



**McCallum Sweeney Consulting**  
*the geography of business*

BOEING  
MITSUBISHI  
HARLEY-DAVIDSON  
DOLLAR GENERAL  
BP  
NISSAN  
MICHELIN  
THEX  
VOUGHT / ALENIA

Helping  
**Companies**  
Decide  
**Where**  
to **Build**

## **South Carolina Opportunities for Wind:** *Industry Overview and Competitive Focus*

**Columbia, SC**  
*July 13, 2009*

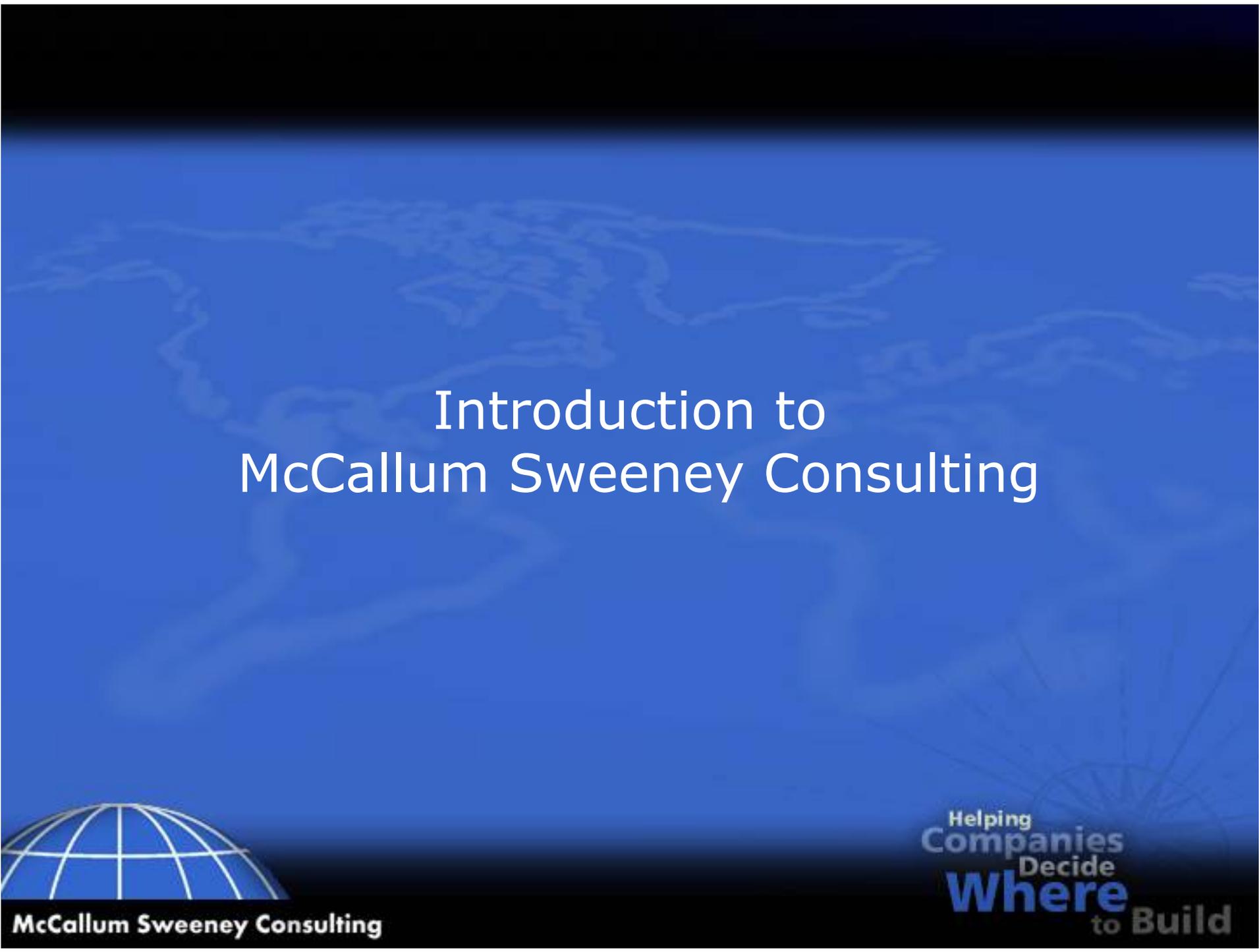
**Ed McCallum, Senior Principal**



# Presentation Overview

- Introduction to McCallum Sweeney Consulting
- The Wind Industry in General
- South Carolina's Place for Economic Development
- Challenges/Opportunities





# Introduction to McCallum Sweeney Consulting



McCallum Sweeney Consulting



Helping  
Companies  
Decide  
**Where**  
to Build

A sunburst graphic with multiple lines radiating from a central point, located in the bottom right corner of the slide.

# MSC Overview

- Specializes in site selection and incentive negotiation services
- Established in July 2000 by Ed McCallum and Mark Sweeney
- Brings more than 50 years of combined location consulting experience to our clients worldwide
- Provides clients with uncompromised service, conducting site selection and incentive negotiations with the highest standards of integrity



# MSC C.I.R.C.L.E. of Values

## Customer Service

- Unrestricted commitment to our clients
- Active involvement in every project by senior principals Ed McCallum and Mark Sweeney
- Independence, allowing sole focus on our clients' projects (not a platform to sell other services)

## Excellence

- Maintaining the goal of MSC, as a company, to be the best in our business
- Creating and maintaining an operating environment based on the principles of continuous performance improvement
- Conducting our business with an unrestrained passion for quality

## Leading-Edge Technology

- Maintaining in-house expertise in geographic information systems (GIS) technologies
- Supporting integration of GIS into all our assignments, exploring new ways to leverage its value for our clients
- Managing the technology as a powerful tool and avoiding the temptation to let it serve as a substitute for a sound and comprehensive site selection process

## Integrity

- Emphasis on communication, with an "open process" allowing our clients to know what we are doing and why
- Redirection of any and all "location bonuses" from communities or developers to the benefit of our clients
- Policy not to pursue or accept economic development assignments in locations that are, or may be, under consideration by our siting clients

## Respect

- For the values of our clients, and the responsibility we have in representing them
- For the stewardship role states, provinces, and communities have as part of their efforts in attracting and retaining investment and employment
- For each other here at MSC, creating a supportive and collegial environment that thrives on the unique strengths we each bring to the company, and striving to balance the demands of our profession with the rewards of a personal life

## Creativity

- Maintaining a broad knowledge of successful location strategies
- Emphasizing the promotion of new ideas and finding value in them
- Committing to an operating environment that fosters innovation and nurtures its development



# MSC Wind Energy Clients

*Does Not Include Confidential Clients with NDA's*







# MSC Clients - Wind Energy

## Completed/Engaged



Confidential 1 (Tower)

Confidential 2

## Discussions/Negotiations

- Nacelle Assembler 1
- Nacelle Assembler 2
- Tower Manufacturer
- Gears/Shafts Manufacturer
- Blade Manufacturer 1
- Blade Manufacturer 2
- Electronics/Internals



# The Wind Industry



McCallum Sweeney Consulting

Helping  
Companies  
Decide  
**Where**  
to Build

# Change in US Wind Energy

*US is World's Largest Market*

## Installed Wind Energy Capacity

#	Nation	2005	2006	2007	2008 <sup>[1]</sup>
1	United States	9,149	11,603	16,818	25,170
2	Germany	18,415	20,622	22,247	23,903
3	Spain	10,028	11,615	15,145	16,740
4	China	1,260	2,604	6,050	12,210
5	India	4,430	6,270	8,000	9,587
6	Italy	1,718	2,123	2,726	3,736
7	France	757	1,567	2,454	3,404
8	United Kingdom	1,332	1,963	2,389	3,288
9	Denmark (& Faeroe Islands)	3,136	3,140	3,129	3,160
10	Portugal	1,022	1,716	2,150	2,862

Source:

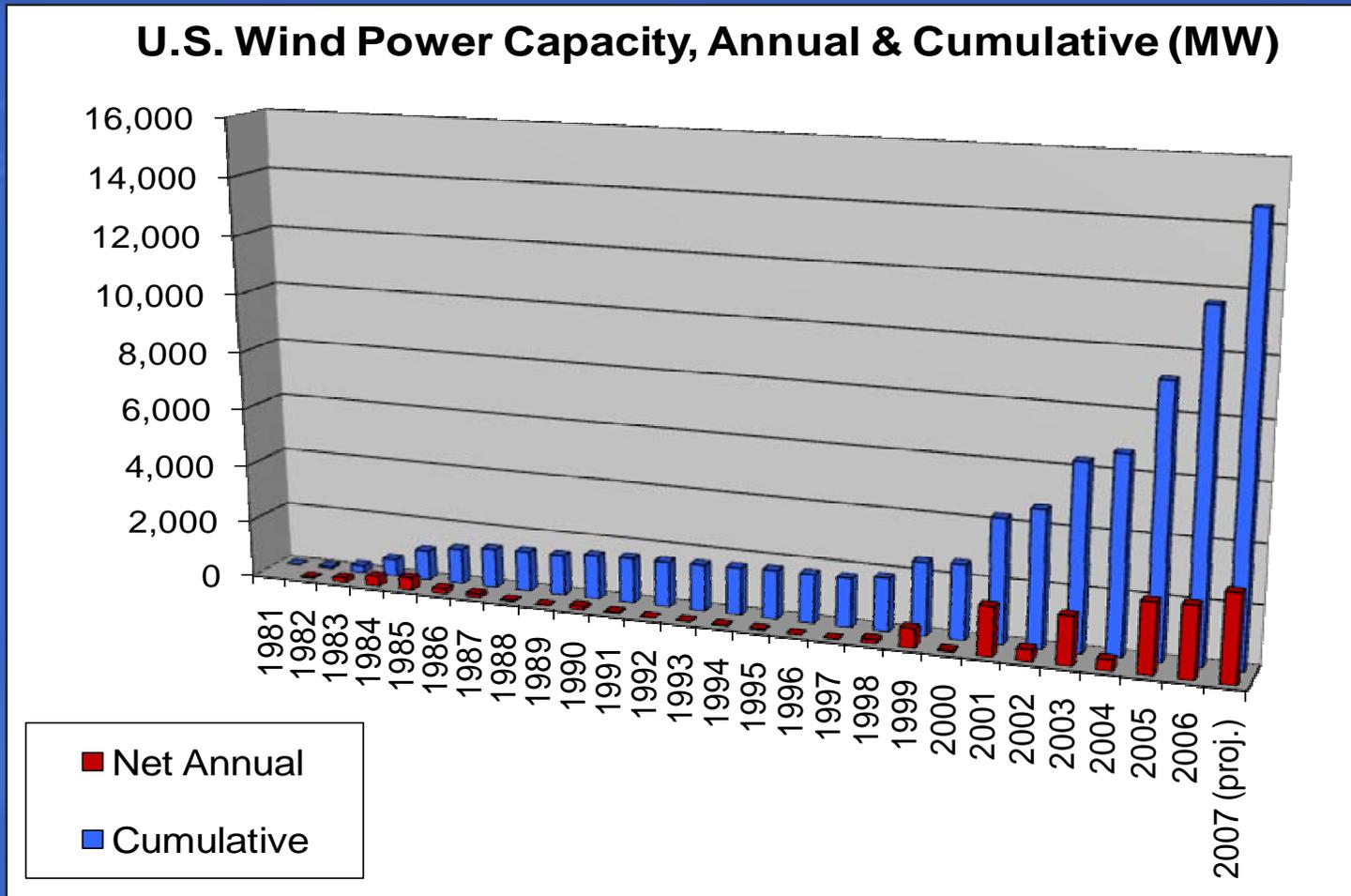
Global Wind Energy Council

[http://www.gwec.net/uploads/media/0702\\_PR\\_Global\\_Statistics\\_2006.pdf](http://www.gwec.net/uploads/media/0702_PR_Global_Statistics_2006.pdf)



