



## PURPLE FEVER

### Ravens excitement colors Baltimore

Lighting contractors bathe the city in purple when corporations and organizations want their buildings to reflect pride in the home team. **9A**

### Q&A: What does it mean to be a fan?

A University of Maryland professor who studies the psychology of sport discusses how we're all affected by Ravens fever. **14A**



### Ray Lewis: a work of art

A painting by Daily Record photographer Maximilian Franz captures the passion of the retiring Ravens star. **16A**



## P.G. slots bids due by May 10

Debate swirls again over exact location of new casino site

By **ALEXANDER PYLES**

[Alexander.Pyles@TheDailyRecord.com](mailto:Alexander.Pyles@TheDailyRecord.com)

ANNAPOLIS — The state **Video Lottery Facility Location Commission** has set May 10 as the due date for bids from companies that want to build and operate a casino in southern Prince George's County.

The panel unanimously approved a 104-page request for proposals on Thursday in a two-hour meeting that in-



cluded a one-hour, 18-minute closed session, setting in motion a series of deadlines and reviews.

The RFP will be advertised starting on Wednesday. Any casino that is built in Prince George's will not be allowed to open until 30 months after the planned Horseshoe Casino in Baltimore opens, or no later than July 1, 2016.

"We've been talking about Prince George's County having a facility for at

See **CASINOS 8A**

# Under Armour revenue up 25% for 4Q and year

## Apparel shows 13 quarters of 20% growth

Daily Record Staff

**Under Armour**, the Baltimore-based sportswear manufacturer, announced strong results Thursday for the fourth quarter and for 2012 as a whole, putting it closer to its goal of doubling net revenues from 2010 to 2013.

"Our ability to bring practical innovation to our consumer

across a broad range of product drove our 25 percent net revenue growth in 2012 and positions us well for 2013 and beyond," Kevin Plank, the company's chairman and CEO, said in a statement. "With these strong results in hand, we are well on our way toward delivering on the goal established at our June 2011 Investor Day to more than double our net rev-

enues from 2010 to 2013."

The company posted net revenues of \$506 million, up 25 percent over the corresponding quarter in 2011. Revenues for the full year were up 25 percent as well, to \$1.835 billion.

The company announced that diluted earnings per share increased 51 percent for the quarter, to 47 cents from 31 cents. For the full year, diluted

earnings per share were up 31 percent to \$1.21 from 92 cents.

"We closed 2012 strongly, delivering net revenue growth of at least 20 percent for the 11th consecutive quarter in Q4 by building upon key apparel technology platforms like Storm Fleece and Charged Cotton," Plank said.

Under Armour shares closed at \$50.87 Thursday on the New York Stock Exchange, up \$2.74.

