

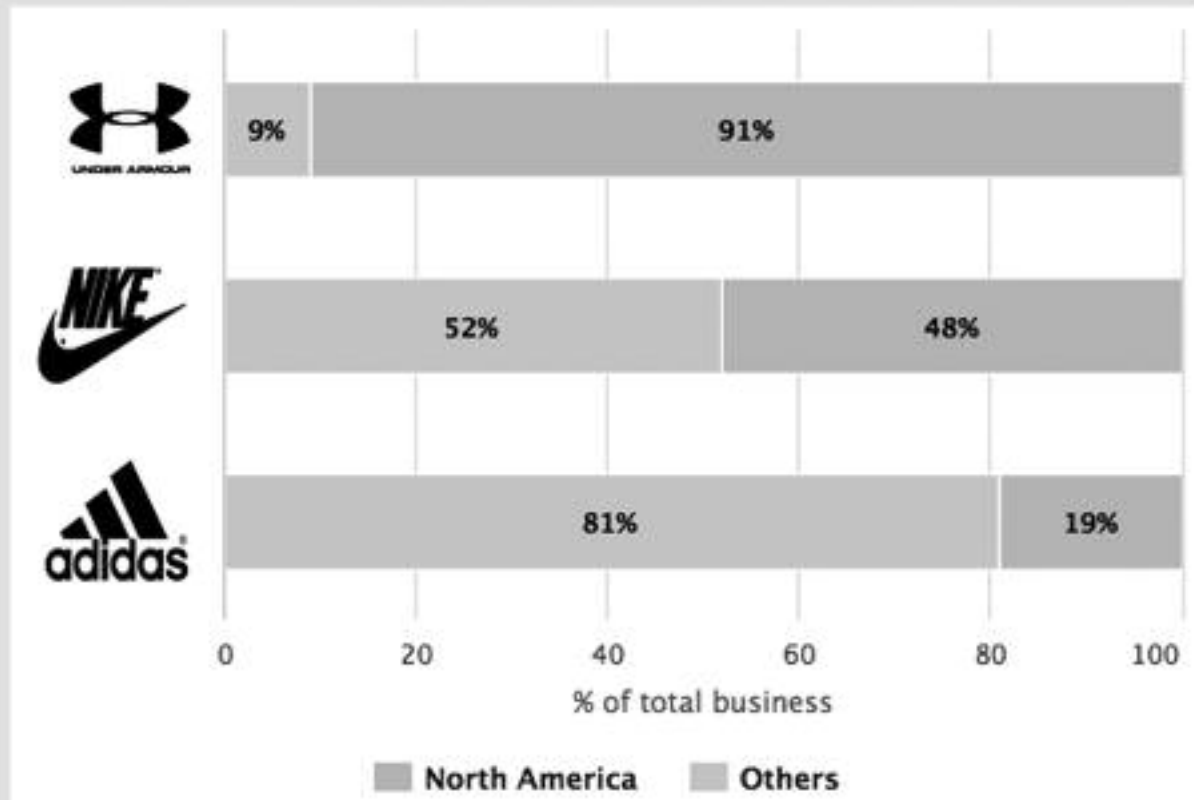
# The Prince George's Post



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## Under Armour Still an "American" Company



GRAPHIC COURTESY THE U.S. SECURITIES AND EXCHANGE COMMISSION COMPANY FILINGS

In 2014, about 91 percent of Under Armour sales came from North America, compared with about half of sales for Nike and less than 20 percent from Adidas, two global industry leaders.

## Can Under Armour Win The World?

By SISSI CAO  
Capital News Service

COLLEGE PARK, MD—Few people in China are familiar with Under Armour or its signature product—high performance compression shirts worn by American football players. But in NBA-crazy countries like China, Golden State Warriors superstar Stephen Curry is highly recognizable.

In early September, Kevin Plank, CEO of Baltimore-based Under Armour, partnered with the newly-crowned NBA champion on an Asian tour to launch Under Armour's new Curry Two shoes.

Curry introduced the new gear to local basketball fans and shot hoops with high school students during the five-day roadshow. The tour concluded with the opening of a 15,000-square-

foot flagship store in downtown Shanghai, the largest Under Armour store outside the U.S., which Plank said was likely the company's 75th store in China.

The opening of the Shanghai store is part of Under Armour's aggressive push to become a global brand. Though the company has dreams of becoming an international force like industry leaders Nike and Adidas, its international suc-

cess is not a foregone conclusion. Analysts said its narrow product lines and premium pricing would hinder its effort to gain more ground in China, Europe and South America.

A well-known success story in the United States, Under Armour's market value has multiplied almost ten times since

See **ARMOUR** Page A5

## M-NCPPC Wins 2015 Public Building of the Year Award

By Press Officer  
PG County Government

RIVERDALE, MD—The Maryland-National Capital Park and Planning (M-NCPPC), Department of Parks and Recreation for Prince George's County, was awarded Public Building of the Year by the American Institute of Architects Maryland for architecture used while building Southern Regional Technology and Recreation Complex in Fort Washington, MD.

The 37,000-square-foot building, designed by Suman

Sorg, FAIA and Sorg Architects, opened in 2013. The jury selected the building for the award because it "showcases the power of architecture to function as a catalyst to bring a community together."

A colored-glass front highlights the building's design, with blue and green hues to connect the building to the surrounding natural landscape. Sorg said she chose white metal for the structure to give it a lighter feel, and kept the building's height mini-

See **AWARD** Page A3

## Beltsville Agricultural Research Center Named National Historic Chemical Landmark

By Press Officer  
USDA

BELTSVILLE, MD—The discovery of phytochrome by scientists at the U.S. Department of Agriculture's Beltsville Agriculture Research Center (BARC) was honored as a National Historic Chemical Landmark by the American Chemical Society (ACS) today. Phytochrome is recognized as one of the universal regulators of plant physiology and growth.

It took a 41-year hunt from 1918 to 1959 to identify this pigment-containing protein, which the BARC team named phytochrome. Red light



PHOTO COURTESY USDA

**BARC botanist Harry A. Borthwick, a part of the team that discovered phytochrome, studied the effect of different light wavelengths on Biloxi soybeans using a huge carbon arc light salvaged from a Baltimore burlesque theater.**

switches phytochrome to a biologically active form, while

See **LANDMARK** Page A3

## PG County Welcomes Artomatic to New Carrollton Metro Station

Free, Family-Friendly and Metro-Accessible Art Event Expected to Attract 75,000 Visitors

By PRESS OFFICER  
PG County Government

UPPER MARLBORO, MD—Artomatic returns to the National Capital Region for the first time since 2012 and will host their first event in Prince George's County from October 30, 2015 to December 12, 2015. This event is expected to attract 75,000 visitors. Artomatic is a free art event that transforms empty warehouse type spaces into vibrant arts communities and exhibits for families and visitors to enjoy. Anyone can show their art at Artomatic. It is non-juried and art is selected on a first-come, first-serve basis—so it is a great way to discover new art. For more information and how to register as an artist, please visit the website at <http://www.artomatic.org/artomatic-2015/>.

This year's Artomatic event will be located in a 90,000 square foot space at 8100 Corporate Drive in Hyattsville, MD, which is within walking distance of the New Carrollton

Metro Station. The event draws over 1,000 artists and performers throughout the D.C., Maryland and Virginia area who will showcase their talents for the six-week long exhibition. Over 40 Prince George's County artists are expected to participate. Visitors can enjoy Artomatic during the exhibit hours scheduled for Wednesdays–Thursdays from 5pm–10pm, Fridays–Saturdays: 11am–12am and Sundays from 11am–8pm.

"Prince George's County is quickly becoming the epicenter of art in the National Capital Region and for those in the art world who haven't discovered us yet, Artomatic will put us on the national and international arts map," said Prince George's County Executive Rushern L. Baker, III. "For the next six weeks, Artomatic will bring the entire Prince George's County and DMV art scene under one roof. I welcome Artomatic to Prince

See **METRO** Page A3

## Prince George's Economic Development Corp., Your Partner in Workforce Development

Beltsville Business Owners Learn How the EDC Does the Work for Them

By ALICIA MCELHANEY  
Capital News Service

Networking never stops, especially for the Prince George's County Economic Development Corporation. This morning, EDC Deputy Director of Workforce Services Jeffrey Swilley was the featured guest at the Greater Beltsville Business Association Breakfast. He engaged the members on how the EDC recruits, screens and trains candidates for Prince George's County businesses. Currently, the Workforce Services Division serves approximately 30,000 jobseekers a year.

"Our current database includes upwards of 7,000 plus qualified applicants looking for employment," said Jeffrey Swilley. "We do the work for you—we screen, test and prepare individuals so that once they are on the job they are fully equipped and prepared to do the task at hand."

"We are very excited about the partnership we have begun to form with the Economic Development Corporation," said Howard Axelrod, GBBA Pres-



PHOTO BY NATIONAL AGRICULTURAL LIBRARY, USDA.

**Howard Axelrod, GBBA President and Jeffrey Swilley, EDC Deputy Director of Workforce Services**

ident. "The EDC is that integral piece that all of the businesses in Greater Beltsville need, and I believe that the GBBA can facilitate those connections for a win-win for our

local business community."

To learn more about the EDC and the services we provide for the business owners and residents of Prince George's County, contact 301-583-4650,

visit [www.pgcedc.com](http://www.pgcedc.com) or attend The Small Business Appreciation Day on November 9, from 9am–12pm, at 1801 McCormick Drive, First Floor Conference Room, Largo, MD.

## INSIDE

### Is Your Car Winter Ready?

The weather outside is mild, and there is plenty of time to deal with the potentially costly repairs before winter weather sets in. All throughout the month of October, AAA Mid-Atlantic will be offering FREE Maintenance Checks for AAA members and non-members, at your local AAA Car Care Insurance and Travel Center.

**Community**, Page A3

### #BlackLivesMatter: A Rallying Cry for Our Times

If we, as a nation, are serious about our claim that all lives matter, it is paramount that we not only acknowledge the mounting disparities, but we begin to implement the solutions that open up opportunity and justice to marginalized communities—only then will all lives truly matter.

**Commentary**, Page A4

### 'America's Coolest Small Town' Brings Economic Boom to Maryland Businesses

This town, nestled 10 miles to the west of Ocean City, is no stranger to fame. Berlin has hosted movies such as "Runaway Bride" and "Tuck Everlasting," along with numerous annual events. However, nothing has put it on the map like its newest title.

**Business**, Page A5

### Movie Review: "Experimenter"

The film takes us through the whirlwind of notoriety that followed, [Milgram's controversial experiments], including an amusing visit to the set of a TV movie based on the experiment, starring Ossie Davis and William Shatner. Winona Ryder adds warmth while Anton Yelchin, John Leguizamo, others appear as test subjects and colleagues.

**Out on the Town**, Page A6

### Earth Talk

Dear EarthTalk:

What exactly is solar desalination and how can it help an increasingly thirsty world?