# Growth Before Stimulus

*20-30% Growth Every Year*



Source American Wind Energy Association Database

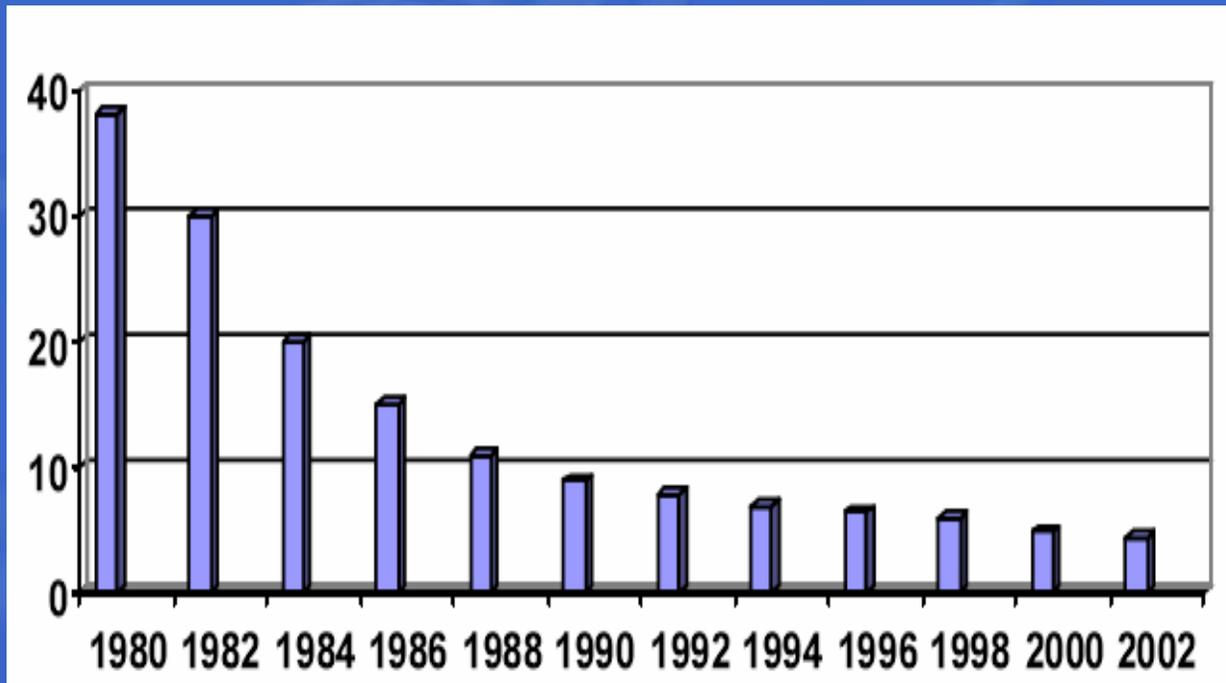


# Economics Make Sense

*Wind Energy is Not a Flash in the Pan - Trend*

## Cost of Wind Energy in Levelized Cents/Kwh

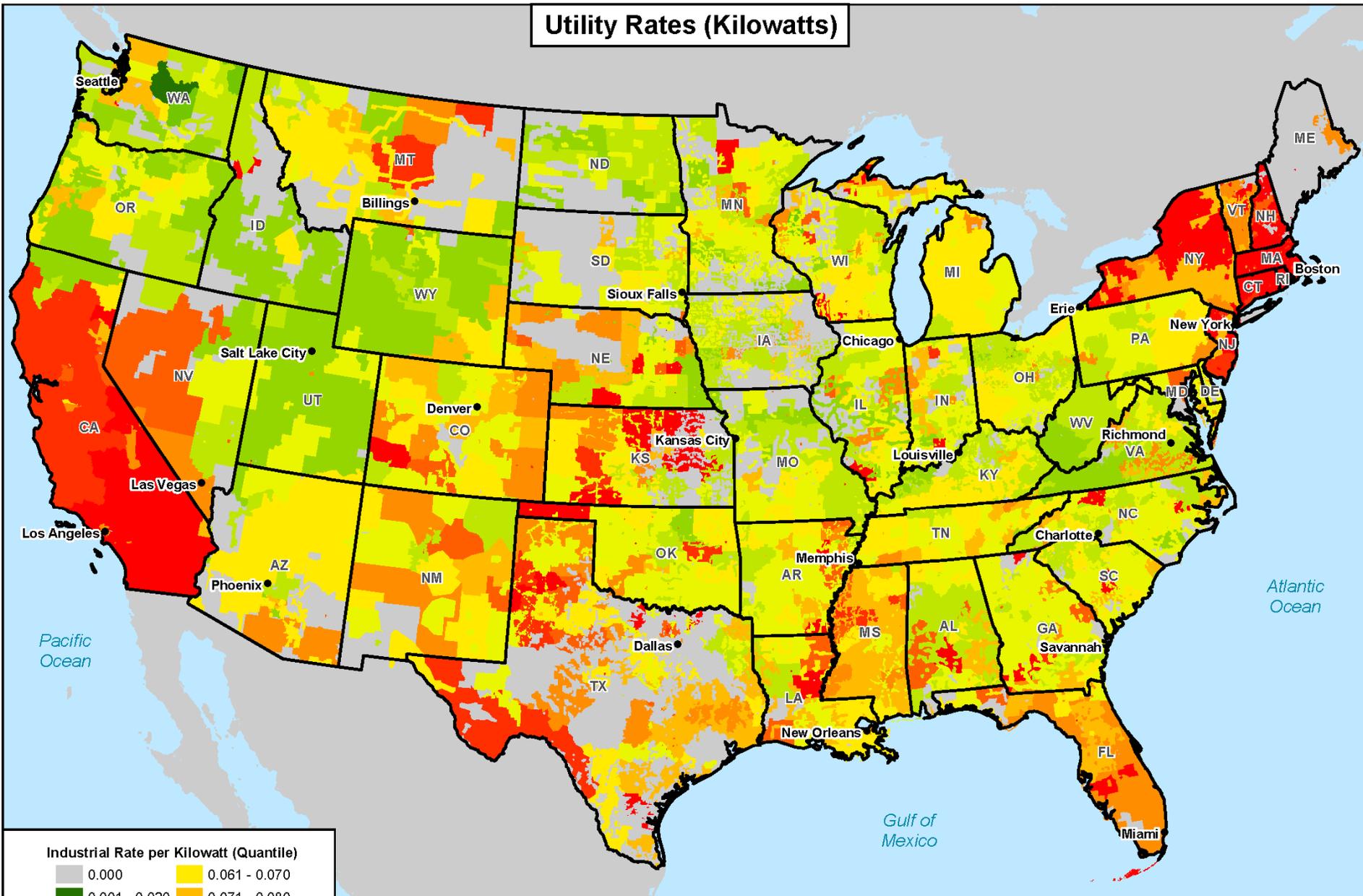
*Assumptions: levelized cost at excellent wind sites, large project size, not including Production Tax Credits (PTC)*



Source: American Wind Energy Association 122 C Street, N.W., Washington, D.C. 20001,  
(202) 383-2500, fax (202) 383-2505,  
[windmail@awea.org](mailto:windmail@awea.org), <http://www.awea.org>.

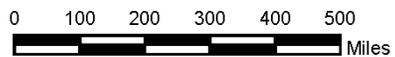


# Utility Rates (Kilowatts)

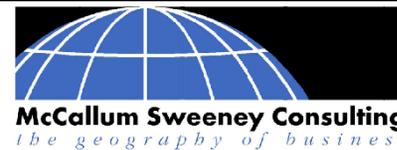


## Industrial Rate per Kilowatt (Quantile)

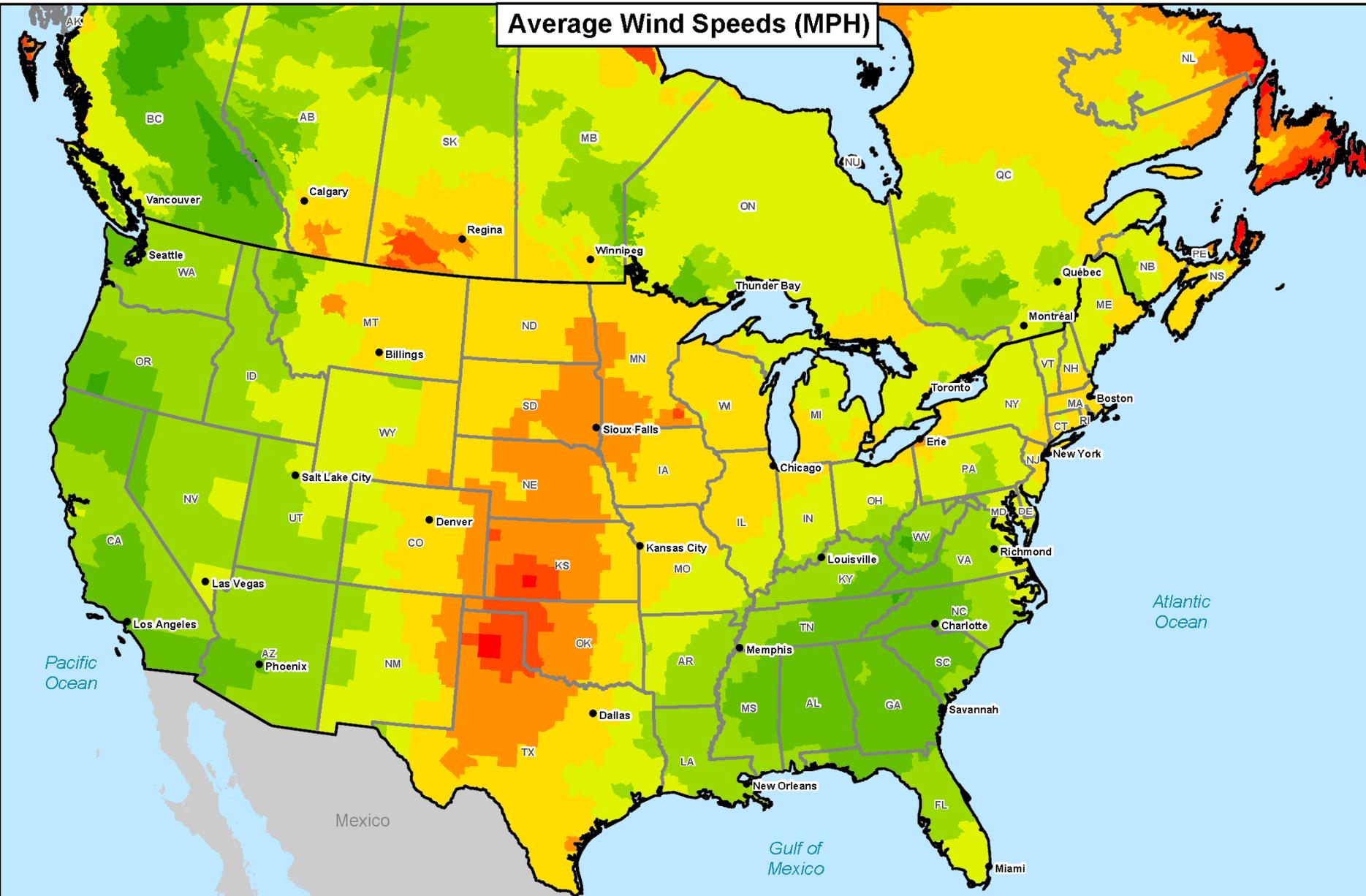
0.000	0.061 - 0.070
0.001 - 0.020	0.071 - 0.080
0.021 - 0.030	0.081 - 0.090
0.031 - 0.040	0.091 - 0.100
0.041 - 0.050	0.101 - 0.110
0.051 - 0.060	0.111 - 0.676



Source: Platts  
 Projection: Albers Equal Area Conic  
 Geographic Data Source: ESRI, 2006  
 Map Composition: MSC, 2007

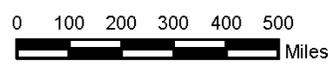


# Average Wind Speeds (MPH)



Wind Speed (MPH)		
A < 6.0	D 8.0 - 8.9	G 11.0 - 11.9
B 6.0 - 6.9	E 9.0 - 9.9	H > 11.9
C 7.0 - 7.9	F 10.0 - 10.9	

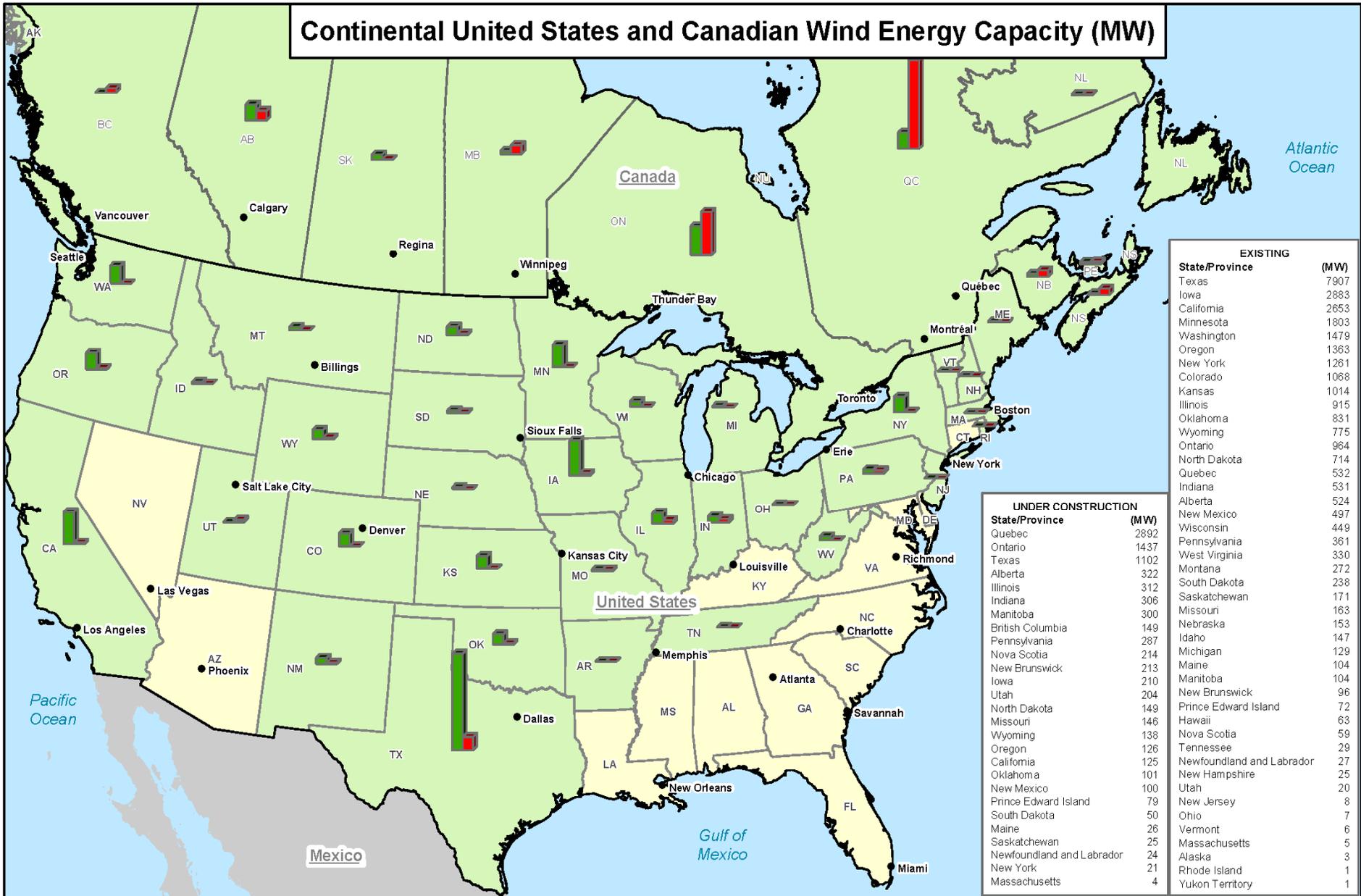
GIS44



Source: National Climatic Data Center  
 Canadian Ecodistrict Climate Normals  
 Projection: Albers Equal Area Conic  
 Geographic Data Source: ESRI, 2008  
 Map Composition: MSC, 2009

