

Bruce K. Cole, Ph.D.
Personal Statement

My name is Bruce Cole. I seek the opportunity to serve as South Carolina's next Public Service Commissioner representing our Second Congressional District.

As resource planning becomes more complex, the SC Public Service Commission will need to expand and deepen its expertise to inform its decision making. My educational background, the depth and breadth of industry experience and my sensitivity to changing customer preferences would allow me to bring the new perspectives that the Commission needs during these historic times.

The drivers of electric utility infrastructure growth are changing from load growth and resource adequacy, to planning considerations that focus on energy costs, risk management, environmental regulations and customer behavior. Moreover, fundamental changes will be increasingly fueled by a growing reliance on natural gas, natural gas price uncertainty, falling renewable energy costs, flat or declining load growth, shifting consumer preferences, and greater deployment of information and communication technologies.

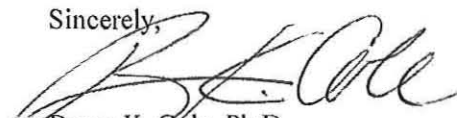
Years of study and experience has blessed me with an appreciation for good public policy. My doctoral work in planning at Clemson addressed the potentially negative social impacts of both market and regulatory failure. I worked for many years in the telecommunications industry, at a time when it was being reshaped by the historic break-up of AT&T and the emergence of internet-based technologies. As a manager at AT&T, I had bottom-line responsibilities for leasing, selling and maintaining communications infrastructure and client facilities. As a consultant for Pacific Telesis and numerous clients in the emerging wireless communications space, I gained a profound understanding of the forces that form markets and disrupt them.

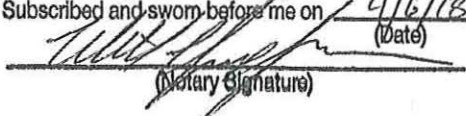
I am ready to go to work for South Carolina. I have been a Certified Public Accountant for 35 years. I drew on this professional credential and my financial training to serve the people of Boston as the Boston Public Library's first Chief Financial Officer. I served the citizens of Richland County as an airport commissioner for seven years. I taught the children and parents of families from throughout the Second Congressional District as a professor of finance and accounting at institutions such as Clemson, USC, Allen and Southern Wesleyan University for 10 years. In addition, through our research at the Greener Institute and my work in Environmental Justice Committee for the Sierra Club, I am keenly aware of the uneven impact policy decisions can have on our most vulnerable communities.

The provision of electricity in South Carolina is undergoing significant change. In the future, our power sector's regulatory approaches will require new planning considerations to provide reliable and affordable electricity. Our efforts should include enhanced efforts to safeguard the environment, to maintain important social initiatives, such as low-income programs, energy-efficiency initiatives, and increased research on alternative technologies. I am trained, tested and ready to serve the needs of our state.

I will bring fresh ideas to the position of Public Service Commissioner, as well as an appreciation for the needs of industries in transition. I have a strong work ethic and will strive to give South Carolina's rate payers the quality and value of service they deserve. At the appropriate time, I will be asking for your vote to help me do this. Thank you, in advance, for your support.

Sincerely,


Bruce K. Cole, Ph.D.

State of South Carolina County of Richland
Subscribed and sworn before me on 4/6/18
(Date)

(Notary Signature)