—Maryann Dell'Amore,  
Howard, MN

**Features**, Page A7

# Towns and NEIGHBORS

## In and Around Morningside-Skyline

by Mary McHale 301 735 3451

### Tractor-trailer plunges off Beltway overpass onto Suitland Parkway

A truck driver died after the tractor-trailer he was driving flipped off a Beltway overpass, crashed through a guardrail, and smashed down onto Suitland Parkway. The accident happened about 4:30 a.m. on Friday, Oct. 9, closing all inbound and outbound lanes of the Suitland Parkway between Forestville Road and Pennsylvania Avenue.

Maryland State Police say the driver was on the outer loop when he lost control. The truck, which was hauling reams of paper, suffered major damage. Thanks, probably to the early hour, it did not land on any vehicles traveling the Parkway.

The investigation and cleanup took hours and both lanes of Suitland Parkway were closed until 4 p.m. The accident is under investigation.

### Neighbors

Morningside Vice-Mayor Benn Cann and Councilman Todd Mullins attended the Maryland Municipal League Fall Conference in Cambridge this week.

The Morningside Recreation Council has folded, due to various problems. But it looks as though a newcomer, Nicole Haggins, may help to reorganize it. I hope so.

Students at St. Philip's School in Camp Springs bring extra sandwiches one day a month, on Sandwich Day. In September they brought in 448 sandwiches, which were delivered to SOME (So Others May Eat) in Washington. The 8th grade brought in the most: 157!

### Two events coming up at McNamara

Bishop McNamara High School invites you to visit their Open House on Sunday, Nov. 8, 12:30 to 4 p.m. The school is at 6800 Marlboro Pike in Forestville. For more information visit [www.bmhs.org](http://www.bmhs.org).

McNamara also invites you to don your semi-formal attire and attend their 11th Annual Fall Gala Masquerade, Saturday, Nov. 7, 6 pm. The magical night will be filled with delicious food, exciting live and silent auction items. For more information, go to [ADVANCEMENT@BMHS.ORG](mailto:ADVANCEMENT@BMHS.ORG) and click on GALA.

### Applause

Ava Perry, a senior in the Science & Tech Program at Oxon Hill High School, has been elected to serve as the 2015-16 Student Member of the Board of Education for Prince George's County Schools.

Doris Glenn, a teacher at Holy Family School in Hillcrest Heights, was recently honored by the Washington Archdiocese Schools for her 40 years of service.

Ashanti Foster, assistant principal of Oxon Hill Middle School has been named Assistant Principal of the Year by the Maryland Association of Secondary School Principals.

### Changing landscape

Patient First, in Clinton, opened officially on Oct. 21. When I drove by there on the 21st, the parking lot was already filled. There was even overflow parking in a lot across Woodyard Road. It's open 365 days a year, 8 a.m. to 10 p.m.—no appointment necessary. The phone number is 240-546-3428. You can stop in and receive a free first aid kit (no medical treatment necessary).

Allentown Gateway Development has been proposed. It would include a Wawa, grocery, townhomes and other retail.

Highschoolers in the Morningside-Skyline area mostly attend Dr. Henry Wise, Jr. High School in Clinton. They appreciate their new \$1.53 million Astroturf Gameday Grass and the new field lighting. And their football team is doing well—#7 in the standings.

### Retreat at Loyola for the Military, Nov. 10-12

Loyola Retreat House, on a bluff overlooking the Potomac River in Faulkner, is hosting Ignatian Reflections on Military Service, a retreat for men and women, both active duty and veterans, the weekend of Nov. 10-12.

The retreat will focus on the call to serve, the cost of service and the experience of God's presence at all times in all places. The weekend includes periods of prayerful silence and reflective conversation, and will be moderated by Viet Nam Veteran, Father Jim Conroy S.J.

The weekend fee (\$185) includes a private room, three good

meals a day, hiking trails and the beautiful Potomac. For information, call 301-392-0800 or go to [www.loyolaonthepotomac.com](http://www.loyolaonthepotomac.com).

### May they rest in peace

Theresa Elizabeth Swain, 69, of Waldorf, a 1964 graduate of Suitland High School, died Sept. 22. She also played clarinet in the Oxon Hill High Concert Band. She met her husband Bruce when he was her supervisor at the Library of Congress. He survives her. She was preceded in death by her son Eric Bruce Swain and daughter Amy Louise Swain.

Francis "Skip" Ward Jr., 83, a volunteer with the Clinton Volunteer Fire Department for 53 years, died Oct. 16 at his home in Lusby. He was a veteran of the Army National Guard. He retired from the Government Printing Office where for the majority of his 30-plus years he was Pressman on the midnight shift. He was a life member of both the Clinton and Silver Hill VFDs. In 1992 he retired to Mears Creek in Lusby where he and his wife enjoyed time on their boat crabbing and fishing. He was preceded in death by his wife of 33 years, Barbara Jean Ward, and is survived by two children, six stepchildren, 20 grandchildren, 15 great-grandchildren and four siblings.

### Milestones

Happy 50th birthday to Denise Williams on Oct. 30, and to Kim Miller and my daughter Kathleen Shearer, Oct. 30; Don Eisenberg and my sister Rosie Nickodemus, Oct. 31; Carolyn Follin and Morningside Councilman Jim Ealey, Nov. 1; Carl McKlveen, Nov. 2; my son-in-law Luke Seidman and Flossie Keck, Nov. 3; Bella Cordero, Nov. 4; Brandon Wood and Bob Elborne, Nov. 5.

Happy anniversary to Al and Debbie Callison, Nov. 4; and to Michael and Maria (Blankenship) Jinks, their 13th on Nov. 1.

A special happy anniversary to V.F.W. Post 9619, Morningside, founded 68 years ago after a bunch of Anacostia High School grads—newly returned from serving in WWII—decided they needed a Post of their own. They applied and were turned down because there was already a Post in Anacostia. So, they applied to the Maryland VFW. Scott-Johnson-Collins VFW Post 9619 was chartered Nov. 4, 1947.

caster, PA April 2, 2016 sponsored by New Hope Fellowship Christ United Methodist Church Outreach Ministry. Trip includes travel on a deluxe motor coach bus, continental breakfast served on the bus and buffet lunch at Miller's Smorgasbord. A ticket to see the new production of the play "Samson" at the Millennium Theatre, and shopping at Rockvale Outlets and door prizes.

Itinerary includes Saturday, April 2, 2016 departure at 8:30 AM and return at 8:00 PM (Clinton Park & Ride) Showtime for the play is 11:00 AM and lunch at 2:00 PM. After lunch you can enjoy shopping at Rockvale Outlets.

Cost is \$155 (Adults), \$95 (10-12 Child). Payment plan deposit due October 25, 2015: \$40 (non-refundable). Final payment due March 13, 2016. Contact Phyllis Slater (301) 653-7345 or Deborah Proctor (301) 275-2544. Rev. Constance C. Smith, Pastor.

### 50th ANNIVERSARY CELEBRATION

Join us Sunday, November 1, 2015 at our 10:30 AM wor-

ship service, where our former Assistant Pastor, Rev. Loretta Ewell Johnson will preach, and we'll enjoy music selections from the Chancel and Men's Choirs. Clinton United Methodist Church is located at 10700 Brandywine Road, Clinton, Maryland 20735. Rev Dorothea Belt Stroman, Pastor. Mia C. Kerrick, 50th Anniversary Chairperson.

A dinner/program will be held at the Camelot, 13905 Old Central Ave., Upper Marlboro, Maryland at a cost of \$55.00 per person. Please contact the church at (301) 868-1288 for additional instructions on how to purchase your ticket (s).

### PATUXENT RIVER 4-H CENTER

The educational center in Upper Marlboro, Maryland is open to groups by reservation. The 4-H Center offers farming programs, overnight cabins, environmental education programs, group camping, 4-H activities and farming programs. Canoe launch on site. Call 301-218-3079; TTY 301-699-2544 for additional information.

## Neighborhood Events

### Edwards Campaign Releases Third Quarter Numbers

LANHAM, MD—In the third quarter, the Donna Edwards for Senate campaign raised \$638,524.94 from 8,982 contributions. This cycle, the campaign has raised over \$1,500,000 from almost 22,400 contributions, the fastest growth ever for a Maryland statewide campaign.

"Donna continues to lead in the polls because she's building a campaign that reflects the values of Maryland's working families," said Benjamin Gerdes, Communications Director. "In just four months, we've seen 24,000 contributions and over 100,000 grassroots supporters engage in her race for the United States Senate. Ninety-five percent of Donna's contributions are under \$200 because our donors are working class families who share her passion for progressive values and are committed to electing a fighter who doesn't rely on the money and backing of special interests."

Total Number Raised in Q3: \$638,524.94

Total Number Raised for Cycle: Over \$1,500,000

Cash on Hand: \$368,507.47

### WSSC Successfully Sells \$390 Million in AAA-rated Bonds

LAUREL, MD—WSSC competitively sold \$390 million of Consolidated Public Improvement Bonds on October 14, 2015 to Bank of America Merrill Lynch. The bonds were issued at a true interest rate of 3.426919 percent; slightly better than the rate received in the last issuance in November 2014.

WSSC's General Manager/CEO Jerry N Johnson said, "This successful issuance demonstrates the markets belief in the strong financial position of WSSC and will provide the necessary funding to continue much needed investments in our infrastructure."

"This was a great day for WSSC ratepayers," said Yvette Downs, WSSC CFO. "The rates on this issuance are lower than anticipated, which reduces the long-term costs for our stakeholders."

The bonds were rated AAA/Aaa/AAA by all three bond rating agencies: Fitch Ratings, Moody's Investors Service and Standard & Poor's, which also reaffirmed WSSC's AAA rating on its other outstanding bonds. The \$390 million 30-year bonds will be used to finance WSSC capital projects and pay down a portion of the Commission's bond anticipation note program.

Six firms registered and bid on the bonds, with the range of True Interest Cost (TIC) from a low of 3.426919 percent to a high of 3.650062 percent.

WSSC plans to use the historically low interest rate environment and refund up to \$150 million of existing bonds before the close of the 2015 calendar year.

### Phi Eta Sigma Inductions—Prince George's County

SALISBURY, MD—Tyler Gerald, son of Carole Battle-Gerald of Bowie, MD and Pierre Gerald of Louisville, KY was recently accepted into Phi Eta Sigma, the national freshman honor society, at Salisbury University.



Congresswoman  
Donna F. Edwards

Gerald is a sophomore majoring in finance. He is a member of the Organization of Latino American Students and is a Dean's List student. Gerald is a 2014 graduate of Bishop McNamara High School in Forestville, MD.

At Salisbury University, some 8,700 students in 43 undergraduate and 15 graduate programs pursue liberal arts and professional degrees. Located on the Eastern Shore 30 miles from the Atlantic Ocean and 20 miles from the Chesapeake Bay, Salisbury is 2 ½ hours from Baltimore, Washington, D.C., Norfolk, VA, and Wilmington, DE. SU is ranked among the nation's best colleges in U.S. News & World Report, The Princeton Review and Kiplinger's Personal Finance.