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*the geography of business*

# Continental United States and Canadian Wind Energy Capacity (MW)

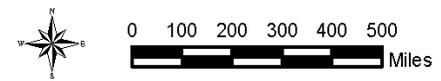


EXISTING	
State/Province	(MW)
Texas	7907
Iowa	2883
California	2653
Minnesota	1803
Washington	1479
Oregon	1363
New York	1261
Colorado	1068
Kansas	1014
Illinois	915
Oklahoma	831
Wyoming	775
Ontario	964
North Dakota	714
Quebec	532
Indiana	531
Alberta	524
New Mexico	497
Wisconsin	449
Pennsylvania	361
West Virginia	330
Montana	272
South Dakota	238
Saskatchewan	171
Missouri	163
Nebraska	153
Idaho	147
Michigan	129
Maine	104
Manitoba	104
New Brunswick	96
Prince Edward Island	72
Hawaii	63
Nova Scotia	59
Tennessee	29
Newfoundland and Labrador	27
New Hampshire	25
Utah	20
New Jersey	8
Ohio	7
Vermont	6
Massachusetts	5
Alaska	3
Rhode Island	1
Yukon Territory	1

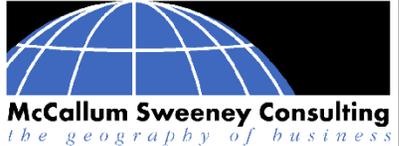
  

UNDER CONSTRUCTION	
State/Province	(MW)
Quebec	2892
Ontario	1437
Texas	1102
Alberta	322
Illinois	312
Indiana	306
Manitoba	300
British Columbia	149
Pennsylvania	287
Nova Scotia	214
New Brunswick	213
Iowa	210
Utah	204
North Dakota	149
Missouri	146
Wyoming	138
Oregon	126
California	125
Oklahoma	101
New Mexico	100
Prince Edward Island	79
South Dakota	50
Maine	26
Saskatchewan	25
Newfoundland and Labrador	24
New York	21
Massachusetts	4

■ Existing Wind Energy Capacity (MW)  
■ Under Construction Wind Energy Capacity (MW)



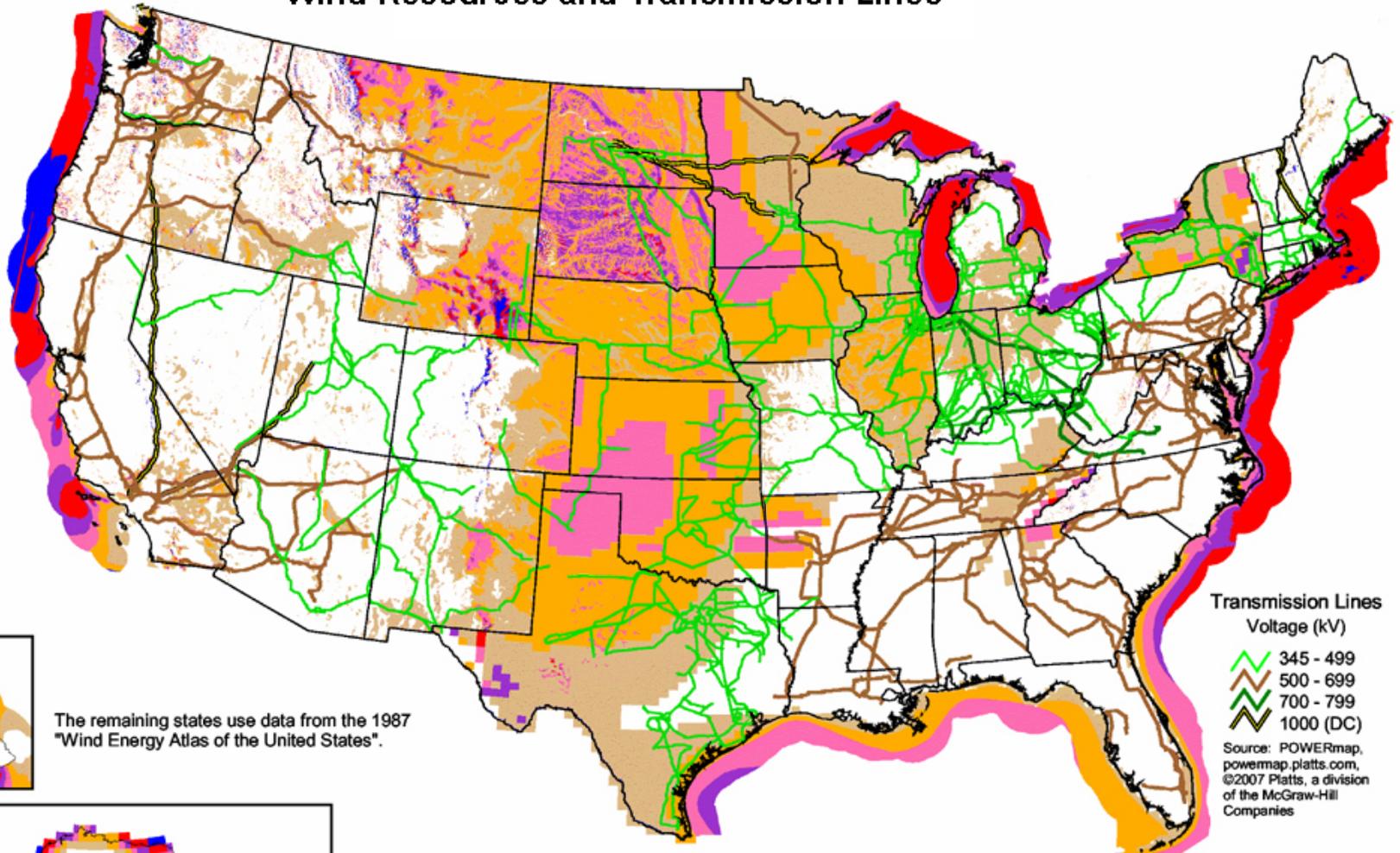
Data Source: [www.awea.org](http://www.awea.org), [www.canwea.org](http://www.canwea.org) (1Q 2009)  
 Projection: Albers Equal Area Conic  
 Geographic Data Source: ESRI, 2008  
 Map Composition: MSC, 2009



NREL Updated Maps:

- Arizona (2003)
- California (2002)
- Colorado (2004)
- Connecticut (2001)
- Delaware (2002)
- Hawaii (2004)
- Idaho (2002)
- Illinois (2001)
- Indiana (2004)
- Maine (2001)
- Maryland (2002)
- Massachusetts (2001)
- Michigan (2004)
- Missouri (2005)
- Montana (2002)
- Nebraska (2005)
- Nevada (2003)
- New Jersey (2002)
- New Hampshire (2001)
- New Mexico (2003)
- North Carolina (2002)
- North Dakota (2000)
- Ohio (2004)
- Oregon (2002)
- Pennsylvania (2002)
- Rhode Island (2001)
- South Dakota (2001)
- Texas mesas (2000)
- Utah (2003)
- Vermont (2001)
- Virginia (2002)
- Washington (2002)
- West Virginia (2002)
- Wyoming (2002)

## Wind Resources and Transmission Lines

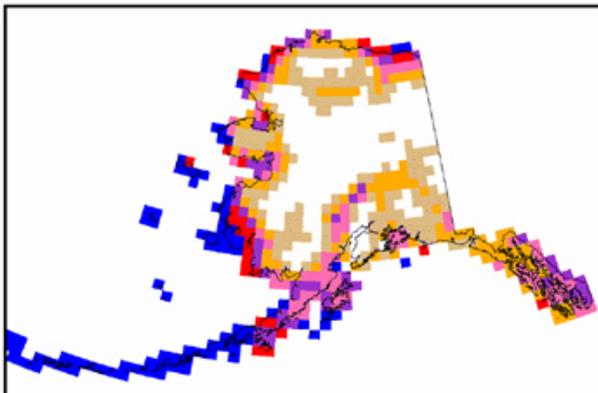
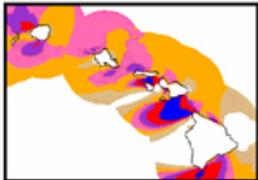


**Transmission Lines**  
Voltage (kV)

- 345 - 499
- 500 - 699
- 700 - 799
- 1000 (DC)

Source: POWERmap, powermap.platts.com, ©2007 Platts, a division of the McGraw-Hill Companies

The remaining states use data from the 1987 "Wind Energy Atlas of the United States".



### Wind Power Classification

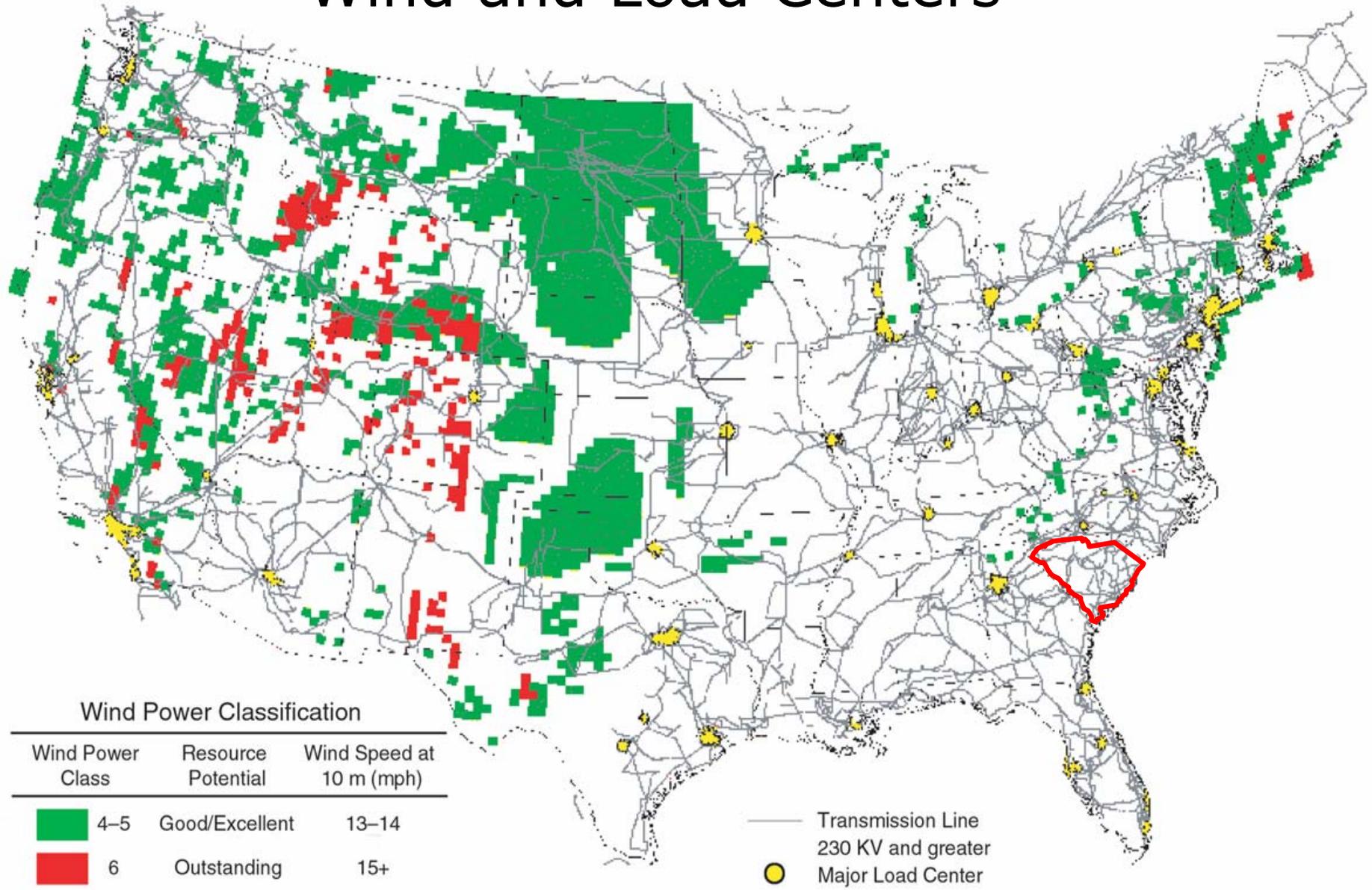
Wind Power Class	Resource Potential	Wind Power Density at 50 m W/m <sup>2</sup>	Wind Speed <sup>a</sup> at 50 m m/s	Wind Speed <sup>a</sup> at 50 m mph
	2 Marginal	200 - 300	5.6 - 6.4	12.5 - 14.3
	3 Fair	300 - 400	6.4 - 7.0	14.3 - 15.7
	4 Good	400 - 500	7.0 - 7.5	15.7 - 16.8
	5 Excellent	500 - 600	7.5 - 8.0	16.8 - 17.9
	6 Outstanding	600 - 800	8.0 - 8.8	17.9 - 19.7
	7 Superb	800 - 1600	8.8 - 11.1	19.7 - 24.8

