

The Story of 'BRITE'

BRITE was 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 efficiency. 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, an energy awareness 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.

Due to BRITE's popularity, BRITE quickly became a Department of the Navy resource. BRITE's purpose is to teach Navy and Marine Corps personnel how to save energy, as well as to show the local communities where Navy and Marine Corps bases are located that the Department of the Navy is paying attention to our energy use.

BRITE has visited several of the Navy's Child Development Centers, and made appearances during Energy Awareness Month and on Earth Day at various bases, at community events near Navy and Marine Corps bases, at Navy leadership meetings, and at energy forums such as GovEnergy, the premier energy training workshop and tradeshow for federal agencies.



From left to right, Bob Sheldon, David Motroni, BRITE and Larry Parkhurst. These people made it happen.

Energy managers and Navy senior leadership alike proudly wore BRITE lapel pins at the 2009 Secretary of the Navy, DOE Federal Energy Management Program, and Presidential Energy Awards Ceremonies in Washington, D.C.

To help meet demand for BRITE appearances, there are now three BRITE costumes. One BRITE costume stays close to its birthplace in the Northwest. One BRITE is attached to the Department of the Navy and travels throughout the Department. Most recently, a third BRITE reported for duty onboard Joint Region Marianas.

Innovation, Leadership, Performance

The Naval Facilities Engineering Command (NAVFAC) manages the planning, design, construction, contingency engineering, real estate, environmental, and public works support for U. S. Navy shore facilities around the world. We provide the Navy's forces with the operating, expeditionary, support and training bases they need. NAVFAC is a global organization with an annual volume of business in excess of \$11 billion. As a major Navy Systems Command and an integral member of the Navy and Marine Corps team, NAVFAC delivers timely and effective facilities engineering solutions worldwide.