Martina Maya-Callen daughter of Erin Callen of Laurel, MD, was recently accepted into Phi Eta Sigma, the national freshman honor society, at Salisbury University.

Maya-Callen is a sophomore majoring in conflict analysis and dispute resolution and art. She is a Student Government Association senator, Campus Against Violence program officer and member of the Women in Leadership organization. Maya-Callen is a Dean's List student. She is a 2014 graduate of Cedar Brook Academy High School in Clarksburg, MD.

At Salisbury University, some 8,700 students in 43 undergraduate and 15 graduate programs pursue liberal arts and professional degrees. Located on the Eastern Shore 30 miles from the Atlantic Ocean and 20 miles from the Chesapeake Bay, Salisbury is 2 ½ hours from Baltimore, Washington, D.C., Norfolk, VA, and Wilmington, DE. SU is ranked among the nation's best colleges in U.S. News & World Report, The Princeton Review and Kiplinger's Personal Finance.

Veahna Gardineer, daughter of Vaughn and Groveta Gardineer of Bowie, MD, was recently accepted into Phi Eta Sigma, the national freshman honor society, at Salisbury University.

Gardineer is a sophomore majoring in communication arts. She is a member of the Student Organization for Activity Planning and Theatre Club. Gardineer is a 2014 graduate of The Key School in Annapolis.

At Salisbury University, some 8,700 students in 43 undergraduate and 15 graduate programs pursue liberal arts and professional degrees. Located on the Eastern Shore 30 miles from the Atlantic Ocean and 20 miles from the Chesapeake Bay, Salisbury is 2 ½ hours from Baltimore,

Washington, D.C., Norfolk, VA, and Wilmington, DE. SU is ranked among the nation's best colleges in U.S. News & World Report, The Princeton Review and Kiplinger's Personal Finance.

### Educational Systems Federal Credit Union Helps the Education Community Go Back to School

GREENBELT, MD—Educational Systems Federal Credit Union demonstrated its commitment to support education by participating in over 50 back-to-school events held in the seven county school systems and three community colleges it serves. The Credit Union helped educators, parents and students prepare for a successful new school year by providing the necessary tools, including:

- Donated Backpacks—Employees of Educational Systems FCU hand-delivered 6,500 backpacks filled with school supplies to more than 30 middle schools and homeless student service offices.

- Financial Education—During new educator orientations, the Credit Union provided seminars on Building a Better Budget and Understanding the Impact of Your Credit Score. Educators also learned about FoolProof®, a free turnkey program offered by the Credit Union that provides financial education to students. The program also meets Maryland state financial literacy requirements.

- Back-to-School Events—Educational Systems FCU attended new educator and support staff orientations, administrator conferences, back-to-school nights and back-to-school fairs for educators, parents and students. Drawings were held at the events to win a "Support Education" basket full of school supplies.

- Tips and Tools for Back to School Campaign—For the third consecutive year, Educational Systems FCU invited members of the education community to share their Tips and Tools for Back to School on the Credit Union's Facebook page. Six weekly winners were awarded a \$100 Visa® gift card to help with back-to-school shopping. As the campaign concludes, a grand prize winner will be chosen and given the opportunity to select the school of their choice to receive \$1,000 for school supplies.

"For us, it's an honor to support education," said Chris Conway, President/CEO of Educational Systems FCU. "Helping the members of the education community achieve their financial goals and dreams is our mission, and we believe in being there every step of the way as educators, parents and students head back to school."

Educational Systems FCU ([esfcu.org](http://esfcu.org)) has proudly served the education community for 60 years. With over \$800 million in assets and 12 branches, the Credit Union serves 87,000 members in seven school systems and three community colleges throughout Anne Arundel, Calvert, Charles, Montgomery, Prince George's, St. Mary's and Talbot counties.

## Brandywine-Aquasco

by Audrey Johnson 301 888 2153

### THANKSGIVING BENEFIT CONCERT

Great Grace Church's Rejoice Young Adult Choir presents "O Give Thanks." Pastor Varice O. Smallwood. Maurette Brown Clark, Psalmist (Stellar Award winning National Recording Artist), Jekalyn Carr, James Hillian & Hillian Jr. Ensemble, Cierra T. Parker, Psalmist, Crazee Praise Mime Ministry and Tynette Pierre, Psalmist. Master of Ceremony Pastor Jeremiah Murphy.

The Concert is Sunday November 15, 2015. Concert location is Greater Saint John Church at 11425 Old Marlboro Pike, Upper Marlboro, Maryland 20772. Doors open at 4:00 PM. Concert starts at 5:00 PM. Admission is \$20.00 in advance and \$25.00 at the door. Priority seating is \$30.00. There are no refunds. A portion of the proceeds will be used towards the DMV Homeless. For ticket information and group sales call 301-322-1213, 301-792-8070, 202-351-8260.

### SAMSON

Come and join us for a theater and shopping trip to Lan-

# COMMUNITY

## Practical Money Skills

By Nathaniel Sillin

### Planning That Affordable Holiday Trip

Are you an advance planner or an improviser? Your travel planning style might save you money during the busy winter holiday travel season.

Generally, families with children and a need for specific seating and direct flights may need to plan earlier to secure such reservations. More flexible travelers can roll the dice on last-minute deals.



Here are some ideas to explore:

**Be open-minded about scheduling.** Most people know red-eye and dawn flights are typically cheaper. However, holiday travel presents its own set of opportunities for pricing and availability if you don't follow the crowd. For example, with Thanksgiving always on a Thursday, most travelers choose Tuesday or Wednesday for arrival and Sunday for departure. Choosing a different scheduling window, including travel on the actual holiday, may not only save money but considerable stress getting to and from clogged airport, train and bus stations.

**Drive smart or leave the keys at home.** If you're using your own automobile, make sure your collision and liability coverage are adequate to cover potential medical and repair costs for other motorists if you're in an accident out of town. If you're planning to rent a vehicle, speak with your auto insurance agent before you go. Many personal policies do extend domestic collision and liability coverage to rentals, but it's particularly important to confirm coverage if you're traveling outside the United States. Of course, if you're visiting a place with excellent public transportation or safe bike routes, check pricing. An affordable bike rental (pack a helmet) or multi-day city or regional bus-and-rail pass might eliminate the need for a car altogether.

**Sleep cheap.** Saving money on accommodations is another area where you can save significant dollars by either planning significantly ahead or trolling for last-minute bargains. Top family destinations generally require reservations months in advance, but see how full they are closest to the actual holiday dates. Many family members may travel a week before or a week after the actual holiday but won't stay over the holiday. That leaves more rooms and activities available. The same goes for stays in other popular tourist locations around the world. Check destination hotels closer to the date to see if they're offering special rates or packages.

**Put your membership dollars to work.** If you belong to an auto club or have credit cards with particular travel benefits, see whether any of those benefits—from actual mileage points to coupon discounts—can be used to save money.

**Check your home, health and business insurance.** If you are traveling domestically or globally, see if your personal health insurance extends to your destination. The same goes for home/rental and business insurance. Many people don't realize that some or all of their personal insurance coverage may cover medical, theft, liability, injury and other risks at their destination. Read your policy and confirm your assumptions with your agent.

**Consider travel insurance to fill any gaps.** Once you've confirmed the limits of your personal coverage, research travel insurance policy sites (<http://www.insuremytrip.com>) and recent articles on travel insurance so you can make sure common risks like trip cancellation and lost luggage are covered as well as specialized risks like advanced medical care and medical transportation at your destination.

**Watch those bags.** Many airlines charge ascending fees for every checked bag, so packing light has never made more sense. However, major air and ground shipping companies are now offering luggage-shipping services for domestic and overseas travelers with pickup options at their ground facilities. Make a call and see if this option makes sense, particularly if you take extra clothes or gifts with you at the holidays.

Bottom line: Holiday travel bargains can be found months in advance and sometimes at the last minute. Your flexibility will determine the deals you can get.

### Award from A1

mal so it didn't overpower the surrounding community.

Sustainability was another focal point in the design, Sorg said, installing a green roof, and items for water and energy conservation.

This LEED Silver certified building has unique amenities, including a rock climbing wall, a recording studio, an environmental science lab, a computer lab, a double gymnasium, a dance studio, seminar rooms, teen and adult cafés, fitness rooms and a multi-purpose room with warming kitchen.

The jury finished by saying that Southern Regional Technology and Recreation Complex "is a model for architecture in the public realm."

The Department of Parks and Recreation provides comprehensive park and recreation programs, facilities and services which respond to changing needs within our communities. The Department strives to preserve, enhance and protect our open spaces to enrich the quality of life for present and future generations in a safe and secure environment.

For more on the Department of Parks and Recreation, visit [www.pgparcs.com](http://www.pgparcs.com) and stay connected on Facebook and Twitter. The Maryland-National Capital Park and Planning Commission, Department of Parks and Recreation encourages and supports the participation of individuals with disabilities in all programs and services.

## Is Your Car Winter Ready? AAA Offers Simple Steps Drivers Can Take to Keep Their Vehicles Safe on the Road

By PRESS OFFICER  
AAA Mid-Atlantic

WASHINGTON, DC— Autumn just arrived in all its glory a mere three weeks ago, but that sudden chill in the air earlier this week is indicative of things to come. Winter weather may not be here yet, but it will be before you know it. For goodness sake, October is Car Care Month and AAA is reminding drivers about the importance of properly maintaining their vehicles even if they are enjoying that new car smell.

Although the typical car has over 30,000 parts, there are a few simple things every driver can do to make sure their car is road ready for the winter ahead.

"Learning how to handle common maintenance issues is beneficial to anyone who gets behind the wheel," said Jim Spires, Car Care District Director for AAA Mid-Atlantic's Car Care Insurance and Travel Centers. "Proper maintenance can extend the life of your vehicle and help prevent costly repairs."

In the past, vehicle maintenance needs were relatively simple and consistent across automakers. Today's engineering advancements require less maintenance at less frequent intervals. Examples include oil-change intervals now recommended at 5,000 to 10,000 or more miles, transmission fluids designed to last 100,000 miles and sealed batteries that never need to have fluid added. Even with these advancements, vehicles still require routine services that are impor-

tant to maintaining the performance and safety of the vehicle.

"Whether you are a do it yourselfer, a shady tree mechanic, a car aficionado, or only know how to put gas in the car, October is the perfect month to make sure your vehicle is winter ready," explained Tom Calcagni, AAA Mid-Atlantic's Director of Public and Government Affairs. "No one wants to be stranded by a vehicle breakdown. Following the recommended maintenance schedule outlined in your vehicle's manual will greatly decrease the chances of your vehicle letting you down."

AAA recommends that motorists use a simple checklist to determine their vehicle's fall and winter maintenance needs. Many of the items on the list can be inspected by a car owner in less than an hour, but others should be performed by a certified technician.