<sup>a</sup> Wind speeds are based on a Weibull k value of 2.0

U.S. Department of Energy  
National Renewable Energy Laboratory

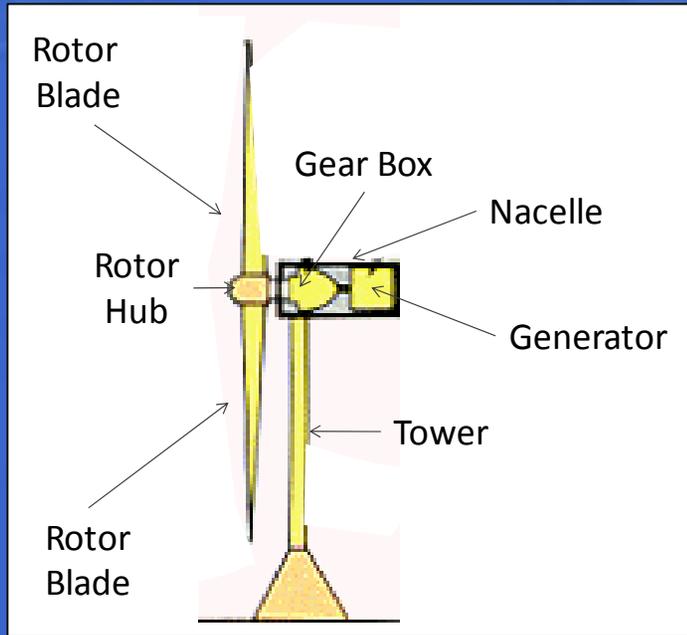


# Wind and Load Centers



# Basic Components

Expensive to Transport, Dimensional Size, Easily Damaged



Tower



Rotor Blade



Completed Nacelle



Rotor Hub





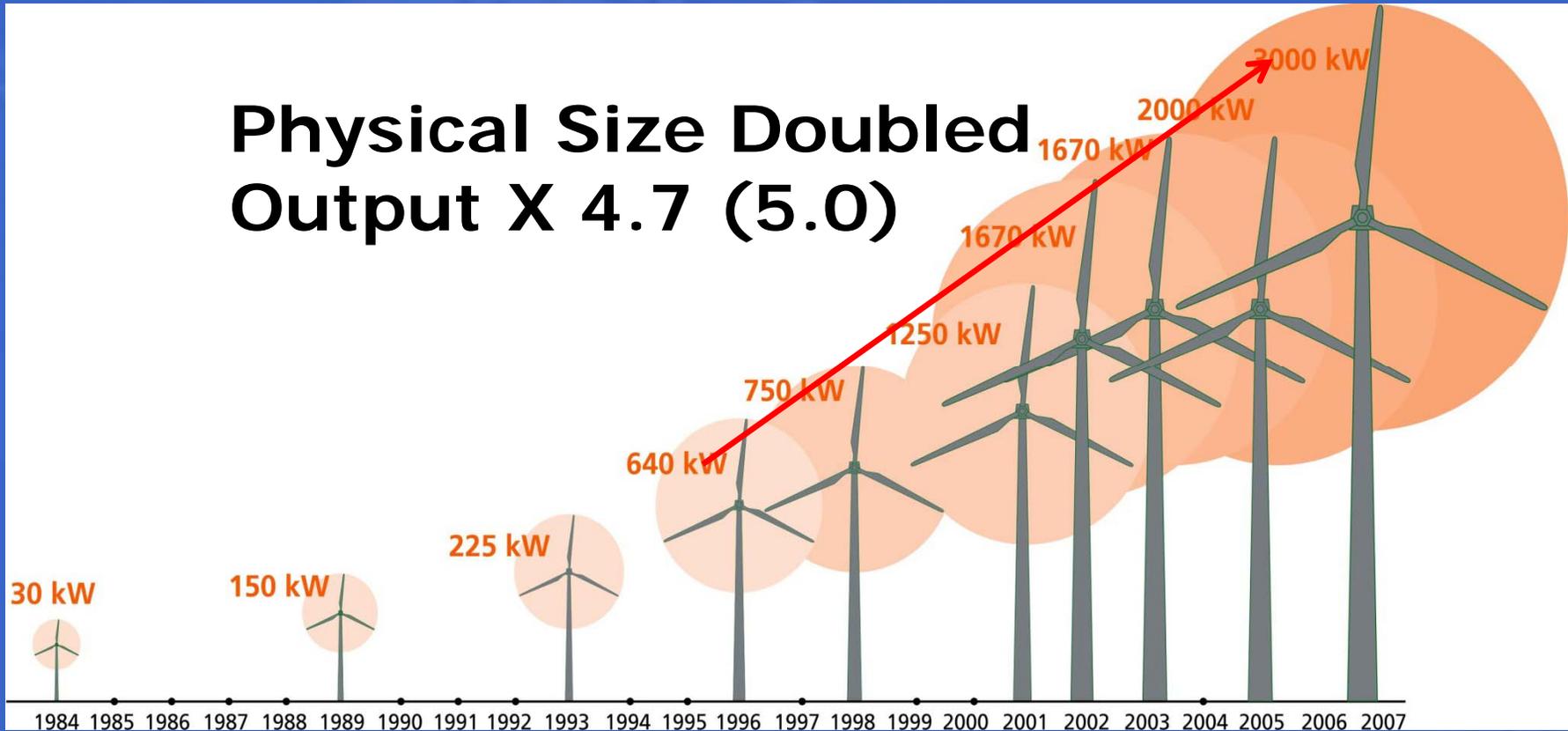




# Wind Generation Units

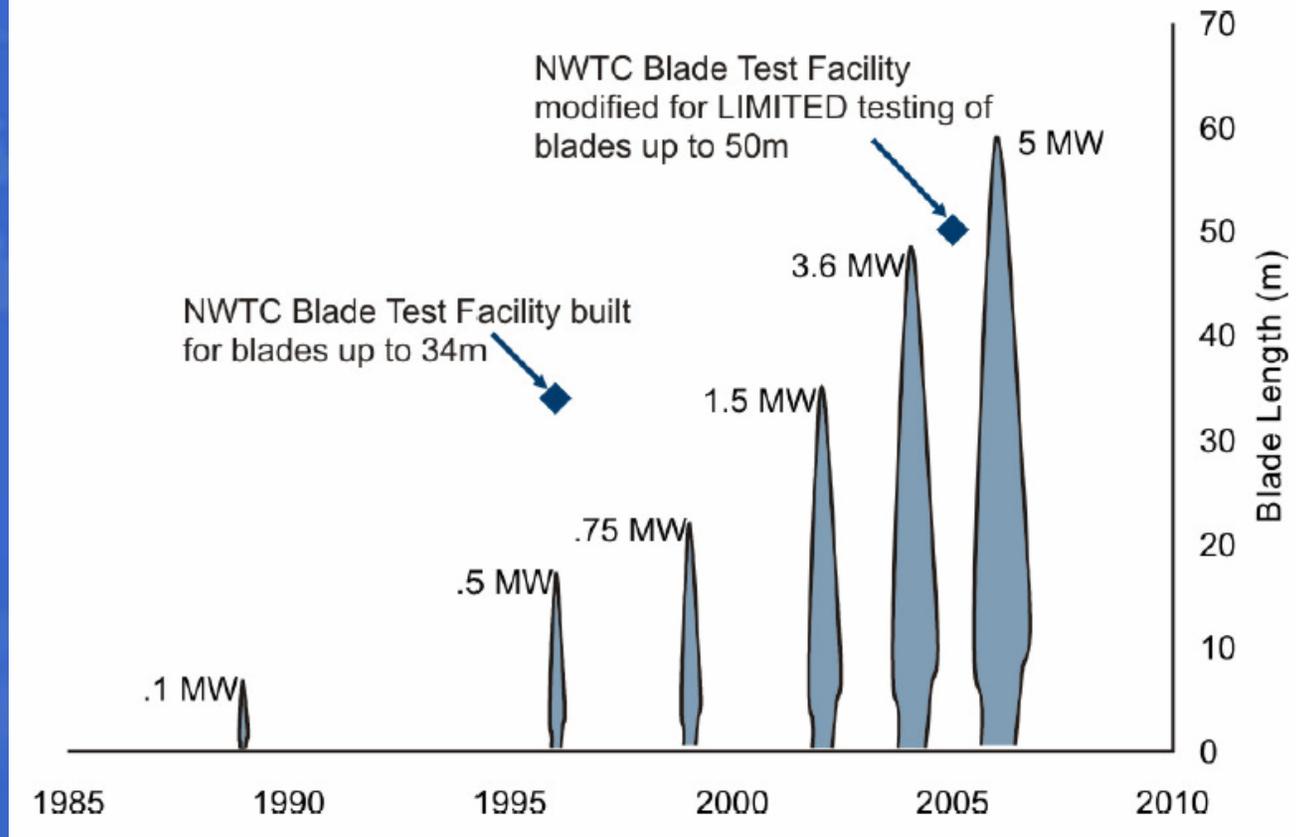
*Affecting Manufacturing Location and Logistics*

**Physical Size Doubled  
Output X 4.7 (5.0)**



# Increasing Size

Figure 2-16. Blade growth and startup dates for U.S. blade test facilities



Source: US Department of Energy – 20% Wind Energy by 2030, [http://www.20percentwind.org/20percent\\_wind\\_energy\\_report\\_revOct08.pdf](http://www.20percentwind.org/20percent_wind_energy_report_revOct08.pdf)



# Size Considerations

## *Towers*

Tower sections for the common 250-foot (80-meter) wind turbine tower in the United States can weigh more than 150,000 lbs (70 tons), be 120 feet long (36 meters) and have a diameter of 15 feet (4.5 meters). The next generation of 330-foot (105-meter) towers will be 18 feet (5.4 meters) in diameter at the base.

## *Nacelles*

Nacelles commonly weigh 50-70 tons and can weigh 90 tons or more. Getting bigger.

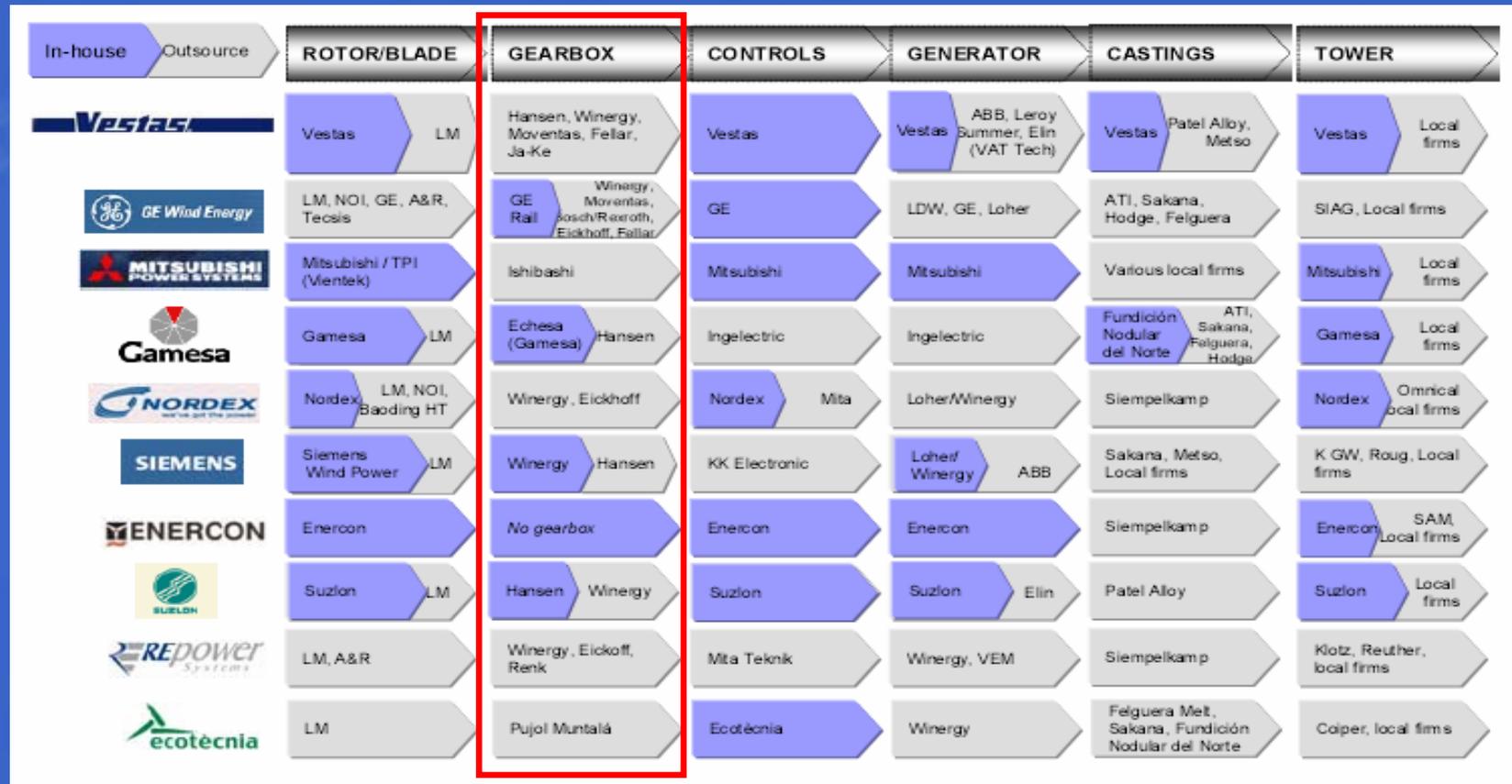
## *Blades*

For commercial scale projects, blades run from around 110 feet (33 meters) to 145 feet (44 meters). Blade lengths may continue to grow in the future, particularly for offshore wind projects. The largest blades are just over 200 feet long (60 meters-plus) for a 5-MW turbine scenario.



