

**FOR IMMEDIATE RELEASE**

**Contact: Carla York at 703-931-1410**

## **Former Air Force Secretary to Head Energy Innovation Firm**

**Alexandria, VA** -- “The declining environmental and economic conditions found in many key U.S. industries necessitate a greater demand for coupling innovation and market needs,” states former Reagan administration Secretary of the Air Force, Ty McCoy and chairman of Innovation Drive, Inc., a new consulting firm specifically created to drive innovation from source to consumption in energy-related technologies. “The United States must secure viable and substantial improvements in energy savings, emissions reductions, security improvements, profit potential, and public benefit,” continued former Secretary McCoy. He also said, “Innovation Drive will eliminate duplication, drive cost savings and provide real innovation solutions to control the increasing expense of fossil fuels while developing other forms of energy and technology.”

Innovation Drive, Inc., a Delaware-based Marketing Consulting Services corporation launched over the summer with locations in the Washington DC metropolitan area of Virginia, as well as Alabama, Tennessee and Georgia, has applied for DBE status under current regulations of the United States government.

The consulting firm is already active in the continued support of research, development, demonstration and commercial implementation, of:

- Idle reduction technology
- Energy production through:
  - Wind turbines
  - Electrolysis for the production of hydrogen
- Advanced battery technologies
- Advanced motor technologies
- New transit technologies to improve all areas of the industry, and
- Several start-up technologies that have tremendous growth potential in the area of Homeland Security.

“What makes Innovation Drive unique is its philosophy of management from a single provider, everything from the original source of the idea,” continued former Secretary McCoy, “to both public and private funding, then on to complete R&D and all the way to manufacturing and commercialization, all from one consultancy, all with a specifically formed team of experts and specialists for each project and product.”

With several clients already in place, Innovation Drive’s primary mission is to provide operational and managerial support for businesses and other organizations that want to fully commercialize and/or implement new technologies and processes which improve performance, efficiency, environmental impacts and economic prosperity.

The Innovation Drive Team is currently working with two national energy-related organizations, several state and city governments, and several transit agencies across the country to identify technologies and applications to provide industry improvements. Six private technology companies are also participating

with Innovation Drive to develop move-out strategies from development into a commercialized market providing revenue streams to diversity the company base and regain development expenses.

Working closely with a number of national and international organizations on another large and visionary project – one to improve U.S. airports -- Innovation Drive has developed a network of alliances in a global federation aimed at airport innovation including the Boeing Company, Aircraft Innovation Technologies (AIT), and the Houston Airport System in Texas, as well as 40 other companies and organizations. Through the development and implementation of viable and advanced technologies, the global objective of this initiative is to develop a program that offers exceptional benefits in fuel and emissions reductions, efficiency improvements, cost reductions, improved economic conditions, and improved passenger experience.

According to former Secretary McCoy, “Innovation Drive believes that, if you promote technology, you should use technology. So, our structure is dynamic and networked globally over the Internet. ID, as we call it, consists of experienced staff, uniquely qualified subject experts and professional consultants, all selected and technologically proficient to accommodate the mission of the organization while operating in a ‘virtual’ environment. We invite visitors to our Internet operations platform at [www.innovationdrive.net](http://www.innovationdrive.net). While password protected, our platform also includes a collaborative communications community system we call Connected Intelligence which is crucial to ID’s staff, consultants and clients.”

Innovation Drive has an impressive leadership team already in place that begins with the Honorable Tidal W. (Ty) McCoy serves as Chairman of the organization and brings over 25 years of senior level service with the government, private sector associations and non-profit organizations by providing valuable contribution to new ventures. Mr. McCoy’s previous experience includes serving as Secretary of the Air Force under President Reagan. He remains involved as a consultant with the Department of Defense and has formulated, planned and executed major doctrinal changes, multi-billion dollar programs, legislative victories, association creations, and private company strategic contract/financing victories in various executive positions.

Carla R. York serves as CEO of Innovation Drive, Inc. Over the past decade Ms. York has worked with a number of energy conservation and transportation organizations, including Global Energy Conservation Group, SAIC, Ebus, and various Clean Cities Coalitions, as well as non-profit organizations dedicated to the research, education, real-time testing and implementation of electric drive transit vehicles into public transportation. She is an avid proponent of energy conservation and environmental responsibility.

Mike Peters serves as General Counsel for Innovation Drive He started his private legal practice (Peters & Associates in Albuquerque, New Mexico) in 1994, and specializes in business planning, business litigation, taxation, and tax exempt organizations. He reviews corporate contracts and assists in the resolution of disputes.

Vicki M. Payne, Director of Transportation Services, has served with a major municipal transportation authority as Manager of Grants and Director of Human Services. Ms. Payne was also involved with daily activities of the transit company’s operations, maintenance and planning. She is currently chair for Hospice of Chattanooga (TN) and chairs the State of Tennessee (TDOT) Title VI and Drug and Alcohol Task Force.

Erin Russell-Story is Director of Energy Services, bringing to the organization an extensive background in energy and environmental science and public policy. Ms. Russell-Story has identified and developed energy research development and demonstration projects ranging from hydrogen to transportation to industrial energy efficiency. She has served with the Gas Technology Institute, EVERmont, and continues to be associated with the Northeast Combined Heat and Power Initiative, the International District Energy Association, DOE's CHP/DG program, and the EPA CHP Partnership.

James Schlesinger Jr. is Director, Strategic Planning, and has ten years experience managing and directing day-to-day operations in marketing, public relations, and publishing for a government contractor, media outlets, and private clients. In the course of his responsibilities, he has worked with Congressional representatives and staff; department and regulatory managers on the federal, state, and local levels; and members of the media.

Amy Parkhill is Innovation Drive's Marketing Support Specialist. She has a strong background in the field of graphic arts and marketing production. Prior to joining Innovation Drive, she was the Art Department Manager of Dream Works Printing, a small commercial printing company in northern Alabama. Mrs. Parkhill is responsible for the creation and production of collateral and other marketing materials in support of Innovation Drive objectives and activities.

#### **About Innovation Drive**

**Innovation Drive, Inc.** provides integrated solutions through operational and management support. The company's mission is to fully commercialize or implement new technologies and processes that improve performance, efficiency, environmental impacts and economic prosperity. The focus of Innovation Drive is on technology commercialization, technology transfer and marketing-related services that provide energy savings, emissions reductions, security improvements, greater profit potential and public benefit for U.S. and international markets, especially in the areas of Transportation, Energy and Homeland Security. Current activities at Innovation Drive include the continued support of research, development, demonstration and commercial implementations of idle reduction technology, energy production through wind turbines, electrolysis for the production of hydrogen, advanced battery and motor technologies, new transit technologies to improve all areas of the industry, and several technologies beneficial to Homeland Security. For more information, please visit [www.innovationdrive.net](http://www.innovationdrive.net).

###