The weather outside is mild, and there is plenty of time to deal with the potentially costly repairs before winter weather sets in. All throughout the month of October, AAA Mid-Atlantic will be offering FREE Maintenance Checks for AAA members and non-members, at your local AAA Car Care Insurance and Travel Center and at AAA Approved Auto Repair Locations. You will receive a free inspection report that will help document potential problems that should be addressed before the winter driving season arrives.

To ensure your vehicle is properly maintained, AAA Mid-Atlantic's Car Care Center auto-

motive technicians recommend that motorists:

- Read the maintenance requirements set by your car's manufacturer in the owner's manual. There is no longer a "standard" maintenance schedule for vehicle services—including brake fluid.

- Each automaker has different requirements, making your owner's manual the most accurate resource.

- Inspect brakes as recommended in your owner's manual, or sooner if you notice pulsations, pulling, noises while braking or longer stopping distance. Correct minor brake problems promptly. Check your owner's manual to see if the brake fluid should be changed at a specific interval.

- If no interval is specified for brake fluid service, AAA suggests flushing the system every two years or anytime the brake system is serviced.

- Follow the recommendations of in-vehicle maintenance reminders, as they have the best information to determine maintenance needs for your vehicle because they account for how you actually drive.

- However, many reminder systems do not specifically cover maintenance operations that need to be performed on a time or mileage basis—such as brake fluid and coolant flushes or timing-belt replacement.

When having your car serviced, follow the factory recommended maintenance schedule to avoid under- or over-main-

taining your vehicle. Oil changes, tire rotations, changing transmission fluid, and replacing an air filter are the types of routine maintenance recommended by your vehicle's manufacturer. The maintenance schedule for these services and more can be found in the vehicle owner's manual.

- Work with a local repair shop you trust—Every car requires routine maintenance and repair. The best time to find a mechanic or auto repair shop is before you need one. Start by asking friends and family for recommendations of repair shops and mechanics. Visit [AAA.com](http://AAA.com) to find nearby AAA Car Care Centers and AAA Approved Auto Repair facilities. Once you've narrowed down your choices, take your vehicle to your top candidate shop for routine maintenance. While there, talk with the employees and take a look at the facility and consider the following questions:

- Does the facility have up to date equipment?
- Were you offered a written estimate?
- Does the shop offer a nationwide warranty on parts and labor?
- Are customer areas clean, comfortable and well organized?

Motorists can identify reliable, high-quality repair shops with certified technicians by looking for the AAA Approved Auto Repair sign or visit a AAA Car Care Center.

### Metro from A1

George's County and encourage all Prince Georgians and our regional neighbors to attend or participate in this free, family-friendly and Metro-accessible event."

In addition to creative art, Artomatic also features a plethora of performing art forms throughout the exhibition—live music, dance, spoken word, comedy as well as professional development series and special events showcases. Every night of the event, thousands of people visit Artomatic to discover new art, listen to music, go on dates and mingle with the creative community. No matter what kind of creative events you may like, you'll find something to enjoy at Artomatic.

"We're excited to be working with The Maryland National Capital Park and Planning Commission (M-NCPPC), Department of Parks and Recreation who, like Artomatic, understand the importance of art to help foster community," said George Koch, Founder and

Chair Emeritus. "Our diversity of artwork is unmatched because both emerging and established artists present their work side by side, which helps attract the broadest range of visitors."

"It is our pleasure to host such a renowned art experience in Prince George's County which complements the numerous arts offerings of the County and the Department of Parks and Recreation," says Ronnie Gathers, Director of the M-NCPPC, Department of Parks and Recreation. "Artomatic will also help provide visibility for the thriving artists and art districts in the community, like the Hyattsville Arts District."

"Artomatic is a tipping point in our collective efforts to accelerate arts destinations and creative discovery throughout the County," said Rhonda Dallas, Executive Director of the Prince George's Arts and Humanities Council.

Visitors will enjoy easy access to Artomatic via the New Carrollton Metro Station, as well as plenty of parking and bus stops nearby. For the latest

information about the event, how to participate and when to visit, please subscribe to Artomatic by email or Facebook, or visit their website at [www.artomatic.org](http://www.artomatic.org).

### About Artomatic

Artomatic is an arts organization whose mission is to create community, build an audience for art and expand economic development by transforming available space into a playground for artistic expression. Its unjuried events showcase creative work in visual art, music, film, performance and fashion.

A non-profit organization headed by a volunteer Board of Directors, Artomatic started in 1999 in the historic Manhattan Laundry building on Florida Avenue, NW, in Washington, DC. The commercial real estate developer Douglas Development donated the use of the building to a group of artists who invited their friends to exhibit. These friends, in turn, invited their friends until every nook in the building was filled with paint-

ings, sculpture, installations and art of every description. The artists coined the name "Art-O-Matic" to acknowledge the spontaneity of the event and its location in the old laundry building. (The Artomatic spelling was modernized in 2004). More than 25,000 people visited the first Artomatic during its six-week lifespan and the event was widely reviewed and discussed in the regional media.

Since then, Artomatic has grown into a regular art scene staple and a highly anticipated occurrence in the Washington Metropolitan area, with eight major events in the last 15 years in various buildings in different neighborhoods and communities. Artomatic has also spun off licensed events to regional jurisdictions such as Frederick, MD as well as developed offshoot events such as the 2013 International Glass and Clay Exhibit in collaboration with international partners such as the Inter-American Development Bank and the City of Sunderland in the United Kingdom.

### Landmark from A1

far red light reverses it to a biologically inactive form, a process that controls germination, growth and flowering.

"Phytochrome was one of the most important discoveries in plant science of the 20th century, making possible many valuable leaps forward for agricultural science, such as growing crops in new seasons and latitudes and even creating new ways to protect plants from pests," said Agricultural Research Service (ARS) Administrator Chavonda Jacobs-Young at a ceremony to mark the award. BARC is part of ARS, USDA's chief intramu-

ral scientific research agency.

For example, knowledge of phytochrome, and related photoperiodism, enabled soybean varieties to be bred to mature at staggered dates, boosting the value and importance of soybeans as a crop.

Awareness of phytochrome also brought the discovery that exposing chrysanthemums to light for just minutes in the middle of night prevents flowering. This allowed growers to time blooming, and turned mums into one of the country's most valuable ornamentals with U.S. sales of more than \$135 million a year.

"The discovery of phytochrome explains how plants

germinate, grow and flower in predictable cycles over the course of a year," said Pat N. Confalone, chair of the ACS Board of Directors. "This extraordinary collaboration between physiologists, biologists, chemists and other scientists at USDA demonstrates the importance of federal research in the fundamental sciences to unlock nature's most powerful mysteries." ACS, the world's largest scientific society, founded the National Historic Chemical Landmarks program in 1992 to recognize important milestones in chemical research.

The ceremony to mark this honor was followed by a sym-

posium hosted by BARC on past, present and future research related to phytochrome. The keynote speaker was Peter H. Quail, professor, Department of Plant and Microbial Biology, University of California, Berkeley and research director of the Plant Gene Expression Center, Albany, California. His talk was titled A Pigment of the Imagination.

Also speaking was Karl Norris, a member of the original ARS phytochrome discovery team and the developer of near-infrared reflectance spectroscopy, which can quantify the chemical composition of substances using certain light wavelengths.

# COMMENTARY

## Cong. Steny H. Hoyer House Democratic Minority Whip



### Hoyer at Howard University: The Future of This Country is Being Threatened by the Republican Policy of Sequestration

WASHINGTON, DC—Congressman Steny H. Hoyer (MD) joined Congressional Black Caucus Chair G. K. Butterfield (NC), Chair of the Whip's Task Force on Poverty, Income Inequality, and Opportunity Congresswoman Barbara Lee (CA), and Congresswoman Eleanor Holmes Norton (DC) for a discussion with Howard University students. The discussion focused on the damaging impacts that sequester level funding has on minority communities, including cuts to Pell grants, and the need to reach a bipartisan budget agreement that replaces the sequester. Below are his remarks as prepared for delivery:

"Thank you, [Howard University] President Frederick, not only for those words of welcome but for your leadership of an institution that, perhaps more than any other, has demonstrated the immense value historically black colleges and universities bring to our nation and its people.

"We're here today because the future of this country is being threatened by the Republican policy of sequestration. That's a very complicated term for a very simple concept: severe and arbitrary budget cuts that affect everything the federal government does. Cuts to anti-poverty programs. Cuts to public health. Cuts to programs that support research and innovation. Cuts to national security and defense. And, most relevant here at Howard, cuts to programs that help our young people access quality, affordable higher education.

"Those of you who are students here are fortunate to be studying at one of the top universities in America. Not everyone has that opportunity, but everyone who works hard and does well in school deserves a chance to go to college.

"Federal student loan and work-study programs like Pell grants and Stafford loans are going to face significant pressure if sequestration is allowed to return this year if Congress doesn't act to prevent it. There are real world implications if that happens.

"African American college students are more likely to be eligible for Pell grants, and those who benefit from them are more likely to graduate. More than 50% of African American college students in this country rely on Pell grants to afford their higher education. Seventy-two percent of students at Historically Black Colleges and Universities receive Pell grants. And with rising tuition, next year's Pell grant will cover the smallest share of the cost of college in more than four decades. We ought to be investing more in this program, not disinvesting in it.

"At the same time, sequester cuts will devastate public education at the K-12 level and for early childhood programs.

"The most vulnerable in America—seniors, low-income families, the homeless, the hungry, and the sick—will be disproportionately af-

See Hoyer, Page A5

## Marc Morial, President and CEO National Urban League



### #BlackLivesMatter: A Rallying Cry for Our Times

"This is not a moment, but a movement."  
— Black Lives Matter Organization

While it is obvious to many of us that all lives matter, it is not so obvious that in our great nation founded on the principles of equality and justice that Black lives matter.

Young Black men are at 21 times greater risk than young white men of being shot dead by police officers, according to a ProPublica analysis of available federal data. New laws guided by the old strategies of voter suppression are aimed at reducing Black turnout at the polls. Sixty years after the groundbreaking Brown vs. Board of Education ruling that put an end to legal segregation in American public schools, the practice is greater now than it was then. And along with the resurgence of segregation comes an ever-widening achievement gap between white students and students of color. In our separate schools and classrooms, we find separate and unequal levels of achievement, and the separate and unequal distribution of resources necessary to narrow or eliminate the achievement gap. Despite our nation's most sustained period of job creation since the devastation of the Great Recession, the Black unemployment rate is consistently twice that of their white peers.

When we say "Black lives matter," we acknowledge that while our nation has made significant and important strides its journey to create a more perfect union—the scales of equality and justice are still not balanced for all.