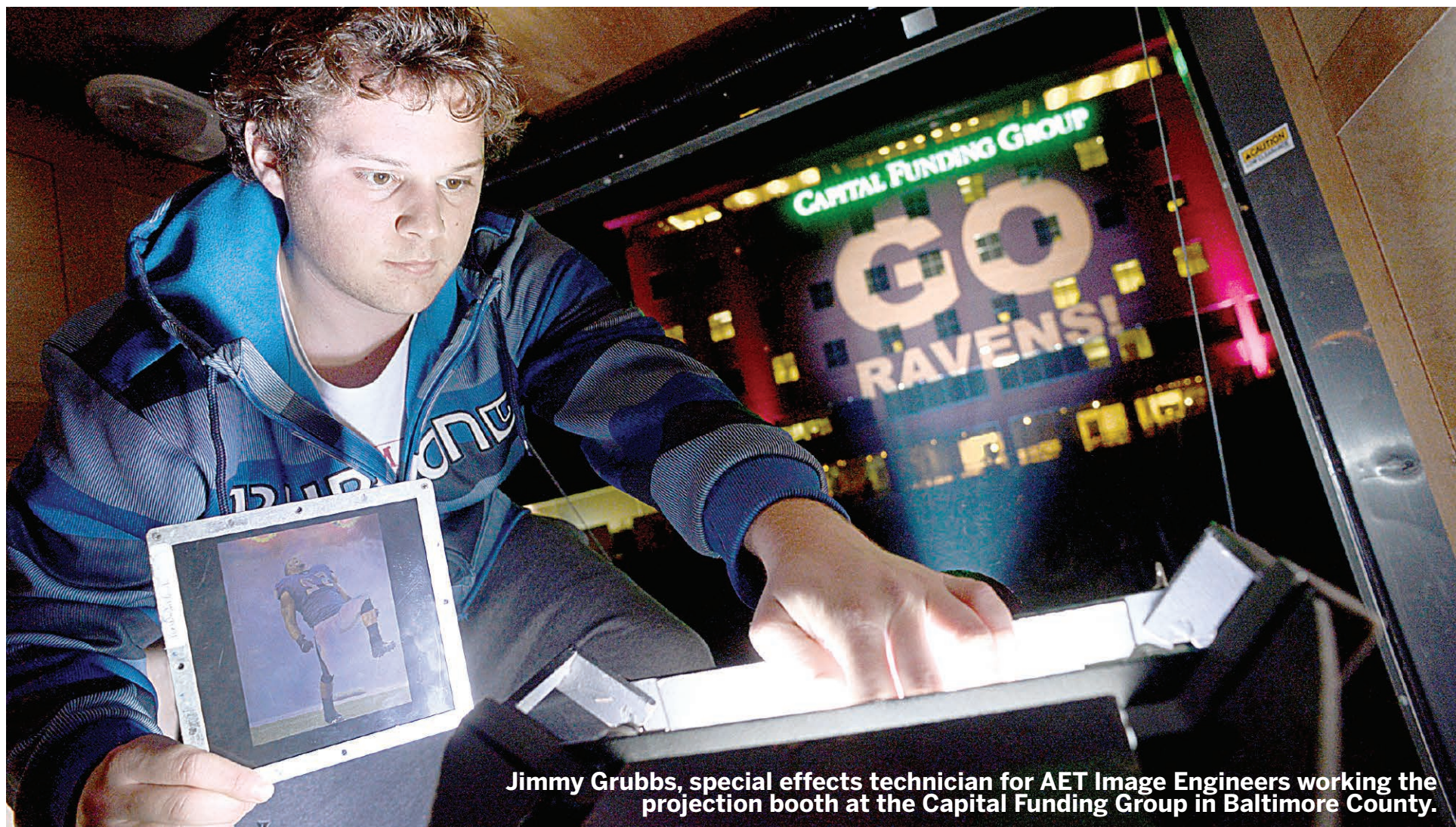
In its earnings announce-

ment, the company updated its net revenues outlook for 2013 to a range of \$2.20 billion to \$2.22 billion and its operating income outlook to a range of \$255 million to \$257 million.

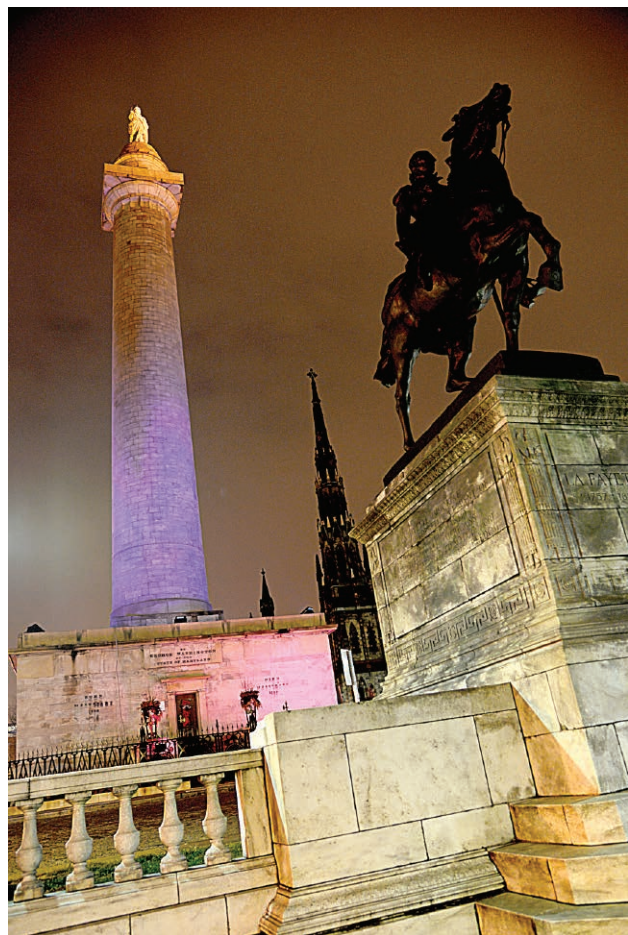
In a call with analysts, Brad Dickerson, Under Armour's chief financial officer, said apparel grew 25 percent to \$405 million during the fourth quarter. Apparel is the company's largest product category, and

