

Gilbert startup fuels alternative energy strategies

The Business Journal of Phoenix - 3:39 PM MST Tuesday, Sept 19th 2006 by Cathy Luebke

A Gilbert startup is expanding its reach into new areas of the alternative and renewable energy market. As a result, Diversified Energy Corp. is adding staff and expanding its facilities.

"We are adding expert engineers and scientists to our existing team and expanding our facilities to accommodate this immediate growth and position us for this burgeoning market," said company President and Chief Executive Phillip Brown.

In addition to its current thrust developing transportation fuels from coal and other carbon-based material, Diversified Energy is moving into four new areas, Brown said.

One key area is as part of a team responding to a Defense Advance Research Agency solicitation to transform oil-based crops into jet fuel. Other new ventures are simplification of the process to create fuel from oil shale, use of fly ash from coal plants to make value-added products such as masonry bricks and development of advanced solar concentrators.

Diversified Energy was launched in early January in a very small space, Brown said. The new office encompasses 4,000 square feet, and long-term plans call for the addition of satellite offices in areas with strong alternative energy opportunities, he said.

The company recently expanded its staff to eight with the hiring of 20-year industry veteran Jerry Stephenson as chief systems engineer and Ken Rachocki, who brings 28 years experience to his new role as chief scientist.

Brown said the staff will continue to grow as the company pursues contracts and relationships in its target markets.