The "Black Lives Matter" movement was created after the acquittal of George Zimmerman for the tragic and avoidable death of Trayvon Martin. Since its creation, many more unarmed Black and Brown men and women have been killed at the hands of vigilantes and police officers. And, more often than not, their murderers are not held accountable. But if police tactics were the sparks that set off firestorms of outcry, protest and demands for change from New York to Missouri, and beyond, we know that seemingly intractable poverty, long-term joblessness and the pollution of hopelessness were the tinder. In our fight to save our cities, The National Urban League has—and will—continue to respond and shed light on the problems

and inequities around education, jobs and justice, as well as offer what is needed most: solutions.

On the justice front, we presented our 10-Point Plan for Justice and Police Accountability to President Obama's taskforce on 21st century policing. We are committed to being an active part of the solutions that move our nation to deliver on its promise of fair treatment by law enforcement for every American. We have also added our voice and proverbial muscle to the call that Congress hold hearings on the Voting Rights Advancement Act and commit itself to protecting all of our nation's citizens against voter suppression. When it comes to jobs, we single-handedly put 16,000 people to work through our job-training programs. We also successfully advocated for key provisions that were ultimately included in the federal government's Workforce Innovation and Opportunity Act. Those provisions do the real work of training our workforce for 21st century jobs and connecting those employees with jobs that pay living wages. On the education front, we continued to battle for equity in educational outcomes and resources. Our multimedia campaign, "Put Our Children First," strengthened our continued support for Common Core state standards. We are also advocating along with a variety of civil rights, social justice groups and business leaders to get Congress to re-authorize the Elementary and Secondary Education Act. Fifty years ago, President Lyndon Johnson recognized that eliminating racial and economic disparities in education would play a critical role in building a more just society. Fifty years later, we are still fighting towards that goal.

If we, as a nation, are serious about our claim that all lives matter, it is paramount that we not only acknowledge the mounting disparities, but we begin to implement the solutions that open up opportunity and justice to marginalized communities—only then will all lives truly matter. The cry that "Black lives matter," doesn't mean that those are the only lives that matter in our country, it means Black lives matter, too. Our nation's citizens must be offered equal access and opportunity to quality education, jobs with living wages and fair treatment under our nation's system of justice for all lives to truly matter.

## The National Capital Trolley Museum



Open to the Public

PHOTO BY FRANK HICKS

### THE NATIONAL CAPITAL TROLLEY MUSEUM

The National Capital Trolley Museum preserves and interprets the heritage of electric and interurban railways of Washington, DC and environs for the benefit of present and future generations, while supplementing its collections with significant national and international objects to enhance its interpretive programs. The National Capital Trolley Museum was founded in 1959 after the abandonment of streetcar service in the District of Columbia had become a certainty. The Museum opened to the public in 1969 at its present location in Northwest Branch Park in Montgomery County, Maryland. The Museum is open Saturdays and Sundays, Noon-5pm and Thursdays and Fridays from 10am to 2pm (March 15–May 15; June 15–July 15; and October 1–November 15). Admission is \$7 for Adults and \$5 for Children (17 and under) and Seniors (65 and over). For more information, visit <http://www.dctrolley.org/>.

## Child Watch

by Marion Wright Edelman



### Teaching the Truth About America's History: Only the Truth Can Make Us Free

"The more you know about the past, the better prepared you are for the future."  
—Theodore Roosevelt

"History is important. If you don't know history it is as if you were born yesterday. And if you were born yesterday, anybody up there in a position of power can tell you anything, and you have no way of checking up on it."  
—Howard Zinn



PHOTO COURTESY CHILD WATCH

The Atlantic Slave Trade between the 1500s and 1800s brought millions of workers from Africa to the southern United States to work on agricultural plantations.

Were my African ancestors, who were stolen at gunpoint from their homes and families, dragged in chains into the dark and crowded cargo hulls of ships for the often-fatal Middle Passage, and brutalized, beaten, and forced into chattel slavery for generations, just like many of the other "immigrants" who came to America in order to "work"? Fifteen-year-old Pearland, Texas student Coby Burren didn't think so when he saw the map and caption—shown above—in his World Geography textbook in the section on *Patterns of Immigration*.

About one hundred and fifty thousand other Texas high school students received the same textbook in their history classes this year, and many of them may have mistaken that caption for truth. Coby knew it was wrong and texted his mother a picture to show her what he was being "taught."

After his mother Roni Dean-Burren, a University of Houston doctoral student, took a closer look, she shared a video on social media documenting her outrage over the geography book's mischaracterization of slavery. Both Coby and his mother were willing to stand up and speak out about this distortion of our national past which haunts our present and continues to threaten our future.

Within hours McGraw-Hill, the book's publisher, apologized stating they "conducted a close review of the content and agree that our language in that caption did not adequately convey that Africans were both forced into migration and to labor against their will as slaves." They announced plans to make online changes immediately and reissue a corrected version of the book. After Ms. Dean-Burren and oth-

ers raised concerns about the initial promise to fix the next print edition, given that many districts who already have purchased one edition will not buy another for several years, McGraw-Hill announced it will distribute revised textbooks and/or stickers to correct the caption to all schools that own the current edition.

I'm very proud of Coby who has attended the Children's Defense Fund Freedom Schools® program where he was exposed to excellent and carefully selected books that teach the truth about American and African American history and culture. He learned what I hope all children of all races learn—that he was not too young to make a difference in his family, school, community, nation, and world. And I'm very grateful Coby's mother joined her son to demand

an accurate recounting of forced slavery in our nation whose legacy haunts us still. Their actions may make a difference for thousands of other Texas students who would have continued using geography textbooks with inaccurate and misleading language for years. Parents everywhere must be vigilant about the books their districts are choosing for their children, read them and, like Ms. Dean-Burren, not be afraid to speak up when changes are necessary. Perhaps we need to have parent book clubs to read and discuss the accuracy of history and geography textbooks their children read.

While it is unclear who was finally responsible for this caption, there have been other con-

See WATCH, Page A12

## The Prince George's Post

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# BUSINESS

## The American Counseling Association's Counseling Corner

### “A Strong Body Makes The Mind Strong”

It was in 1785 that Thomas Jefferson, long an advocate of keeping active and fit, wrote “A strong body makes the mind strong.” His preferred method for staying active was long walks, which gave way to horse back rides in his later years. And while you may not have his Monticello estate in Virginia to stroll about, his advice regarding physical activity and good mental health is just as true today.

Recent studies have shown that exercise can directly affect a number of things related to good physical and mental health, even to the point of improving brain function.

University of Illinois exercise scientists reviewed more than 100 recent studies related to the effects of aerobic exercise and weight training on the human brain. Several studies found that exercise promotes the production of a protein that has been shown to stimulate the growth of neurons and enhance cognitive performance. Bigger biceps and a bigger brain seemed to be what they were finding.

And while most of us are aware that exercise can improve a number of health issues, including diabetes, high blood pressure and arthritis, it may come as news that research has shown that exercise also produces significant psychological benefits, including help in fighting depression and anxiety.

Although experts don't know exactly how regular physical activity helps ease depression, it appears that exercise helps release certain chemicals (like neurotransmitters, endorphins and endocannabinoids) that seem to lessen depression. Exercise also helps reduce certain immune system chemicals that have been shown to worsen depression.

Of course, you don't have to be suffering from depression or anxiety to enjoy the benefits that regular exercise can bring. One clear benefit is how it can boost self-confidence. As you meet exercise goals and challenges you will begin to feel more confident. Getting in shape can also help you feel better about your appearance.

Starting a regular exercise program can also be a distraction that helps take your mind off your worries. And, as you hit the Y, local gym or walking and jogging trails, it's likely you'll increase social interaction, another key to good mental health.

Yes, it does take some effort to get into a regular exercise program, but the physical and psychological benefits are many. And you don't have to go overboard. Experts say just 30 minutes of strong exercise, three times a week, will bring considerable benefits to the whole you.

*Counseling Corner is provided by the American Counseling Association. Comments and questions to ACAcorner@counseling.org or visit the ACA website at www.counseling.org*

### Hoyer from A4

ected by sequestration. This ought to be of particular concern to communities of color, which have suffered higher rates of poverty and need more help from Congress, not more heartache.

“The clock is ticking. The window for action to stop sequestration will close at the end of this month, after which it will be much harder to reach an agreement.

“[Congressional Black Caucus] Chairman Butterfield and my colleagues who serve in the Congressional Black Caucus have been instrumental in drawing attention to the effects of sequestration on the African-American community, and I want to thank them for their continued leadership as Congress prepares to face the ques-

tion of how to end this dangerous policy that was imposed by the extreme right-wing of the Republican party.

“Before I turn the floor over to Chairman Butterfield, let me also say a special thank you to a leader in Congress who couldn't make it today but who has been working tirelessly to expand access to affordable higher education in our country, and that is Ranking Member Bobby Scott of the House Education and Workforce Committee. I know he wishes he could be here with us, and we appreciate his efforts to help more young people pursue and achieve their dream of going to college.

“Now please join me in welcoming my friend, Congressional Black Caucus Chairman G. K. Butterfield from North Carolina.”

## ‘America’s Coolest Small Town’ Brings Economic Boom to Maryland Businesses

By BETHANY HOOPER  
Capital News Service

BERLIN, MD—It has no spotlight, large grocery store or food chain, but the downtown of this red-brick, Victorian-era community is plastered with boutique shops, quaint inns and the “America’s Coolest Small Town 2014” logo.

This town, nestled 10 miles to the west of Ocean City, is no stranger to fame. Berlin has hosted movies such as “Runaway Bride” and “Tuck Everlasting,” along with numerous annual events. However, nothing has put it on the map like its newest title.

Budget Travel hosts the annual “America’s Coolest Small Town” competition, and citizens around the world can go online and vote for their favorite U.S. town with a population of less than 10,000 residents, according to its website.

Winning the contest last year brought cultural revival and economic growth to Berlin, according to Ivy Wells, the town's director of economic and community development.

“So what this did was put us on the global and national map as a destination,” Wells said. “People ask, ‘What is the definition of a cool small town?’ So they come and find out.”

Now that Berlin is officially “cool,” business is booming.

Only one main commercial street runs through the town. A handful of restaurants and a slew of owner-operated businesses line the road until it meets the Atlantic Hotel, in the center of town. From there, locals and tourists can take detours to back streets where one can find additional shops.

Shelly Bruder, owner of a boutique clothing and accessory shop named Bruder Hill, can attest to the success of her business in the past year.

After Berlin became “America’s Coolest Small Town,” Bruder Hill's profits increased 30 percent from the year before, according to the owner.

“Years ago, we had a really thriving boutique,” Bruder said. “When we hit the recession, it really changed things around for me ... But when we got ‘Coolest Small Town,’ I really capitalized on that because I knew we were going to have a lot more (visitors).”

Tea towels and cards are now among the items in Bruder's shop that have the “America’s Coolest Small Town 2014” emblem stamped on them. However, Bruder Hill is not the only business to do this.

Multiple shops and restaurants in town use, or have used, a version of the title on its products. Jennifer Dawicki, owner and general manager of The Globe Restaurant and Bar, used the title on t-shirts that she sold in the front lobby.