See **UNDER ARMOUR 3A**





Jimmy Grubbs, special effects technician for AET Image Engineers working the projection booth at the Capital Funding Group in Baltimore County.



Washington Monument in Baltimore

# Light the town purple

To see a slideshow of purple buildings and Ravens fans, log onto our website and go to our multimedia zone.

**TDR ONLINE** [TheDailyRecord.com](http://TheDailyRecord.com)



City Hall, Baltimore



Under Armour headquarters, Tide Point

PHOTOS BY MAXIMILIAN FRANZ

By ALISSA GULIN

[Alissa.Gulin@TheDailyRecord.com](mailto:Alissa.Gulin@TheDailyRecord.com)

There's a highly contagious bug sweeping Baltimore. Symptoms include feelings of elation, nervous fidgeting and a purplish hue. Experts predict the outbreak will peak on Sunday — at approximately 6:30 p.m., when the **Baltimore Ravens** make their first Super Bowl appearance since 2001.

Purple Fever is back — and this year's strain seems particularly severe.

City landmarks, institutions and corporate buildings have been engulfed in Ravens purple. The signs of many big-name Baltimore companies glow atop

their towers; other structures are cast completely in purple light. Some are adorned with larger-than-life projections of Ravens images.

"We do it for the same reason that everyone in Baltimore does it: because we love our Ravens," said Nancy Carr, director of public relations at **Notre Dame of Maryland University**, where Gibbons Hall is bathed in purple light. "When the Ravens make it to the playoffs, our tower goes purple. We just love our team, and we do it because it makes people smile and it makes people happy. It generates tremendous spirit on the campus and in the community."

The city-wide purple-ization began in earnest in early January, when the team's fifth playoff run in as

many years began. As the Ravens progressed, more buildings turned purple and existing displays became flashier.

That means more exposure for the design and production companies responsible for the special effects.

Baltimore-based **Image Engineering**, which creates customized designs for events, sees an uptick in demand when the Ravens are in the playoffs, owner Joseph Suehle said.

"I guess we're lucky in the sense that when the Ravens make the postseason, the demand for these things goes up," Suehle said. "It's just so cool to not

See **LIGHTING 10A**

"In there stepped a stately Raven of the saintly days of yore;  
Not the least obeisance made he; not a minute stopped or stayed he;  
...Quoth the Raven, "Nevermore."

— Edgar Allan Poe, 1845



# Lighting >> Purple haze settles in as businesses reflect Ravens excitement

Continued from 9A

only have a business that does this, but also involves us in the pride and the excitement the rest of the town is feeling. Because we're here in Baltimore, we're Ravens fans. It's almost like we'd want to do it anyway."

**Atlantic Stage Lighting** in Catonsville has also received more requests from corporate executives interested in illuminating their buildings, said owner Jamie Lite (yes, that's his real name). Atlantic has rigged lights all over town, including Gibbons Tower and **Legg Mason Inc.**'s sign atop the financial firm's Harbor East building, for the past several years. The widespread appeal is understandable, he said.

"If you've ever driven downtown after everything is lit up purple, it just drums up morale with everybody," Lite said. "Your city is going to the Super Bowl, and it's exciting. It's sort of like going to see Christmas lights."

