

## Challenges of Obtaining Organizational Buy-in and “Realistic” Cultural Change for Energy Efficiency/Effectiveness

21 August 2015 – ME Lecture Hall – 1300

### With Michael D. Boyd, Col, USMC (Ret)

Deputy Head (GS-15), Engineer and EOD Advocacy Branch (LPE)

#### Abstract:

The focus of the presentation is the evolution of Headquarters Marine Corps (HQMC) energy efficiency efforts from 2001 to 2009. The presentation highlights the challenges and successes and failures implicit in creating substantial energy efficiency buy-in and change across the enterprise. Highlighted by vignettes, the presentation provides a background primer or prequel to the ongoing efforts of Colonel James Caley and his HQMC Energy Efficiency Office.



Michael D. Boyd, Col, USMC (Ret)

#### Topics will include:

- Factors contributing to fuel efficiency initiatives from 2001–2003, particularly how Defense Science Board output increased energy efficiency interest, especially relating to fossil fuel
- Development of the HQMC Energy Efficiency Policy Memorandum and the impact of Post-911 Overseas Contingency Operations on that policy
- Counter-fuel efficiency (but highly effective) combat operational tendencies that resulted in fuel consumption rising to astronomical proportions during the war years
- Collaborative efforts with the US Navy to turn the tide of unrestrained energy consumption through alternative and renewable energy efforts like solar, wind, hybrid power, and biofuels.

#### Abridged Biography:

Col. Boyd was commissioned in 1974 after earning a Bachelor's degree in Aeronautical Engineering. In 1976, he attended Marine Corps Engineer School after completing Infantry Officer Training at the Marine Corps' Basic School. In his early career, he served as Platoon Commander and Executive Officer, Operations Officer, Provisional Service Company Executive Officer, Engineer Unit Commander, Section Commander, Squadron Operations Officer, and Squadron Commander, Brigade Maintenance Management Officer, Embarkation Officer, and Logistics Officer. In 1984, he served as First Marine Air Wing G-4 Assistant Operations Officer and in 1990 he was assigned Logistics Officer for 24th MEU (SOC). He reported to Headquarters, Military Sealift Command in 1993 as Director of Programs and Policy. In 1995, he transferred to First FSSG, and deployed to Bahrain for 70 days as I MEF Liaison Officer for Operation Vigilant Sentinel. He successively commanded First Landing Support Battalion and Camp Fuji, Japan. In 1998, he headed the Logistics Plans, Ops, and Strategic Mobility Branch at Installations and Logistics Directorate, HQMC, until August 1999, when he assumed duty as Director, Inspections Division for the IGMC. Col. Boyd reported to Deputy Commandant, I&L in July 2001 to start up the new Engineer and Explosive Ordnance Disposal (EOD) Advocacy Branch, and retired in July 2004, assuming his current billet as the Deputy Branch Head.



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