

Power PLAYERS

THEY ACT GLOBALLY AND LIVE LOCALLY:
FOUR INTERNATIONAL POWERHOUSES
MAKE THEIR HOME BASE RIGHT HERE IN
CENTRAL FLORIDA. By Denise Bates Enos

» Scratch the surface of Orlando's status as a leader in the tourism industry, and you'll find that the area is also ideal for companies in other sectors. The same amenities that make it a top vacation destination — an international airport with an abundance of direct flights and a mild year-round climate — also make doing business here attractive. Add in a burgeoning high-tech industry, a skilled workforce, and a low cost of living, and you have a location any corporation would find suitable for its home base.

Headquartered in Central Florida, these four international companies are respected the world over for their innovations, and embraced here for their contributions to the community.

LOCAL POWERHOUSE

With roots that go back more than 150 years, Germany-based Siemens AG has a presence in 190 countries, and its 400,000 employees work at 1,640 locations around the globe.

Westinghouse Power Generation relocated its global headquarters to Central Florida in 1982. Siemens then acquired Westinghouse in 1998 and merged the companies to form what is today known as Siemens Energy Inc., one of the world's leading suppliers of products, services, and solutions for the generation, transmission and distribution of power, and for the extraction, conversion and transport of oil and gas.

"We relocated Westinghouse to Orlando in 1982 because of the proximity to the University of Central Florida (UCF), its easy access to markets all over the world, and for its outstanding quality of life," says Randy Zwirn, who is now president and CEO of Siemens Energy, Inc.

The Orlando headquarters serves all of North, South, and Central America, with more than 3,600 employees in eight Central Florida facilities. Orlando is also home to Siemens Wind Power, which grew from just one employee in 2005 to 150 today.

Siemens has a strong foothold in the community. In addition to its executive involvement in organizations including Florida Hospital and the Metro Orlando Economic Development Commission, the company has a longstanding relationship with UCF. Over the past 10 years, Siemens has donated more than \$3 million to the school to help fund research and development. Its latest partnership with UCF is the Siemens Energy Research Center, where students, professors, and Siemens professionals work together to increase the efficiency of power generation equipment.

In addition, Siemens is a strong supporter of local nonprofits such as Goodwill and Habitat for Humanity. The company recently pledged \$30,000 to Habitat Orlando's largest homebuilding project to date: Stag Horn Villas, an \$8 million development



SIEMENS ENERGY INC. (2)

A worldwide leader in wind and other energy technologies, Siemens Energy Inc. serves all of the Americas from its Orlando headquarters.



Siemens Energy Inc. cites several reasons for basing its operations in Orlando, including close proximity to the University of Central Florida, which is one of its major research partners.

that will provide affordable housing for 58 families. Known for its environmental concern and innovations in the energy sector, Siemens made the project more energy-efficient with its donation, which helped purchase “green” products.

Siemens employees also contributed more than \$4,000 to Habitat for Humanity, and are active members of local community groups. From little league to Girl and Boy Scouts and from walk-a-thons to bowl-a-thons, Siemens employees give countless hours and donate hundreds of thousands of dollars to many charitable organizations.

LOCALLY GROWN

“Darden Restaurants is truly home-grown,” says Rich Jeffers, its director of media relations and external communications. “Central Florida has been Darden’s home since our founder, Bill Darden, opened the first Red Lobster in Lakeland in 1968.”

In the four decades since, Darden has grown into the world’s largest full-service restaurant company. This year, it teamed up with Americana Group to expand into the Middle East, with at least 60 new restaurants planned over the next five years. But to Jeffers, remaining in Central Florida is a no-brainer. In addition to the great year-round weather, vibrant arts and cultural offerings, and affordable cost of living, the region embraces an entrepreneurial spirit.

“Central Florida is a great place to do business because it has strong business and community leadership, with a shared commitment to the success of the city and the companies located here,” he says. “The region’s diverse population provides access to a talented workforce, and it’s also an attractive feature when we recruit talent to Darden.”

The company always has been active in the local community, supporting a variety of charitable and nonprofit

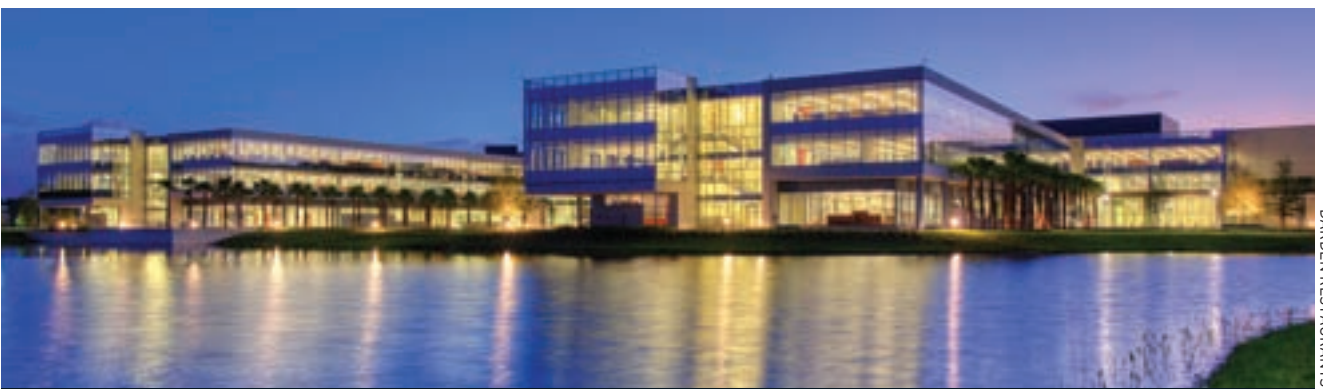
organizations, such as Second Harvest Food Bank and Orlando Ballet, as well as other groups that have benefited from Darden’s ongoing “Good Neighbor Grants” program.