# Major Component Supply Chain

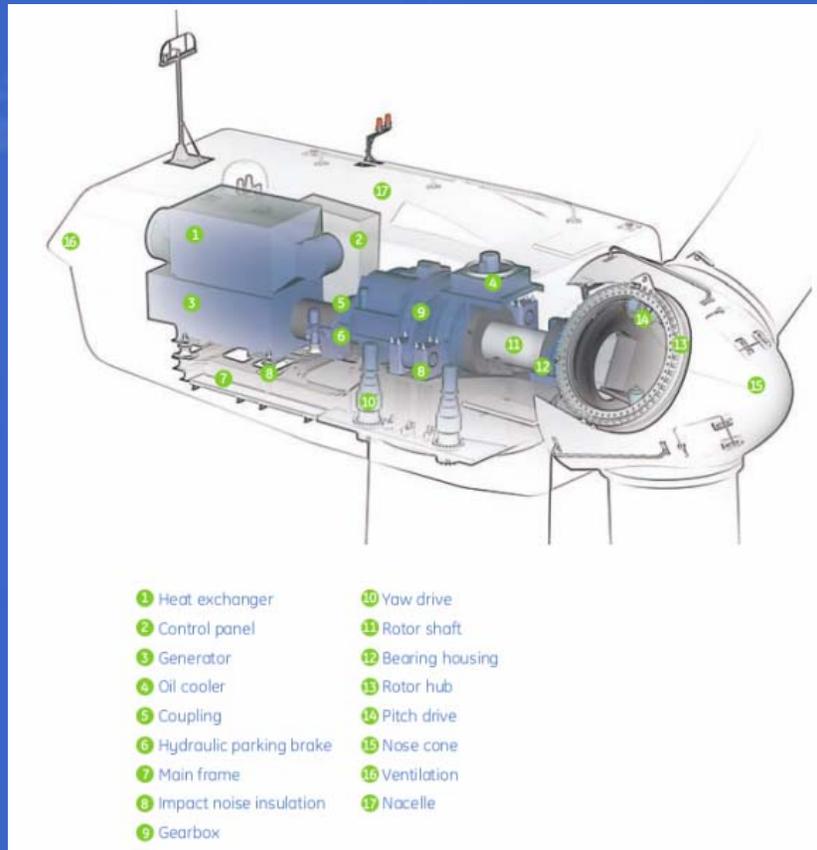
**Bottleneck**



Source: Emerging Energy Research, Strategy White Paper, *Wind at a Crossroads – Supply Shortages Spark Industry Restructuring*, November 14, 2006 ID# GW 905-061114. [www.emerging-energy.com](http://www.emerging-energy.com)



# Nacelle Units – the Green OEM



## Nacelle Component Parts

There are over 8,000 individual parts that make up a completed Nacelle unit much of which is shipped in and assembled; however, critical mass has been reached where it makes sense for the sub-component manufacturers to start considering additional locations on a regional basis – particularly for very large pieces. This scenario is not too much different than the automotive OEM scenario where a supplier base within close proximity is the desire of the OEM.



# Jobs Throughout the Value Chain

*Probably a Conservative Number*

## U.S. construction-related economic impacts from 20% wind

Average Annual Impacts	Jobs	Earnings	Output	
Direct Impacts	72,946	\$5,221	\$12,217	
Construction Sector Only	47,020	\$3,547		
Manufacturing Sector Only	22,346	\$1,446		
Other Industry Sectors	3,580	\$228		
Indirect Impacts	66,035	\$3,008	\$11,377	
Induced Impacts	119,774	\$4,483	\$15,749	
Total Impacts (Direct, Indirect, Induced)	258,755	\$12,712	\$39,343	
<b>Total Construction Impacts 2007-2030</b>	<b>Jobs</b>	<b>Earnings</b>	<b>Output</b>	<b>NPV of Output</b>
Direct Impacts	1,750,706	\$125,305	\$293,197	\$111,153
Construction Sector Only	1,128,479	\$85,129		
Manufacturing Sector Only	536,305	\$34,706		
Other Industry Sectors	85,922	\$5,471		
Indirect Impacts	1,584,842	\$72,197	\$273,057	\$103,541
Induced Impacts	2,874,582	\$107,591	\$377,984	\$143,367
Total Impacts (Direct, Indirect, Induced)	6,210,129	\$305,093	\$944,238	\$358,061

**Source:**

20% Wind Energy by 2030 - Increasing Wind Energy's Contribution to U.S. Electricity Supply. DOE/GO-102008-2567 • July 2008

<http://www1.eere.energy.gov/windandhydro/pdfs/41869.pdf>



# Takeaway

- Large structures getting bigger
- Transportation infrastructure is critical
  - Rail
  - Highways
  - River/Ocean
- OEM and Supplier scenario exists
- There will be lots of companies in this space (for a while)





# South Carolina's Place in Wind Energy for Economic Development



McCallum Sweeney Consulting

Helping  
Companies  
Decide  
**Where**  
to Build

Question:

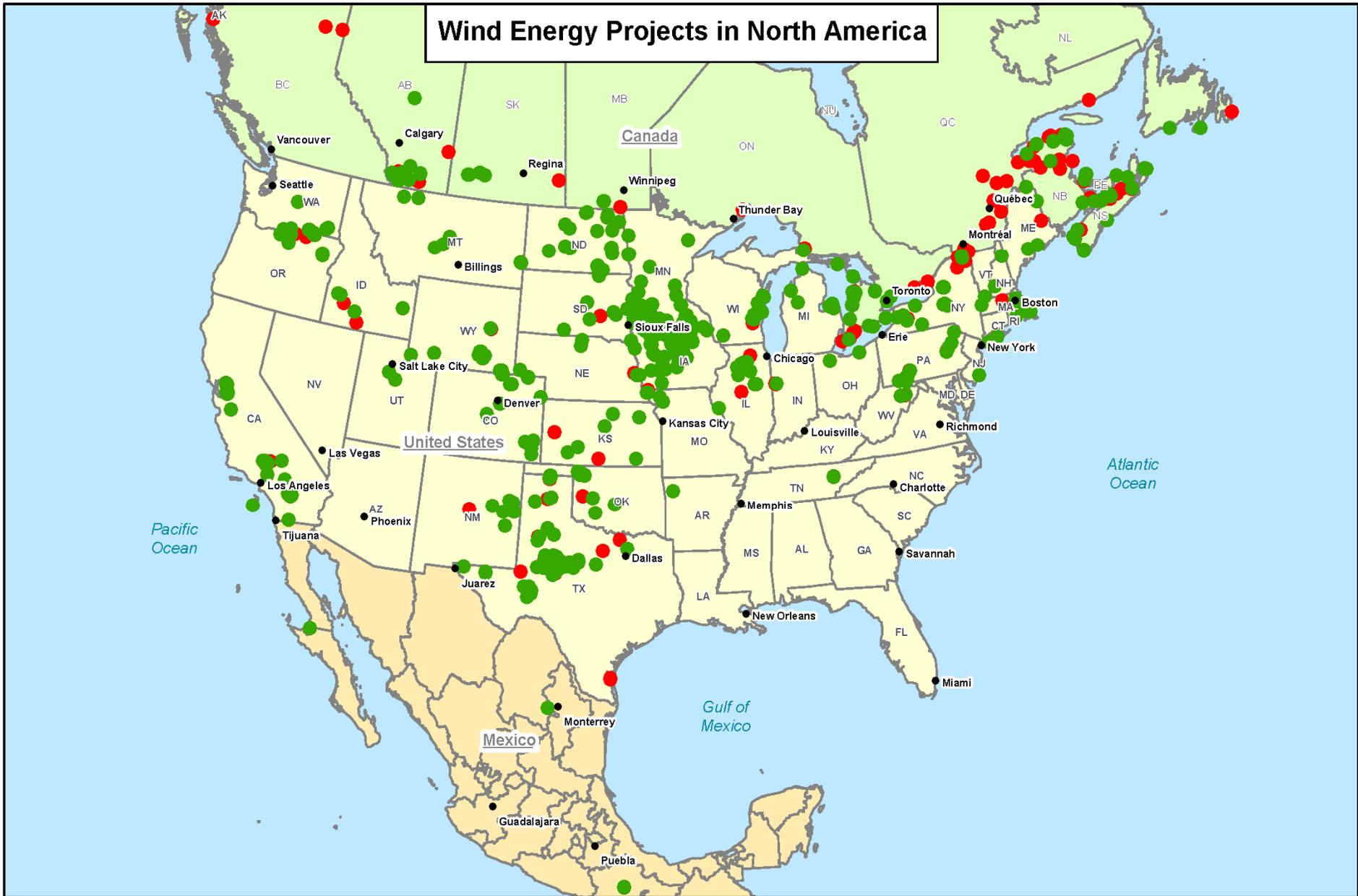
*Is South Carolina a Major Play in Wind?*

Answer:

*Yes and No*



# Wind Energy Projects in North America



## Wind Energy Projects

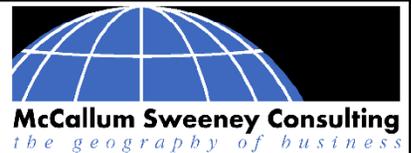
- Existing
- Under Construction

GIS40

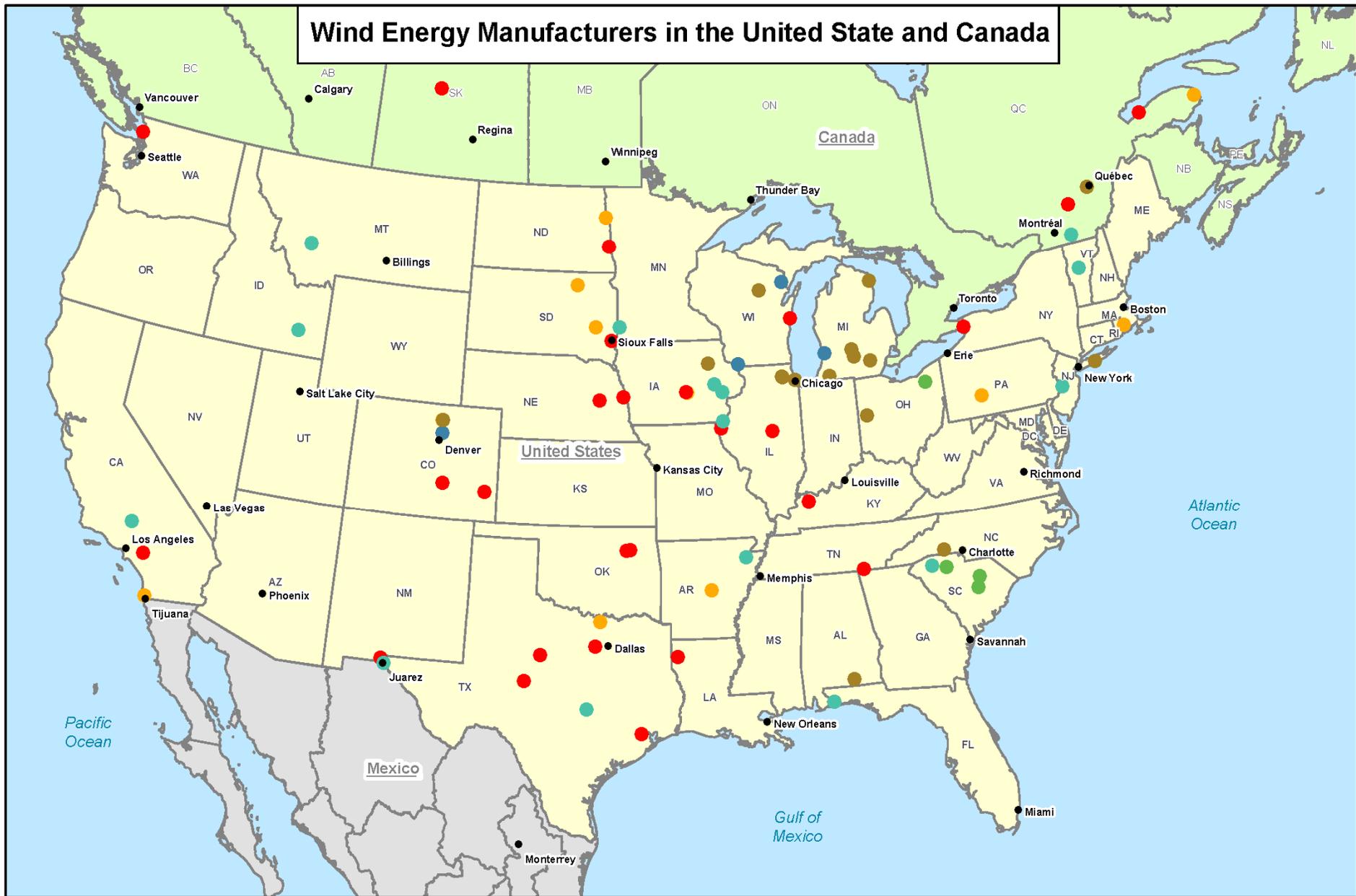


0 100 200 300 400 500  
Miles

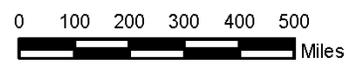
Data Source: [www.awea.org](http://www.awea.org), [www.canwea.org](http://www.canwea.org)  
Projection: Albers Equal Area Conic  
Geographic Data Source: ESRI, 2008  
Map Composition: MSC, 2009