Dawicki also capitalized on the town's success by hiring a photographer to take pictures of the “America’s Coolest Small Town” naming ceremony for her website and restaurant.

Although the competition brought attention to Berlin, local businesses already had the entrepreneurial mindset and energy, according to Dawicki.

Now restaurants are enjoying profit boosts as much as the shops are.

As of this year, there are eight restaurants in Berlin, not including bakeries or coffee shops.



CAPITAL NEWS SERVICE PHOTO BY BETHANY HOOPER  
In Berlin, MD, “America’s Coolest Small Town,” Main Street's increasing collection of shops, restaurants and bakeries draws many visitors every day, rain or shine.

Three of these eateries were added in the last two years alone, according to Dawicki. But competition makes her business thrive, she said.

“While our sales might be down slightly, our profit is up,” Dawicki said. “We are sharing our business a little bit, but we are getting better at what we are doing. The strong will survive, and that is just capitalism.”

As Berlin's economy gets stronger, business owners are learning to cooperate with one another in a series of monthly meetings.

Wells runs these merchant meetings for business owners to come together and bring their concerns, according to Larnet St. Amant, executive director for the Berlin Chamber of Commerce and an employee at Bruder Hill.

“If someone is doing something or running a special that week, we promote it,” St. Amant said.

Businesses are constantly helping each other out, Bruder said. Visitors can go into one shop and see the owner promote a piece of clothing from another.

The Globe prides itself on promoting other businesses, too, Dawicki said.

“Almost all of our beer is made locally,” Dawicki said. “Those relationships are part of why Berlin is what it is. If we all support each other, we will only get better. Although ‘America’s Coolest Small Town’ was an amazing honor, the energy was here and will always be here.”

Whether you are shopping or eating, Berlin's atmosphere is what make visitors feel at home, according to Bruder and St. Amant.

What makes Berlin “cool” cannot be calculated. It must be experienced.

It was a dreary Thursday afternoon at The Globe. Joe, a weekly patron, walked into the restaurant and started talking to the hostess as though she was a family member.

“Hi,” the hostess said. “How are you?”

“Phew, I am a little wet around the edges,” Joe replied. “What are you up to?”

“Nothing,” the hostess replied. “I'm just waiting for you to show up.”

### Armour from A1

going public in 2005. But with more than 90 percent of business coming from the domestic market in 2014, it is still a very “American” company. By its own admission, the young company has a long way to go to compete with truly global sports machines like Nike and Adidas.

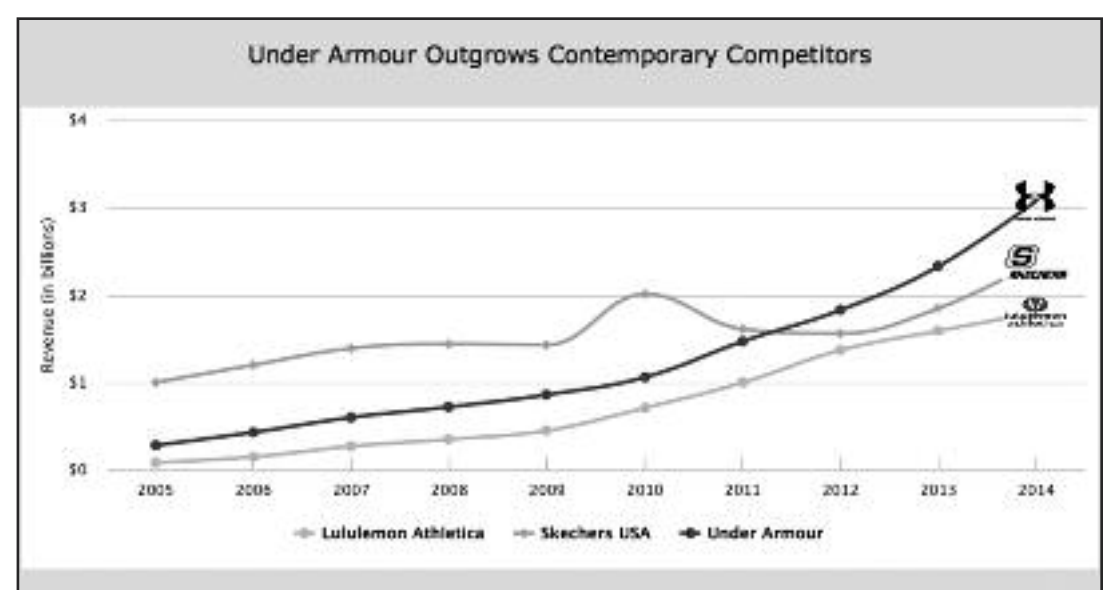
China, where the first Under Armour store opened in 2011, has just started to see profitability. Management is investing heavily in the Asian powerhouse. But the country's individual taste might force the company to rethink its product assortment.

“Shoes are more important than apparels here. It's different from America,” said Shaun Rein, a retail expert leading the Shanghai-based China Market Research Group.

In the U.S., footwear sales usually account for 22 percent of total sales at Under Armour stores. The number in Asia is 30 to 35 percent, Under Armour management said at an investor meeting in Baltimore in September. Plank said at the meeting that footwear sales accounted for more than 75 percent of the total on the opening day of the new Shanghai store.

Rein said the price tag, however, is driving customers away. “An average pair of Nike sneakers would cost \$70 to \$80 dollars in China, which is already very expensive. But Nike has built an image here as a high-end sportswear brand. Under Armour is even more expensive than that. Yet it doesn't have the brand recognition to back that price point.”

A typical pair of Under Armour running shoes sells for \$130 in its China stores. The



GRAPHIC COURTESY THE U.S. SECURITIES AND EXCHANGE COMMISSION COMPANET FILINGS

In the second quarter of 2015, Under Armour reported revenue of \$783 million, a 28-percent increase over the same period a year ago. The increase marked the 21st consecutive quarter in which the company saw a 20-plus percent growth in sales. Founded in 1996, Under Armour went public in 2005 and is growing faster than other fast-growing sportswear companies like Lululemon (founded in 1998, went public in 2007) and Skechers (founded in 1992, went public in 1999).

new “UA Curry Two” basketball trainers sell for as high as \$209.

Basketball is very popular with Chinese consumers; The NBA might be the most successful American sports league in the country. More than 60 million Chinese people follow the NBA's official social media accounts.

Curry's final appearance in Shanghai attracted over 1 million live stream viewers and 3 billion impressions on both traditional and social media, according to Under Armour. Plank is betting the NBA's international recognition will bring new customers to the company's stores.

Under Armour faces competition not only from Nike and Adidas, but also from rising local companies like Anta and LiNing. The local companies have nearly as much market share as the global giants—and sell shoes at a fraction of the cost.

Another potential problem for Under Armour: lately, Rein said Chinese consumers are spending less money on clothing and more on dining and entertainment.

In Europe, it faces similar problems. In Western Europe, footwear accounts for about one-third of the total sportswear industry, according to research firm Euromonitor International. “More than half of Nike and Adidas' revenue comes from footwear. For Under Armour, it's the opposite. Most of its business is clothing, which is a disadvantage to the brand,” said Jorge Martin, a project manager at Euromonitor's London office.

In Europe, many consumers buy casual clothing that is inspired by sportswear, so-called “athleisure” apparel, Martin said.

“This is a key point of competition and it is driving the whole sportswear market. The reason why Nike and Adidas

have been doing so well is that they've been developing a lot of sports-inspired lines, targeting mainly at female consumers.”

Under Armour not only faces pressure from its traditional competitors in that area, but also from trend-sensitive fast fashion brands like H&M and Uniqlo, which offer sports-inspired lines at a much lower price.

“The brand still has a strong alignment with American football and a somewhat macho and aggressive design aesthetics. Not a big seller outside North America,” Martin said.

In Latin America, Under Armour's marked its first foray onto the continent by becoming the official uniform supplier of Chilean soccer giant Colo-Colo in early 2014.

The company had been selling products through third-party

See ARMOUR Page A7

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# OUT ON THE TOWN

ERIC D. SNIDER'S  
IN THE DARK

## Movie Review

### “Experimenter”

*Experimenter*

Grade: B+

Rated PG-13, some profanity,  
intense themes

1 hr., 34 min

Stanley Milgram was a social psychologist whose work included studies on the “six degrees of separation” theory, which offers the reassurance that all members of the human family are connected to one another. But Milgram is better known for an experiment with more unsettling results, one that measured people’s willingness to inflict pain on strangers. That study is the subject of “Experimenter,” a playful, self-aware movie with an eccentric personality.

Milgram, played by a twinkly-eyed Peter Sarsgaard, breaks the fourth wall to narrate the story from the standpoint of one who has already lived it. Writer-director Michael Almeroyda, who made a modern “Hamlet” with Ethan Hawke back in 2000, uses things like visual metaphors (an elephant in the room) and deliberately fake backdrops to remind us of the movie’s inherent artificiality. Just as Milgram tricked people into believing something that wasn’t true, Almeroyda (and every other filmmaker) fools us with lights and shadows.

But first we see the 1961 Yale experiments reenacted. Volunteers are told they’re participating in a study about negative reinforcement as a teaching device. When an unseen person in the next room gives an incorrect answer to a question, the volunteer flips a switch



ROTTENTOMATOES

**In 1961, social psychologist Stanley Milgram conducted the “obedience experiments” at Yale University. The experiments observed the responses of ordinary people asked to send harmful electrical shocks to a stranger. Despite pleadings from the person they were shocking, 65 percent of subjects obeyed commands from a lab-coated authority figure to deliver potentially fatal currents. With Adolf Eichmann’s trial airing in living rooms across America, Milgram’s Kafkaesque results hit a nerve, and he was accused of being a deceptive, manipulative monster. EXPERIMENTER invites us inside Milgram’s whirling mind, beginning with his obedience research and wending a path to uncover how inner obsessions and the times in which he lived shaped a parade of human behavior inquiries. ©Magnolia**

that delivers a small electric shock. The shocks get more powerful with each wrong answer, and the victim’s pained reactions are audible. (The victim is really an actor, and there are no shocks.) The question is how far this can go before the volunteer refuses to continue hurting an anonymous stranger.

The answer turns out to be “much further than we thought.” This has chilling ramifications for our understanding of human behavior, and Milgram’s findings are controver-

sial, not least because some view his methods as unethical. The film takes us through the whirlwind of notoriety that followed, including an amusing visit to the set of a TV movie based on the experiment, starring Ossie Davis (Dennis Haysbert) and William Shatner (Kelvan Lutz). Winona Ryder adds warmth as Milgram’s supportive wife, while Anton Yelchin, John Leguizamo, Anthony Edwards, Jim Gaffigan, Josh Hamilton, and others appear as test subjects and colleagues.

