

A new Mascot for Naval Base Kitsap Energy Awareness  
Courtesy of NAVFAC NW PAO

“Brite” is Naval Base Kitsap’s new energy team member. Created by Bob Sheldon, Naval Facilities Engineering Command Northwest, Public Works Department Kitsap. Bob developed the idea when he was the energy manager for the base. He wanted an icon that would be displayed on web sites, posters and other promotional materials. He decided that a compact fluorescent bulb might provide a great way to introduce the future of lighting. He took his idea to Larry Parkhurst, illustrator for Puget Sound Naval Shipyard & Intermediate Maintenance Facility, and Brite was born into a graphic drawing.



Once the final drawing was created, Bob formulated an idea to increase “ownership” of Brite throughout the base and the concept of energy awareness and conservation. He hosted a contest in which employees would submit names for the new illustration. That’s where the name “Brite” was conceived and announced. A few years later David Motroni of RJD Technologies, Inc., a contractor for the Navy, thought it would be a great idea to make “Brite” come alive. David took an already great concept and turned it into “Brite” the energy team’s mascot for Naval Base Kitsap and NAVFAC Northwest.



From left to right, Robert Sheldon, David Motroni, “Brite” and Larry Parkhurst. These people made it happen. Brite has visited the Navy’s Child Development Centers; made appearances on Earth Day at the various bases and plans are under development to increase his visibility at Government energy venues. For more information about Brite, please contact the Public Affairs Office at (360) 396-6387.