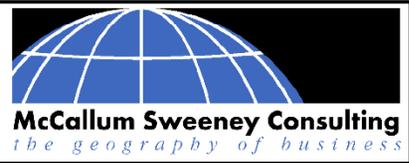
# Wind Energy Manufacturers in the United State and Canada



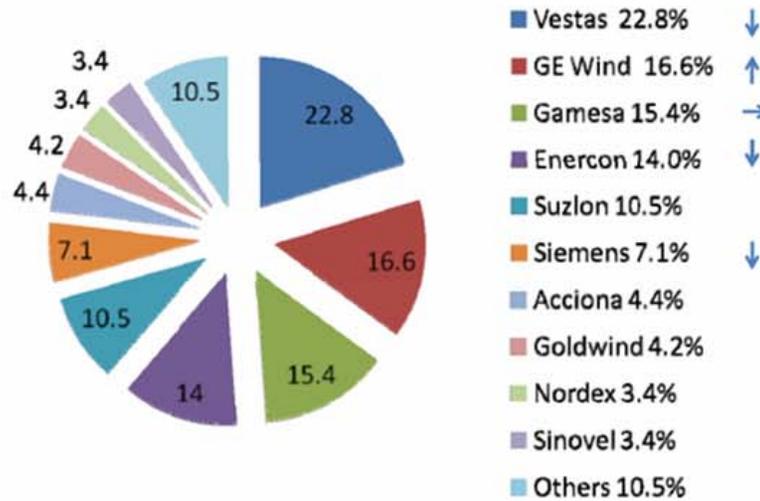
- Main Product**
- Bearings
  - Blades
  - Nacelle
  - Other
  - Towers
  - Turbines



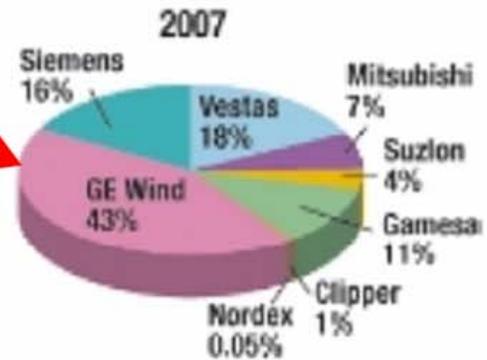
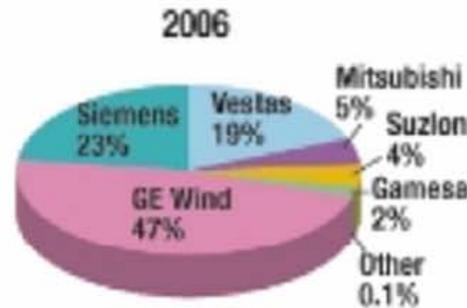
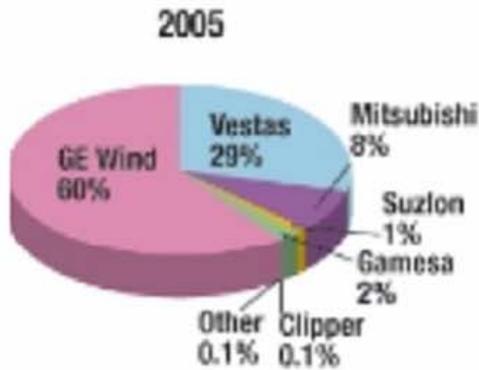
Data Source: [www.awea.org](http://www.awea.org), [www.canwea.org](http://www.canwea.org) (1Q 2009)  
 Projection: Albers Equal Area Conic  
 Geographic Data Source: ESRI, 2008  
 Map Composition: MSC, 2009



### GLOBAL TURBINE SALES 2007\*



GE  
Energy



Source: <http://www.repp.org/articles/static/1/binaries/WindLocator.pdf>

# Challenges/Opportunities for SC



McCallum Sweeney Consulting

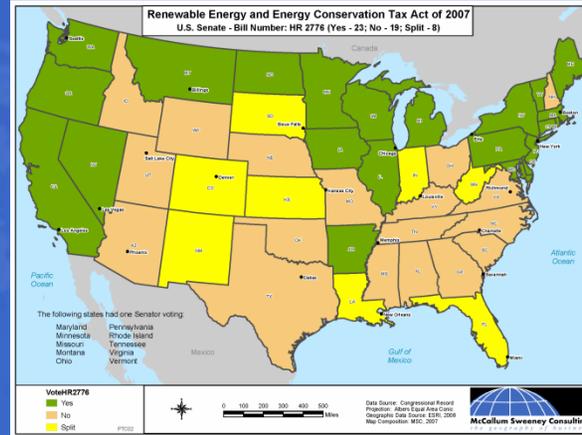
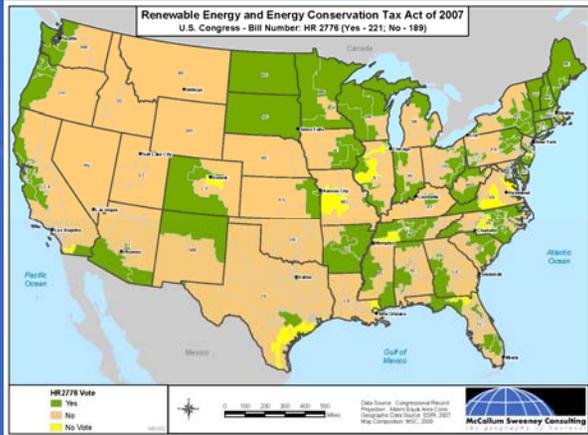
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# Support the Industry

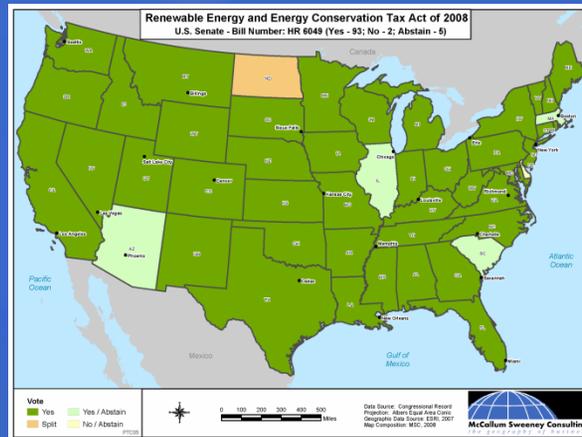
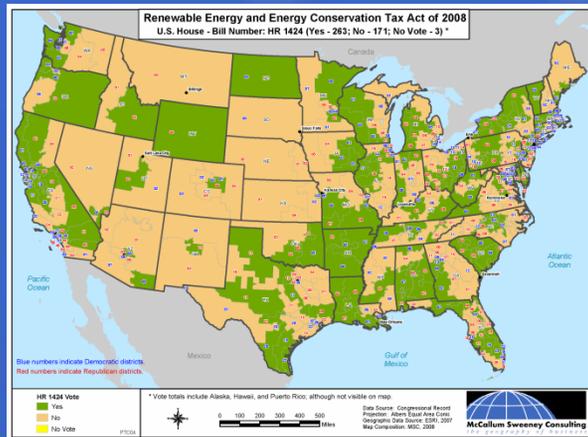
## 2007 vs. 2008 PTC Vote

### House of Representatives

### Senate



2007



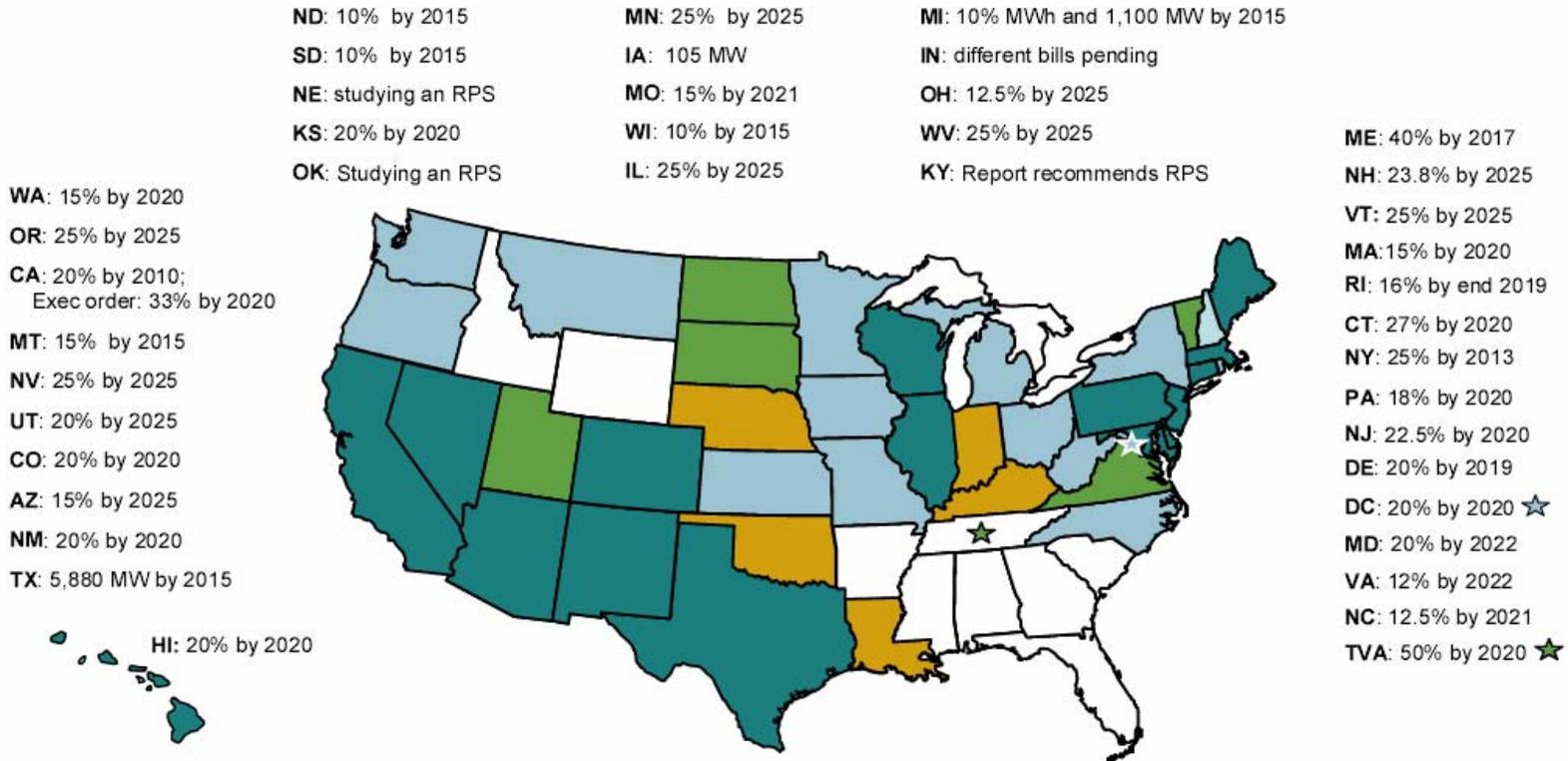
2008



## Electric Market Overview: Renewable Portfolio Standards

Federal Energy Regulatory Commission • Market Oversight @ FERC.gov

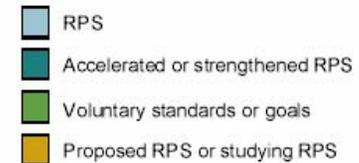
### 30 States\* including D.C. have Renewable Energy Portfolio Standards (RPS)



Updates at: <http://www.ferc.gov/market-oversight/mkt-electric/overview/elec-ovr-rps.pdf>

**Notes:** \*31 states if WV's Governor signs the Alternative & Renewable Energy Portfolio Act, passed 6/2/09. An RPS requires a percent of an electric provider's energy sales (MWh) or installed capacity (MW) to come from renewable resources. Most specify sales (MWh). Map percents are final years' targets. \*TVA's goal is not state policy; it calls for 50% zero- or low-carbon generation by 2020. Alaska has no RPS.