Almeroyda shrewdly avoids telling Milgram’s entire biography, focusing instead on the more easily managed story of this experiment and its aftermath. As Milgram, Sarsgaard is resourceful and optimistic, a trustworthy pal who’s eager to let us in on his secrets. Despite the alarming questions the study raised about human nature, the film is enjoyably relaxed, a humorous and upbeat account of a fascinating phenomenon. All social science should be this entertaining!

## Forest Service Report: Rising Firefighting Costs Raises Alarms

By PRESS OFFICER  
USDA

WASHINGTON, DC—For the first time in its 110-year history, the Forest Service, part of the U.S. Department of Agriculture, is spending more than 50 percent of its budget to suppress the nation’s wildfires. A new report released today by the Forest Service estimates that within a decade, the agency will spend more than two-thirds of its budget to battle ever-increasing fires, while mission-critical programs that can help prevent fires in the first place such as forest restoration and watershed and landscape management will continue to suffer. Meanwhile, the report notes, these catastrophic blazes are projected to burn twice as many acres by 2050.

As the costs of fighting wildfires grow each year with longer, hotter, more unpredictable fire seasons, the report details how the Forest Service has experienced significant shifts in staffing and resources. In effect, the Forest Service has nearly half a billion dollars less, in 2015 dollars, than it did in 1995 to handle non-fire related programs—the bulk of its programming. There has also been a 39 percent loss of non-fire personnel, from approximately 18,000 in 1998 to fewer than 11,000 in 2015, while the fire staff has more than doubled. Dedicated to its mission of protecting more than 190 million acres of federal forests and

grasslands, as well as lives and personal property from the growing threats of catastrophic wildfire, the Forest Service in recent years has absorbed skyrocketing costs related to fire and relied increasingly on “fire transfer”—moving resources from non-fire accounts to cover firefighting costs.

“Climate change and other factors are causing the cost of fighting fires to rise every year,” said Agriculture Secretary Tom Vilsack, “but the way we fund our Forest Service hasn’t changed in generations. Meanwhile, everything else suffers, from the very restoration projects that have been proven to reduce the risk of catastrophic wildfires in the future, to watershed projects that protect drinking water for 1 in 5 Americans, to recreation projects that support thousands of jobs and billions of dollars of economic activity. The time has come for Congress to change the way it funds the Forest Service.”

Today, fire seasons are 78 days longer than in the 1970s. Since 2000, at least 10 states have had their largest fires on record. Increasing development near forest boundaries also drives up costs, as more than 46 million homes and more than 70,000 communities are at risk from wildfire in the United States.

“These factors are causing the cost of fighting fires to rise every year, and there is no end in sight,” said Forest Service

Chief Tom Tidwell. The release of this report is very timely based on the current hectic pace of wildfires in this country. We have been pointing out this challenge for the past few years, but we have not been able to effectively address it through our current budget process. It is important to keep the focus on this problem, ensure the discussion continues and a solution to the funding problem be found.”

By 2025, the cost of fire suppression is expected to grow to nearly \$1.8 billion dollars, according to today’s report, but the Forest Service would be expected to absorb those costs into its regular budget, which has remained relatively flat. And if these trends continue, the Forest Service will be forced to take an additional \$700 million dollars over the next 10 years from all the other programs. No other natural disasters are funded this way.

When fire suppression costs more than Congress appropriates to the Forest Service in any given year, the agency is forced to transfer additional funds from already depleted programs, called “fire transfer.”

Vilsack said the bipartisan Wildfire Disaster Funding Act, already introduced in the House and Senate, is an important step forward in addressing the funding problems. The proposed legislation, which mirrors a similar proposal in President Obama’s Fiscal Year 2016 Budget, would provide a fis-

cally responsible mechanism to treat wildfires more like other natural disasters, end “fire transfers” and partially replenish the ability to restore resilient forests and protect against future fire outbreaks.

“We must treat catastrophic wildfire not like a routine expense,” said Vilsack, “but as the natural disasters they truly are. It’s time to address the runaway growth of fire suppression at the cost of other critical programs.”

To read the full report, go to: <http://www.fs.fed.us/about-agency/budget-performance/cost-fire-operations>

The mission of the Forest Service, part of the U.S. Department of Agriculture, is to sustain the health, diversity, and productivity of the Nation’s forests and grasslands to meet the needs of present and future generations. The agency manages 193 million acres of public land, provides assistance to State and private landowners, and maintains the largest forestry research organization in the world. Public lands the Forest Service manages contribute more than \$13 billion to the economy each year through visitor spending alone. Those same lands provide 20 percent of the Nation’s clean water supply, a value estimated at \$7.2 billion per year. The agency has either a direct or indirect role in stewardship of about 80 percent of the 850 million forested acres within the U.S., of which 100 million acres are urban forests where most Americans live.

## The Edge of Sports

by DAVE ZIRIN

### Getting God Out of Football



Aaron Rodgers, the Green Bay Packers’s All-World quarterback with Berkeley pedigree and long established hipster’s snark, threw some shade on Seattle quarterback Russell Wilson after Green Bay’s 27-17 victory on Sunday. In the post-game version of sub-tweeting, Rodgers commented that God “was a Packers fan tonight” as he seemed to visibly fight a grin. Rodgers’ comments, subtle as a blowtorch, are being read as a direct response to the garrulously religious Seattle quarterback Russell Wilson’s comments after last year’s truly “miraculous” come-from-behind playoff win over the Pack when he said that a Higher Power made him throw four interceptions because, “That’s God setting it up, to make it so dramatic, so rewarding, so special.”

Rodgers, upon hearing Wilson’s comments in the wake of a bitter defeat, said, “I don’t think God cares a whole lot about the outcome. He cares about the people involved, but I don’t think he’s a big football fan.” Nine months later, Rodgers jabs back with a holy joust.

Without question, it is more than understandable that so many football players speak about God as if He (always “He” in the NFL) is the Big Coach in the Sky, scripting outcomes like Vince McMahon with a baggy sweatshirt and a headset. In a game when any play can be your last; when crippling injuries can often take place in the most random and undramatic of ways; when a lifetime of brain disease is a distinct possibility, it doesn’t take Thomas Aquinas to figure out why thinking there’s an angel on your shoulder could feel like a bonus.

Yet the locker room incursion of groups like the Fellowship of Christian Athletes and Athletes in Action has made college and pro-football a religious space controlled by a very political strain of Christianity, one that demands that its adherents use their athletic platform to praise Jesus at every turn. These devout jocks are ascribed to having “character” and “intangibles” that less religious players would almost certainly not possess. (Think about the deification and continued opportunities of Tim Tebow, A.K.A. “The Quarterback Who Cannot Throw.”) Players who were Muslim, Jewish, Catholic, or just irreligious have long told stories of finding themselves on the outside looking in.

Far from the fictitious “War on Christianity” bleated by those on the GOP debate stage, the nation’s most popular cultural product is a constant megaphone for a particular version of Christ, even though the stadiums are funded by the government and the network airwaves are—allegedly—for all of us. In other words, when it comes to football, there is no separation between God and the public square.

Hearing Aaron Rodgers give a little nationally televised pushback against the idea of a higher power being deeply invested in a football game is as satisfying as it is overdue. It also comes a month after the off-season story of Pro Bowl running back Arian Foster “coming out” as an atheist with a stirring 15 minute video he made for the organization Openly Secular. Yes, the 21st-century’s loud and proud atheists can be some of the most self-satisfied boors on the political landscape. Comedian W. Kamau Bell tells a story in his stand-up of a white friend on Facebook who tells him that he knows what it’s like to be black because as an atheist he has faced oppression. Kamau responds, “Look, if Howard Zinn never wrote about you, then you aren’t oppressed.”

Yet this is not Foster. In the context of the sports world, his video confession was both risky and courageous. In it, Foster speaks about his longstanding fear of losing business opportunities or endorsements if he told people how he felt. “I think I’m at the point in my career now where none of that really bothers me, and I understand who I am as a person, and I believe that means more to me than the extra dollar.”

Foster, who visited Occupy Wall Street after the NFL players lockout of 2011, talks about going from San Diego to play in the Southeastern Conference and saying, “When I went to Tennessee, I was like the first person that didn’t believe in Jesus Christ that a lot of these kids have ever seen. And so they looked at me, like, I remember them asking me, ‘Do you worship the devil?’ and things like that and I’m like, ‘I don’t ... I don’t worship the devil.’ And so we got into a lot of debates, a lot of them got very angry with me, a lot of them wouldn’t talk to me, and so you kind of feel that, but I think, we were stuck there together for four or five years, so, as time went on, they understood that I’m a pretty good human being, I just don’t believe what you believe.”

Foster also speaks movingly about why he decided to speak out, saying, “Whether or not you believe I’m going to hell for what I believe, like, I’m still here, and you still have to share this space and time with me. So, if Jesus was here,

See FOOTBALL Page A7

# Calendar of Events

October 29 — November 4, 2015

## Petunia and Chicken

Date & Time: Thursday, October 29, 2015, 10:15 am & 12 noon  
 Description: Based on the stories of Pulitzer Prize-winning author Willa Cather, *Petunia and Chicken* depicts the struggles of life on the homestead with imagination, movement, and song.  
 Cost: \$8/person (General Admission); \$6/person (Groups of 20 or more)  
 Ages: Grades 6 and up  
 Location: Publick Playhouse Cultural Arts Center  
 5445 Landover Road, Landover 20784  
 Contact: 301-277-1710; TTY 301-699-2544

## Haunted Hangar

Date and Time: Friday, October 30, 2015, 7-9pm  
 Description: Wear your costume and join in the Halloween fun at the annual Haunted Hangar event. Arts, crafts, hayrides, and spooky fun will await kids and families.  
 Cost: \$5/person  
 Ages: All ages welcome  
 Location: College Park Aviation Museum  
 1985 Cpl Frank Scott Drive, College Park, MD  
 Contact: 301-864-6029, TTY 301-699-2544

## Xtreme Teens: Fright Night Movies & Treats

Date and Time: Friday, October 30, 2015, 7-10 pm  
 Description: Join us in the gym for a Halloween-themed movie. The staff will provide snacks and refreshments; the movie starts at 7:30 pm.  
 Cost: Free with M-NCPPC Youth ID  
 Ages: 10-17  
 Location: Columbia Park Community Center  
 1901 Kent Village Drive, Landover  
 Contact: 301-925-1322; TTY 301-699-2544

## Xtreme Teens: Halloween Party & Dance

Date and Time: Friday, October 30, 2015, 7-10 pm  
 Description: Celebrate Halloween with an awesome costume party with your Xtreme Teens family! Dress in your best costume and enjoy the fun time you'll have.  
 Cost: Free with M-NCPPC Youth ID  
 Ages: 10-17  
 Location: Brentwood Community Center  
 4012 Webster Street, North Brentwood  
 Contact: 301-864-0756; TTY 301-699-2544

