidity: Some Empirical Evidence for Common Stocks" (with John Groth and Kerry Cooper), Southern Finance Association, New Orleans, Louisiana (Nov. 1982).
- "Used and Useful Planning Models," Planning Executive Institute, 27th Corporate Planning Conference, Los Angeles, California (Nov. 1979).
- "Staff Input to Commission Rate of Return Decisions," The National Society of Rate of Return Analysts, New York, New York (Oct. 1979).
- "Electric Rate Design in Texas," Southwestern Economics Association, Fort Worth, Texas (Mar. 1979).
- "Discounted Cash Life: A New Measure of the Time Dimension in Capital Budgeting," with David Cordell, Southern Finance Association, New Orleans, Louisiana (Nov. 1978).
- "The Relative Value of Statistics of Ex Post Common Stock Distributions to Explain Variance," with Charles G. Martin, Southern Finance Association, Atlanta, Georgia (Nov. 1977).
- "An ANOVA Representation of Common Stock Returns as a Framework for the Allocation of Portfolio Management Effort," with Charles G. Martin, Financial Management Association, Montreal, Canada (Oct. 1976).
- "A Growth-Optimal Portfolio Selection Model with Finite Horizon," with Henry A. Latane, American Finance Association, San Francisco, California (Dec. 1974).
- "An Optimal Approach to the Finance Decision," with Henry A. Latane, Southern Finance Association, Atlanta, Georgia (Nov. 1974).
- "A Pragmatic Approach to the Capital Structure Decision Based on Long-Run Growth," with Henry A. Latane, Financial Management Association, San Diego, California (Oct. 1974).
- "Multiperiod Wealth Distributions and Portfolio Theory," Southern Finance Association, Houston, Texas (Nov. 1973).
- "Growth Rates, Expected Returns, and Variance in Portfolio Selection and Performance Evaluation," with Henry A. Latane, Econometric Society, Oslo, Norway (Aug. 1973).