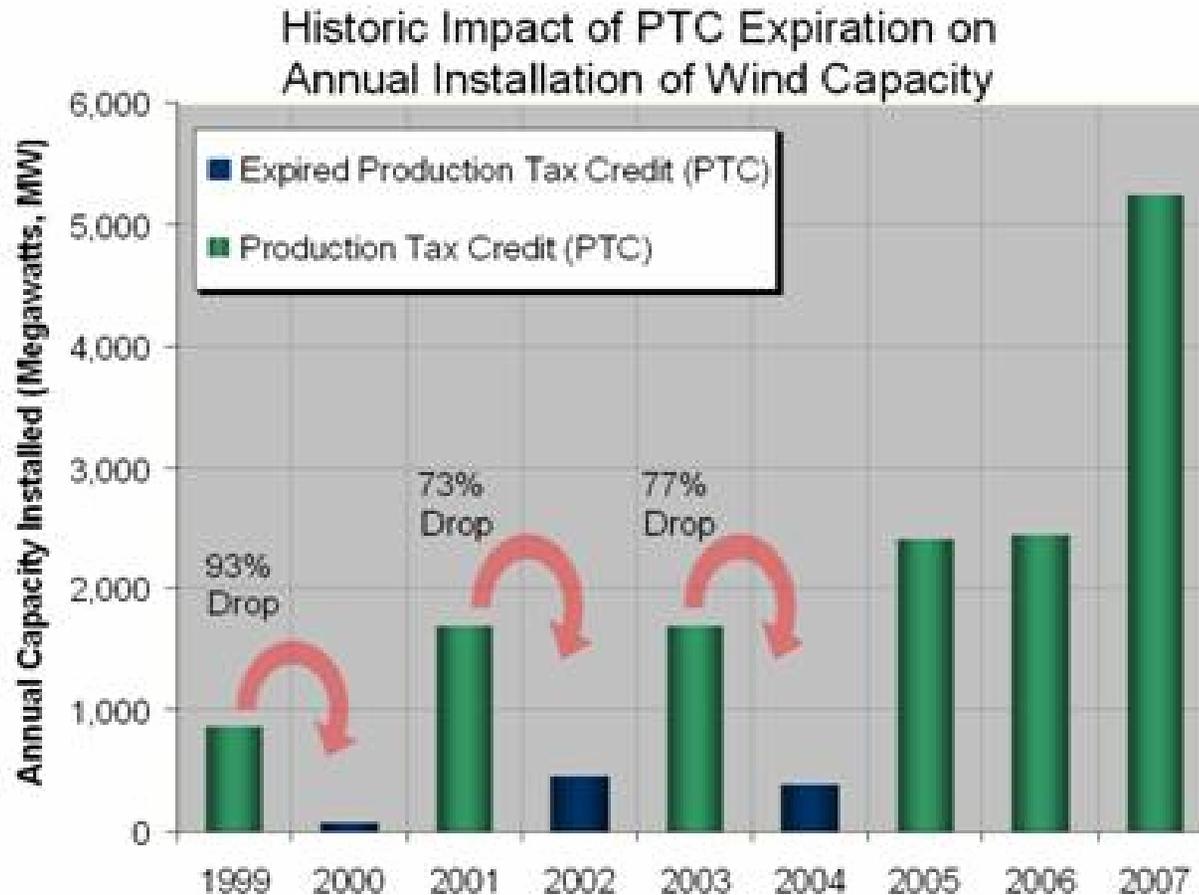
**Sources:** Derived from data in: LBNL, *RPS in the U.S. through 2007* (4/08), PUCs, State legislative tracking services, Pew Center, and the Union of Concerned Scientists. Details, including timelines, are in the Database of State Incentives for Renewables and Energy Efficiency: <http://www.dsireusa.org>



Updated June 8, 2009

# PTC Renewed for 3 Years

*What happens when the support stops*

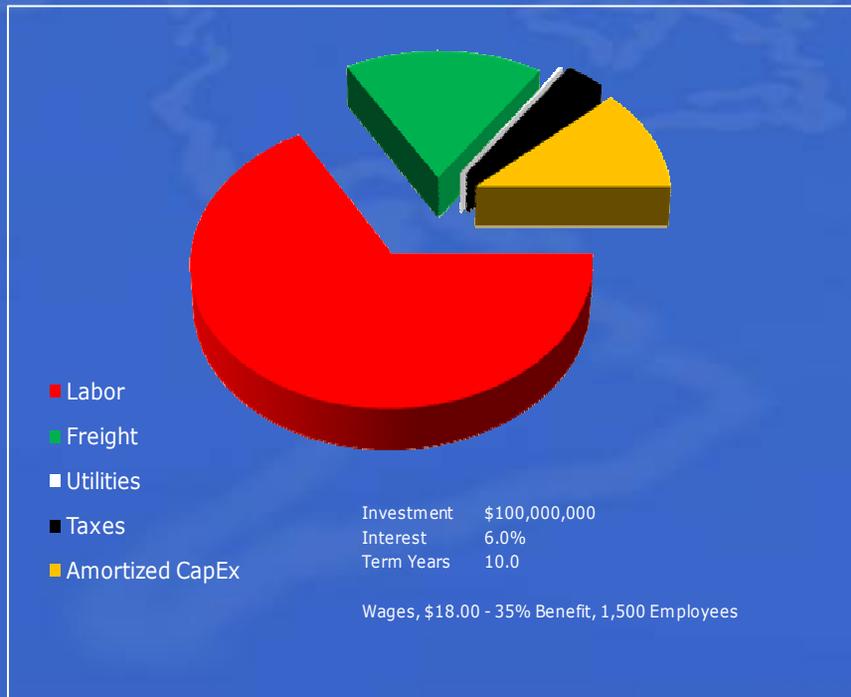


Source: American Wind Energy Association 122 C Street, N.W., Washington, D.C. 20001, (202) 383-2500, fax (202) 383-2505, [windmail@awea.org](mailto:windmail@awea.org), <http://www.awea.org>.

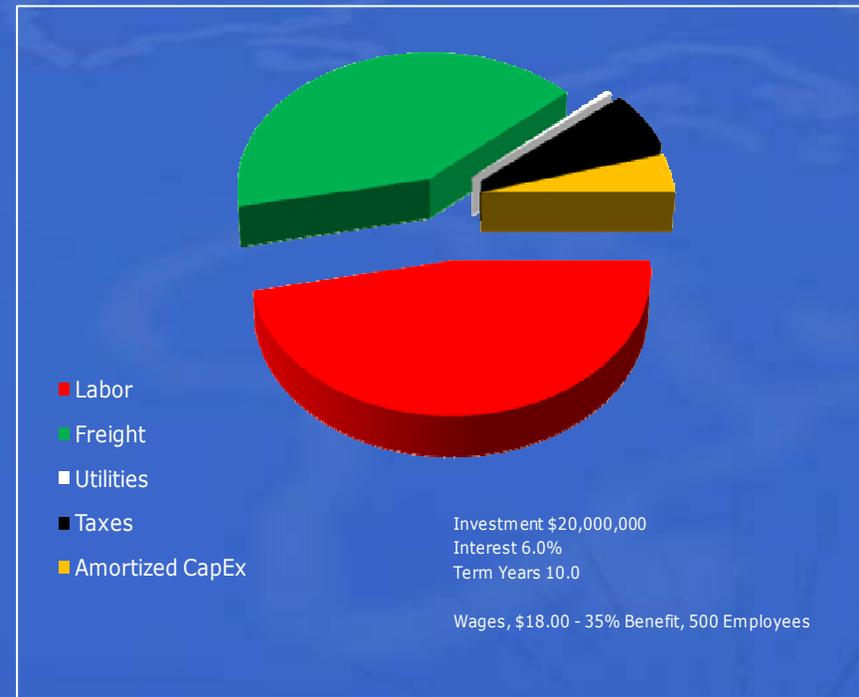


# Freight and Labor is a Needle Mover

## Example Blade Manufacturing Facility



## Example Nacelle Assembly Facility



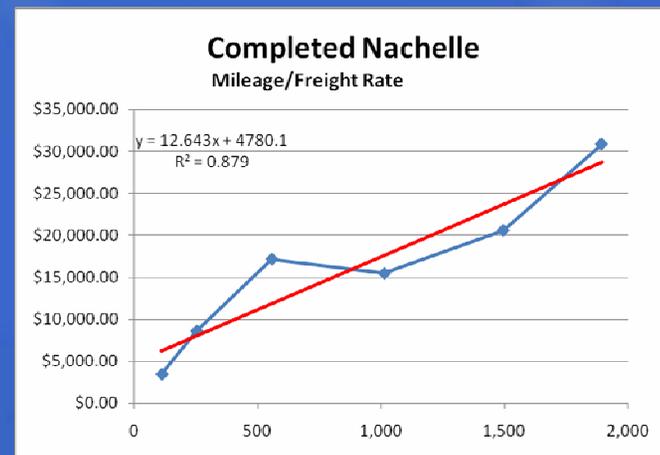
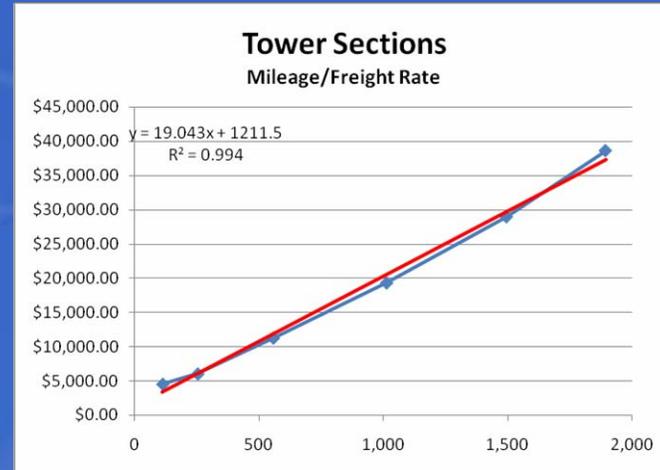
# The Case for Rail

## Logistics Cost and Complications Affect Access to Inland Markets

### Truck Transport Costs

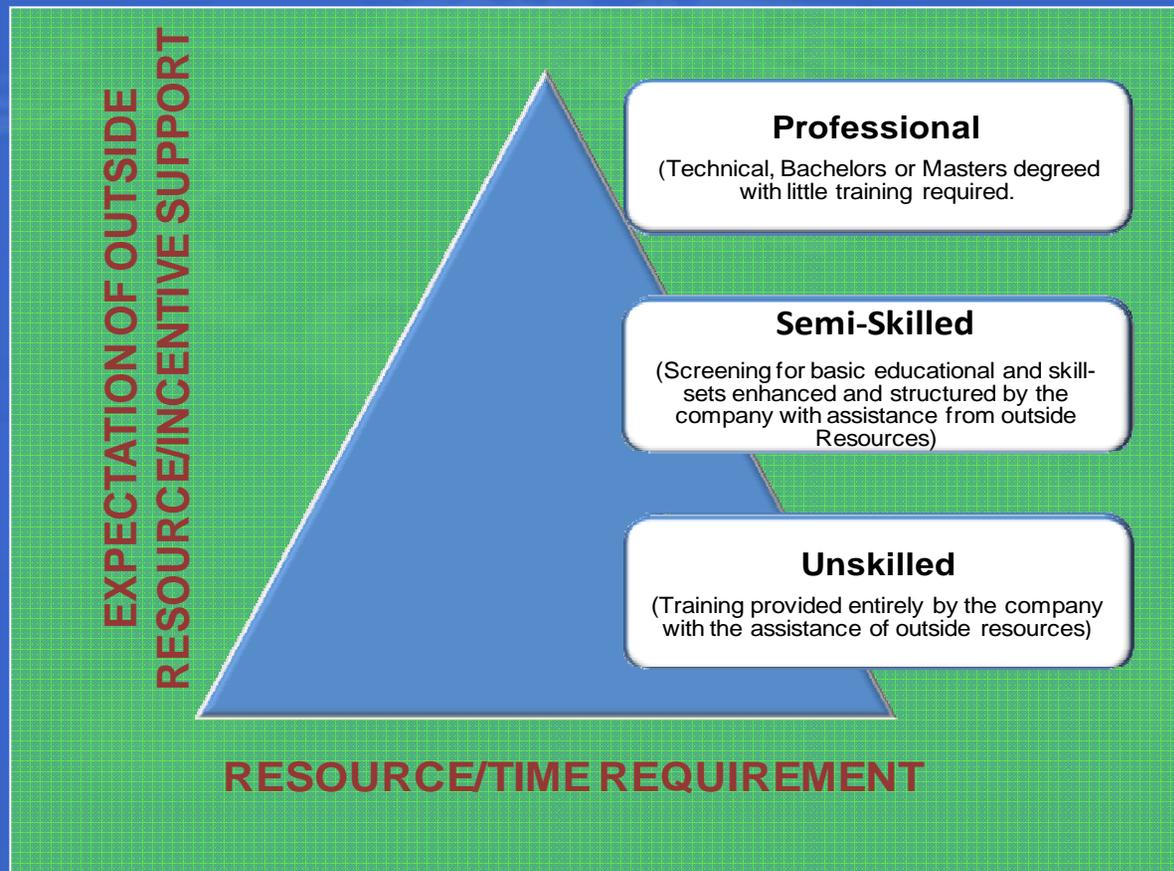
Due to the length and weights of the towers and blades, customized trailers and heavy haul tractors are required. Each trailer is customized requiring a significant amount of investment from the carriers. The cost of each combined trailer and heavy haul tractor unit can reach \$500,000 to \$750,000. Escort vehicles are also required for the trucks. Depending upon the state, the number of escort vehicles varies but typically range from one to three escort cars per truck for the blades or towers.