## Remembering Ronnie Wells and Ron Elliston

Date and Time: Friday, October 30, 2015, 8 pm  
 Description: For over 30 years Ronnie Wells and Ron Elliston performed and taught jazz in the Washington, DC area, and beyond. Honor their memory at this evening filled with their music accompanied by a slideshow and video of this wonderful duo.  
 Cost: \$25/person;  
 10% discount for Montpelier members & seniors  
 Ages: All ages welcome  
 Location: Montpelier Arts Center  
 9652 Muirkirk Road, Laurel  
 Contact: 301-377-7800; TTY 301-699-2544

## Xtreme Teens: Mystery Masquerade

Date and Time: Saturday, October 31, 2015, 7-10 pm  
 Description: Join in on the Halloween fun with a night of fantasy video games and masquerade.  
 Cost: Free with M-NCPPC Youth ID  
 Ages: 10-17  
 Location: Berwyn Height Community Center  
 6900 Pontiac St., Berwyn Heights  
 Contact: 301-345-2808; TTY 301-699-2544

## Xtreme Teens: Halloween Costume Party

Date and Time: Saturday, October 31, 2015, 7-10 pm  
 Description: Celebrate Halloween safely with our Xtreme Teens staff by enjoying a live DJ, face painting, and light refreshments.  
 Cost: FREE  
 Ages: Ages 13 & up  
 Location: Glenarden / Theresa Banks Complex  
 8615 McLain Avenue, Glenarden  
 Contact: 301-772-3151; TTY 301-699-2544

## Potomac Calley Dressage Chapter Challenge

Date and Time: Sunday, November 1, 2015, 8 am  
 Description: The Prince George's Equestrian Center will host the Potomac Valley Dressage Chapter Challenge Horse Show.  
 Cost: Free for spectators  
 Location: The Show Place Arena  
 14900 Pennsylvania Avenue, Upper Marlboro, MD  
 Contact: 301-952-7900; TTY 301-952-7998

## Needle & Thread:

**Celebrating 20 Years of the Needleart Exhibit**  
 Date and Time: Sunday, November 1-29, 2015, 11 am-4 pm (closed Wednesdays and Thanksgiving Day)  
 Description: Join us to celebrate 20 years of Montpelier's Needleart Exhibit! The room will be filled with a dazzling array of stitched art, from needlepoint to ribbon work. Judges will choose winners in several categories, and visitors are invited to vote for the "People's Choice" award.  
 Cost: \$6/adults; \$5/seniors; \$3/children 5-18; Free 5 & under  
 Ages: All ages welcome  
 Location: Montpelier Mansion/Historic Site  
 9650 Muirkirk Road, Laurel  
 Contact: 301-377-7817; 301-699-2544  
 montpeliermansion@pgparks.com

## All Hung Open Exhibition: "Gratitude"

Date and Time: Wednesday, November 4, 2015, 10 am-8 pm  
 Description: Calling all artists! Bring one piece of art inspired by the theme "Gratitude" per person and a donation of five canned goods. All artwork will be hung until the walls are full.  
 Cost: Free; donation of five canned goods  
 Ages: 18 & up  
 Location: Montpelier Arts Center  
 9652 Muirkirk Road, Laurel  
 Contact: 301-377-7800; TTY 301-699-2544

# EARTH TALK ... Can Solar Desalination Help An Increasingly Thirsty World?

Dear EarthTalk:

What exactly is solar desalination and how can it help an increasingly thirsty world?  
 — Maryann Dell'Amore,  
 Howard, MN

Solar desalination is a technique used to remove salt from water via a specially designed still that uses solar energy to boil seawater and capture the resulting steam, which is in turn cooled and condensed into pristine freshwater. Salt and other impurities are left behind in the still.

Less than one percent of the world's desalination is powered by renewable energy sources today, but that could all change soon if companies like California-based WaterFX have anything to say about it. Its Aqua4 "concentrated solar still" (CSS) uses a concentrated solar thermal collector to compress heat, create steam and distill water at 30 times the efficiency of natural evaporation. It can produce 65,000 gallons of freshwater per day—and it can desalinate a wide range of water sources, not just seawater.

To wit, the company will start employing solar desalination to treat some 1.6 billion gallons of salt-laden irrigation drainage from California's drought-stricken, agriculturally-rich Central Valley next year. Crops extract nearly pure water from soil, leaving behind salt and other potentially

toxic minerals like selenium that naturally occur in the water. These excess minerals must be drained from the soil, or crop productivity plunges. By treating this drainage, WaterFX can prevent about 15 percent of farmland in California from being retired every year to make room for storage for untreated drainage water. It will also prevent the drainage from contaminating fresh waterways and endangering wildlife. According to California's State Water Resources Control Board, approximately 9,493 miles of rivers and streams and some 513,130 acres of lakes and reservoirs are listed as being impaired by irrigated agricultural water.

"If we don't start removing the salts now, at least 10 percent of all current farmland in production in California will have to be retired, and in many scenarios this number could be up to 30 to 40 percent, especially on the west side of the Valley where the salinity is very high," says WaterFX's Matthew Stuber. "Water in the drainage areas will contaminate groundwater and natural surface waterways at an accelerated pace, eventually polluting sources of drinking water and the natural environment. Once that is released into the environment, you severely damage the natural habitat and wildlife."

Another large-scale solar desalination project is currently under construction in Saudi Arabia and scheduled for completion in



CREDIT: NICK HOBGOOD, FLICKRCC

Solar desalination plant on the island of Funafuti in the Tuvalu islands.

early 2017. The plant is slated to produce 60,000 cubic meters of water per day for Al Khafji City in North Eastern Saudi Arabia, ensuring a constant water supply to the arid region throughout the year. According to Abengoa, the Spanish renewable energy company building the pioneering facility, the incorporation of solar would significantly reduce operating costs, as Saudi Arabia currently burns 1.5 million barrels of oil per day at its desalination plants, which provide 50-70 percent of its drinking water. Total desalination demand in Saudi Arabia and neighboring countries is expected to reach 110 million cubic meters a day by 2030.

With freshwater supplies at a premium already in many parts of the world as a result of climate change, there has never

been a better time for solar desalination to come of age. Whether or not this emerging technology can go mainstream sooner than later may mean the difference between a peaceful future and one wracked by conflict over access to ever-dwindling supplies of freshwater.

CONTACTS: WaterFX, www.waterfx.co ; California's State Water Resources Control Board, www.swrcb.ca.gov; Abengoa, www.abengoa.com.

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 Send questions to: earthtalk@emagazine.com.

## Football from A6

or if Muhammad was here, or whoever was here, like, I'm pretty sure he would want you to treat me kind. And if he doesn't, that says a lot right there. I just want to treat people kind, to the best of my ability."

That last part is important because even though Foster says he was influenced to go public by comedian Bill Maher, he clearly rejects the brutal Islamophobia and contempt for religious people that Maher, Richard Dawkins, and adherents of The New Atheism profess. "My stance is more, let's all try to figure it out together," he says. "I'm

not against you. I would love to know, just as well as you would. I know you know in your heart of hearts, you know, so does the Muslim, and so does the Buddhist, everybody knows in their heart of hearts that their god is the one true god, and I'm like, well, if there is, let's find out. I'm okay with that ... so let's scour the universe and see if we can find some evidence and some backing, and I'm okay with that, I'm open to all of that. I just think that our brilliance as a society is in our science. I really do."

Foster is not the first NFL player by any means to be an atheist. Pro Bowl running back

Robert Smith and the late Pat Tillman held similar beliefs. But Foster is the first to try and explain it in a way that tries to connect with his teammates, family, friends, and the public. The fact that this holds a widely recognized risk says a lot about the NFL and how we police the speech of these highly influential, young, mostly black athletes—it's hard to imagine anyone would care if George Clooney gave a speech about being a secular humanist.

Yet whether in the form of Foster's deep meditations or Rodgers' jibes, this kind of push-back should be welcomed. There may be grand divisions over the

belief that religion is either force for a greater good or a fetter on humanity, but it would probably be healthy if we could agree that if there was a God, then this all-powerful force doesn't care a great deal about football. More accurately, the baptizing of this sport in holy waters further obscures just how the sausage is made in the NFL. It's a sport with a filthy underbelly that has never been more in the public eye. When calculating the brain injuries on the field alongside the boozing and bacchanalia off of it, and when considering that the NFL has colonized Sundays of all days, it is clearly nothing if not the devil's workshop.

# Hoyer Attends Prince George's County Ploughman and Fisherman Unity Dinner

UPPER MARLBORO, MD —Congressman Steny H. Hoyer (MD-5) delivered brief remarks last night at the annual Prince George's County Ploughman and Fisherman Unity Dinner in Upper Marlboro, Maryland hosted by the Prince George's County Democratic Central Committee.

"I was honored to join fellow Democrats in Prince George's County tonight," stated Congressman Steny Hoyer. "Next year is going to be a banner year for our party

in Maryland and across the country. Democrats are ready to lead by retaking the House and Senate—including by electing a Democratic successor to Senator Barbara Mikulski—so that Congress can invest in jobs and opportunities for Americans, not stand in their way."

"Prince George's County will be, once again, critical to this effort," continued Congressman Hoyer. "As home to one of every five registered Democrats in Maryland, voter

turnout and voter excitement here in Prince George's County will be pivotal to painting our state a deep blue next November. There are several important reasons why Democratic voters in Prince George's County should be feeling very motivated to get involved early and stay involved throughout the campaign season, including ensuring we're not turning the clock back on eight years of progress under President Obama. I hope Prince George's County Democrats will join me

in fighting hard for victory in 2016, to carry our Senate nominee across the finish line and to keep the Fourth Congressional District in the Democratic column."

The Prince George's County Central Committee's guest honorees were David Harrington, president and CEO of the Prince George's County Chamber of Commerce; Joslyn Williams, president of the Metropolitan Washington Council, AFL-CIO; and Mary Davis, former member of the Central Committee.

## Armour from A5

distributors and just recently opened its own subsidiaries. In three target countries—Mexico, Brazil and Chile—retail stores and administrative operations were built in the past 12 to 18 months. Management said it is still in the investment phase and that it would take another three or four years to get to profitability.

The company, which started out as a niche maker of high-performance athletic wear, has never been known for aggressive product line expansion. It offered only one product—compression shirts—from 1996 to 2000. "It wasn't until 2006 when we finally [made] shoes. And frankly it's not really until now, eight years after selling them, do we begin to see scale and get better in footwear," Kevin Plank said at the Goldman Sachs Builders and Innovators Summit in 2014.

In its most recent quarter, Under Armour already saw a drop in gross margin to 46.2 percent from 48.8 percent a year ago, meaning less profit after cost is factored in. At the investor meeting in Baltimore in September,

COO and CFO Brad Dickerson said international business brings a lower gross margin than domestic business, primarily because of recent unfavorable currency exchange rates and a higher share of footwear in international sales.

"The footwear business in general is inherently lower margin than our apparel business," Dickerson said.

"Clearly, a consumer base the size of China will give the company opportunities somewhere, but market development with the brand in its current position may be a struggle," Martin said.

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