THE NEW KID

Mitsubishi Power Systems America (MPSA) was established in 2001 to serve as the center for power-generation equipment in the Americas, as a subsidiary of Japan-based Mitsubishi Heavy Industries, a diversified *Fortune* “Global 150” company with more than \$30 billion in annual revenue.

Based in Lake Mary, MPSA grew further with a service center later that year, and expanded its manufacturing facilities in 2007. From its Central Florida base, MPSA focuses on manufacturing, servicing, and supplying power-generation equipment and systems throughout the Western Hemisphere.

“Since 2001, MPSA has invested over \$550 million in its North American



DARDEN RESTAURANTS

Known the world over for its popular restaurant brands, such as Olive Garden and Longhorn Steakhouse, Darden Restaurants traces its roots to the first Red Lobster restaurant, which opened in Lakeland in 1968.



Mitsubishi Power Systems America's Central Florida location includes both its turbine-component repair and new-component manufacturing facilities.

infrastructure growth, including \$175 million in Central Florida, making us the power-equipment manufacturer with the largest investments in the U.S. in the last 10 years," says David Walsh, MPSA's senior vice president of manufacturing and services.

"There are several reasons MPSA located in the Orlando area, as well as why we continue to expand here," Walsh explains. "The key factors are Orlando's proximity to the central location of power-generation suppliers' growth (i.e. the Southeast U.S.), and the ability to recruit and obtain

qualified personnel from the area, including graduates from great schools like UCF, UF, Valencia College, and Seminole State. The state and local governments have been extremely supportive of our manufacturing expansion. Orlando International Airport and other nearby airports provide excellent transportation capabilities. The weather is also a huge bonus. Our clients in the north enjoy scheduling meetings here this time of the year, and can relax playing golf after the meetings are finished. There are also fantastic beaches very close by,

including famous Daytona Beach, where you can enjoy NASCAR races and motorcycle events."

MPSA's more than 700 full-time Central Florida employees have those same reasons to love where they live and work, and then some. The company strives to engage its workforce through initiatives such as its Ideas Program, which solicits, recognizes, and implements employees' suggestions for improving the safety, quality or productivity of its processes, rewarding them with certificates of appreciation, drawings for prizes, and special events.

And that cooperative spirit extends beyond the workplace. MPSA has been an active community partner since it opened here, participating in local organizations, such as the YMCA, the Chamber of Commerce, and the Metro Orlando Economic Development Commission. MPSA is also a supporter of Seminole State College and UCF, and has a matching gift program through which it matches employee contributions to eligible charitable groups.

THE OLD TIMER

In a city where Florida natives are as rare as snowflakes, a still-thriving company whose roots here date to the 1950s is almost as scarce.



MPSA's state-of-the-art new-component manufacturing facility has highly automated machining operations and productivity-enhancing systems to ensure that its gas and steam turbine parts are of top quality and are rapidly available.

TONY LEPS/MITSUBISHI (2)

Back then, Tupperware was quickly becoming one of the most popular American products. Business was booming, and Tupperware inventor Earl Tupper decided he needed to build a headquarters where there was ample land to accommodate the ever-growing business. Brownie Wise — the new general sales manager of what was then known as Tupperware Home Parties Inc. — had recently relocated to Florida and began looking for land that would fit the bill. The company settled on 1,200 wooded acres in Kissimmee, just south of Orlando, with no other businesses or homes around for miles. Buying the land was one of the company's largest investments at that time, but executives knew that they had found a gem in Central Florida. With its sunny skies and warm weather, it was a perfect home base for Tupperware's colorful products.

That original headquarters building, a classic example of modern mid-century architecture, is still command central for a company that has gone increasingly global in scope. After a decade of success in the U.S., Tupperware expanded into Europe. In 1963, it had a presence in six European countries and then launched in Japan and Australia. It also had sales offices in Africa and Latin America before 1970. Since then, it has extended to almost 100 countries around the world under its eight brands. In 2005, it changed its name to Tupperware Brands Corporation to reflect its ever-expanding product spectrum: The company acquired BeautiControl in 2001 and International Beauty Group in 2005, and now carries seven brands of beauty and personal care products.

Sales for the company have been up for the past five years, and it has continued expanding into emerging global markets, including Brazil, India, Indonesia, Malaysia/Singapore, Turkey, the Philippines, and Venezuela. Tupperware closed out 2010 with record sales of \$2.3 billion.

The company cites several reasons why Central Florida is its preferred home base, including its dynamic and diverse residents, a world-class




The fountain in front of Tupperware's south Orlando headquarters is an iconic part of the brand that's featured in the company's logo.

international airport, and the fact that Orlando has the resources of a big city but the feel of a small town. Tupperware's hundreds of consultants come from all over the world to visit its headquarters, and they are always awed by the area's great weather.

But beyond sunshine and blue skies, as a Central Florida business for more than 50 years, Tupperware takes pride in the abundance of cultural and business opportunities the community offers. To give back, it supports the Boys & Girls Clubs of America and recently donated \$1 million to fund

the construction of a new Club facility in Osceola County. Tupperware also supports a wide variety of philanthropic and cultural endeavors, including the Orlando Science Center and Share Our Strength, an organization that combats childhood hunger.

Like this quartet of corporate heavies, many other companies of all sizes have chosen to establish their headquarters in Central Florida. The quality of life here, coupled with a business-friendly environment, make Metro Orlando an ideal place for businesses to call home. 



Tupperware is a strong supporter of local community organizations, including the Boys & Girls Club of America, to which it contributed \$1 million to fund a new facility.

TUPPERWARE BRANDS CORPORATION (2)