Rail Transport Cost Curves



# Skills vs. Training

## *Assistance/Resources Relationship*



### **Professional**

Engineering and Design  
Project Management  
Logistics  
Etc.

### **Skilled**

Nacelle Assembly and Testing  
Electronics Troubleshooting/Testing  
Mechanical Troubleshooting/Testing  
Machining (Gears and Shafts)  
Bearings  
Gear Box Assembly

### **Semi-skilled**

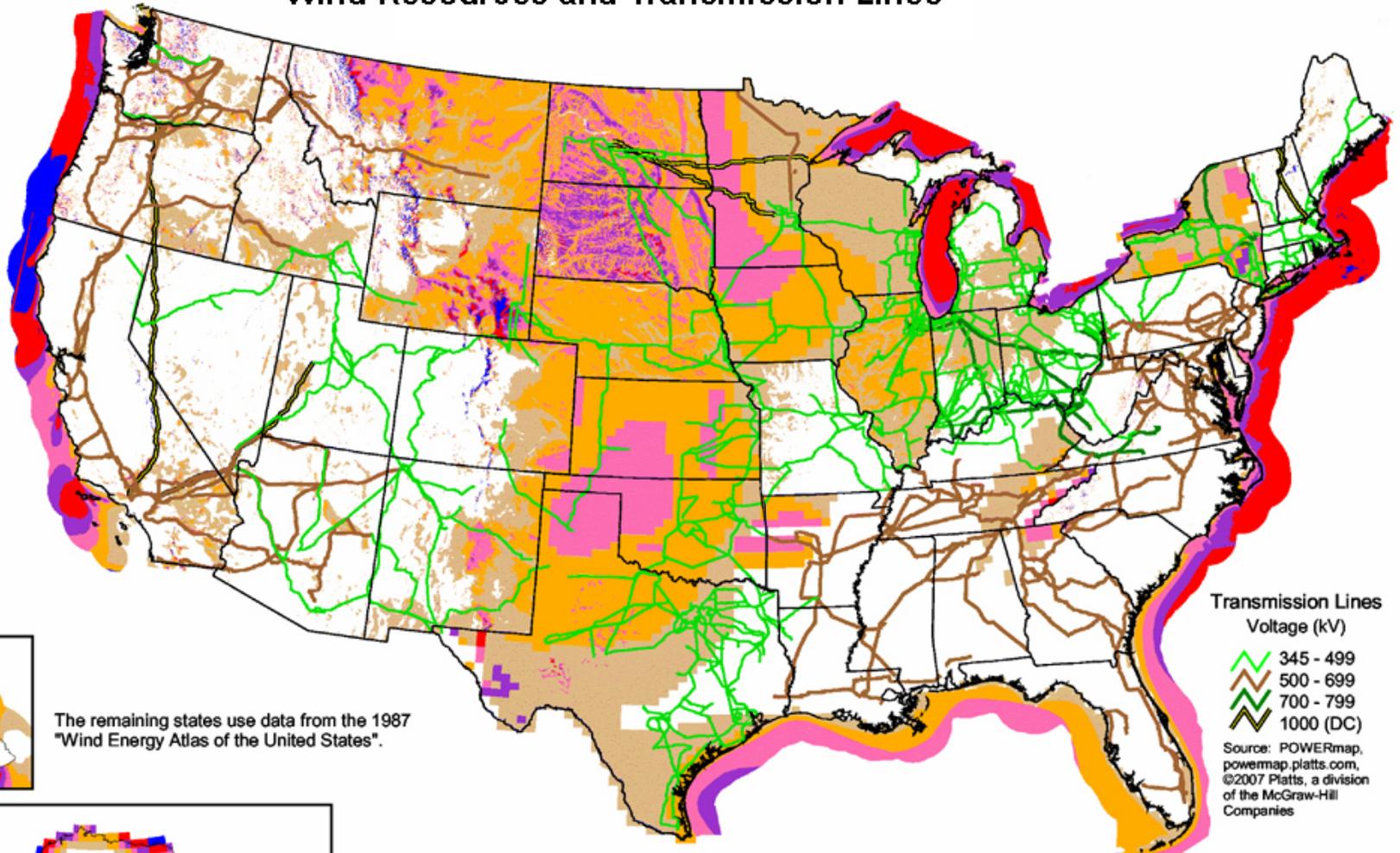
Rotor Blade Technicians  
Nacelle Covering  
Control Box Assembly  
Towers  
Castings



NREL Updated Maps:

- Arizona (2003)
- California (2002)
- Colorado (2004)
- Connecticut (2001)
- Delaware (2002)
- Hawaii (2004)
- Idaho (2002)
- Illinois (2001)
- Indiana (2004)
- Maine (2001)
- Maryland (2002)
- Massachusetts (2001)
- Michigan (2004)
- Missouri (2005)
- Montana (2002)
- Nebraska (2005)
- Nevada (2003)
- New Jersey (2002)
- New Hampshire (2001)
- New Mexico (2003)
- North Carolina (2002)
- North Dakota (2000)
- Ohio (2004)
- Oregon (2002)
- Pennsylvania (2002)
- Rhode Island (2001)
- South Dakota (2001)
- Texas mesas (2000)
- Utah (2003)
- Vermont (2001)
- Virginia (2002)
- Washington (2002)
- West Virginia (2002)
- Wyoming (2002)

## Wind Resources and Transmission Lines

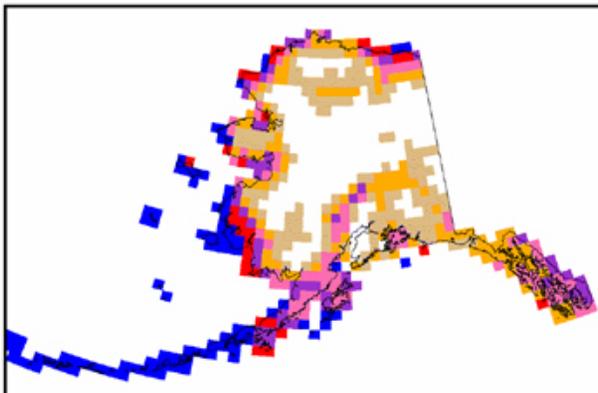
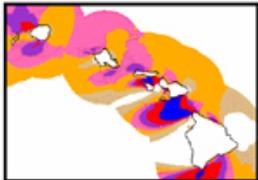


**Transmission Lines**  
Voltage (kV)

- 345 - 499
- 500 - 699
- 700 - 799
- 1000 (DC)

Source: POWERmap, powermap.platts.com, ©2007 Platts, a division of the McGraw-Hill Companies

The remaining states use data from the 1987 "Wind Energy Atlas of the United States".



### Wind Power Classification

Wind Power Class	Resource Potential	Wind Power Density at 50 m W/m <sup>2</sup>	Wind Speed <sup>a</sup> at 50 m m/s	Wind Speed <sup>a</sup> at 50 m mph
2	Marginal	200 - 300	5.6 - 6.4	12.5 - 14.3
3	Fair	300 - 400	6.4 - 7.0	14.3 - 15.7
4	Good	400 - 500	7.0 - 7.5	15.7 - 16.8
5	Excellent	500 - 600	7.5 - 8.0	16.8 - 17.9
6	Outstanding	600 - 800	8.0 - 8.8	17.9 - 19.7
7	Superb	800 - 1600	8.8 - 11.1	19.7 - 24.8

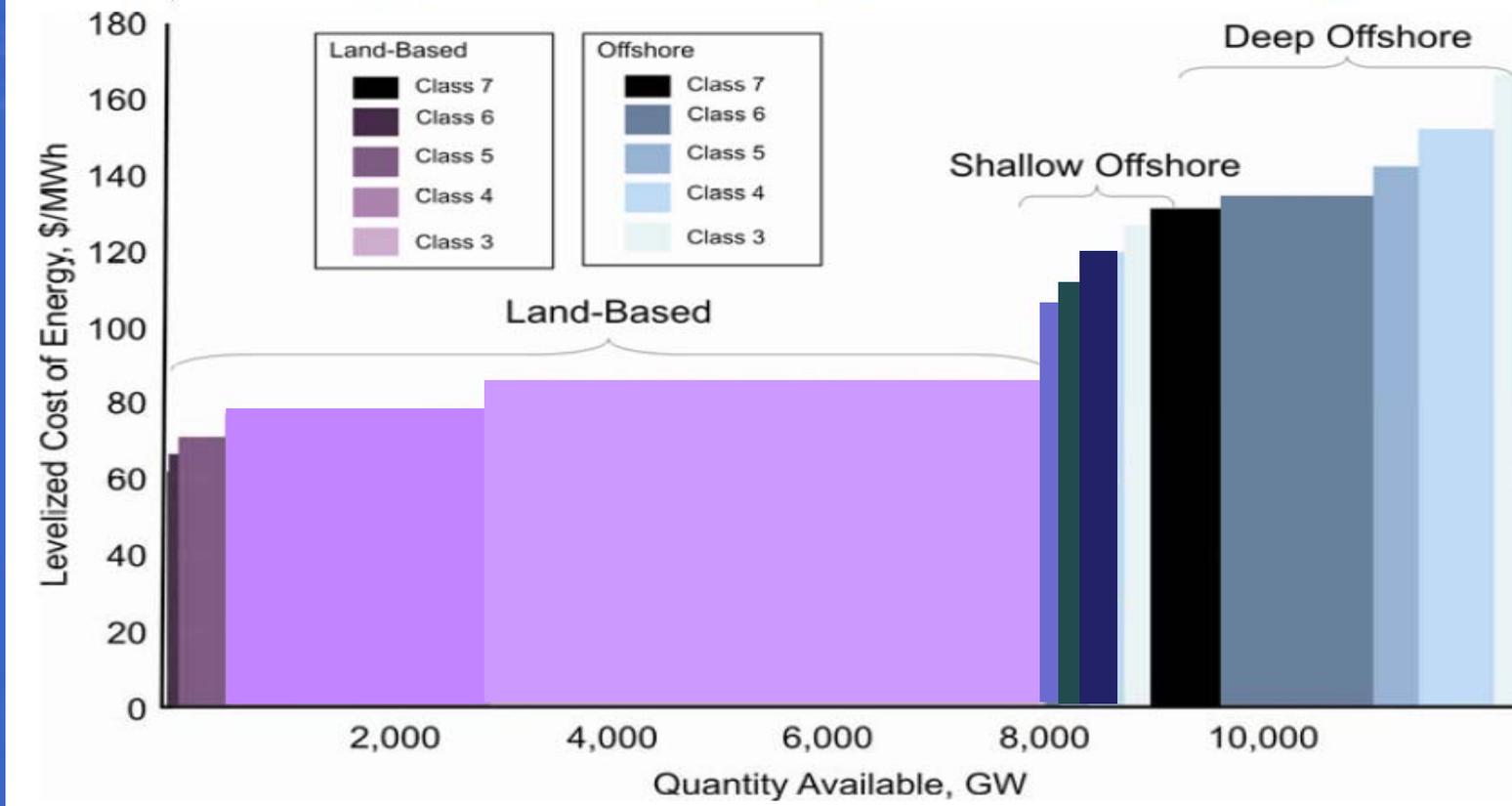
<sup>a</sup> Wind speeds are based on a Weibull k value of 2.0

U.S. Department of Energy  
National Renewable Energy Laboratory



# South Carolina and Offshore Wind Technology Improvements will Capture Opportunity

Figure 1-5. Supply curve for wind energy—current bus-bar energy costs



Source:

20% Wind Energy by 2030 - Increasing Wind Energy's Contribution to U.S. Electricity Supply. DOE/GO-102008-2567 • July 2008

<http://www1.eere.energy.gov/windandhydro/pdfs/41869.pdf>



# Offshore Wind is SC's Greatest Immediate Opportunity

- Incumbent OEM that can serve the market immediately
  - Access to the Port of Charleston is imperative from Greenville, SC as turbine size increases
  - In the absence of rail clearance to the Port of Charleston – adequate property in close proximity
- Leverage ability to manufacture components, import parts/assemble/ship, and “project manage large” developments
  - General electric, Timken, Bosch, and others
  - Port of Charleston access (North America and Beyond)
  - Engineering, Procurement, Construction (EPC) Presence
- Recruit and Develop the Supply Chain
  - Combination of component imports, manufacturing expansions, and recruitment
- Legislative support for industries – Federal, State
  - Industry support to promote and assist innovation
  - Tailored to assist in recruitment



# MSC Contact Information



Ed McCallum  
Senior Principal  
864-553-7031

[emccallum@mccallumsweeney.com](mailto:emccallum@mccallumsweeney.com)

McCallum Sweeney Consulting  
550 South Main Street, Suite 550  
Greenville, SC 29601

864-672-1600 (main)  
864-672-1610 (fax)

[www.mccallumsweeney.com](http://www.mccallumsweeney.com)



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