For the fifth year in a row, Image Engineering partnered with **Capital Funding Group LLC**, a Baltimore-based financial services firm serving the health-care industry, to create customized Ravens-themed images to be projected onto the six-story CFG building on Clarkview Road.

Dan Baird, chief operating officer at CFG, said the projections, which are clearly visible to drivers commuting north on Interstate 83, generate excitement and boost workplace morale.

Since Jan. 3, they've projected multiple images, and employees compete to think up the next one, such as a shot of linebacker Ray Lewis doing his signature dance and "OMG" after the Ravens' white-knuckle victory over the Indi-



Notre Dame of Maryland University

anapolis Colts.

"Doing this stuff has kind of expanded to be a community-wide thing," he said. "People look forward to seeing it as they drive past. ... But as a company, we love the Ravens. It's kind of a big deal here. So it's fun to do this with all the employees."

That workplace bonding comes with a price tag, though. Suehle said the cost ranges from job to job, but can run well into the thousands because of capital expenses and labor costs. Renting a high-powered projector runs about \$3,500 a week, he said, and because a skilled technician must monitor it at all



New UB Law School building, under construction

PHOTOS BY MAXIMILIAN FRANZ

times, labor becomes pricey. Each additional slide runs about \$200 to cover the artistic design and materials costs.

Building illumination, which can be orchestrated in a variety of ways, does not require constant monitoring. Techniques include placing heat-resistant colored filters over bulbs (Atlantic's method) and using arrays of high-efficiency LED lights in red, blue and green that are blended in an attempt to replicate Ravens purple.

When talking about corporate team spirit, many are quick to say they have been ahead of the game. Legg Mason officials said former CEO Mark Fetting helped launch the trend about four years ago. Capital Funding Group officials said they were first to display projections about five years ago. Lite said Atlantic was a pioneer in popularizing the use of colored filters.

Regardless of who began the trend, business owners and executives agree that corporations have become increasingly eager to showcase Ravens spirit. They also note they're not simply fair-weather fans; rather, companies are recognizing an effective way to connect with their surrounding communities.

“

Because we're here in Baltimore, we're Ravens fans. It's almost like we'd want to do it anyway.

**JOSEPH SUEHLE**  
Owner  
Image Engineering

"I think the students see that the university is engaged in what's happening here and is part of the celebration of our hometown team," said Jim Mitchell, executive director of operations at Notre Dame. "And it's an exciting time — we want to be part of that excitement. The tower is a beautiful icon and one of our signature buildings. It's visible from up and down Charles Street, so to have it lit up in purple is just a great way to show our support for the city."



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# RAVENS PLAYOFFS SINCE THE



**2001**  
Divisional  
Loss to  
Pittsburgh Steelers



**2003**  
Wild card  
Loss to  
Tennessee Titans



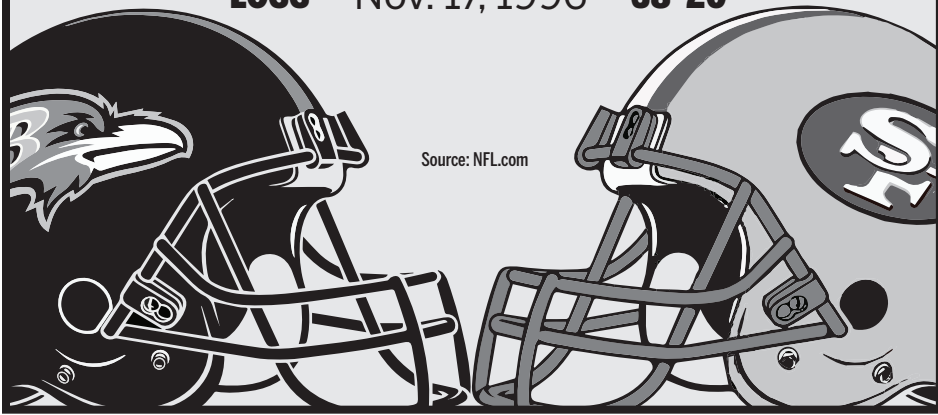
**2006**  
Divisional  
Loss to  
Indianapolis Colts



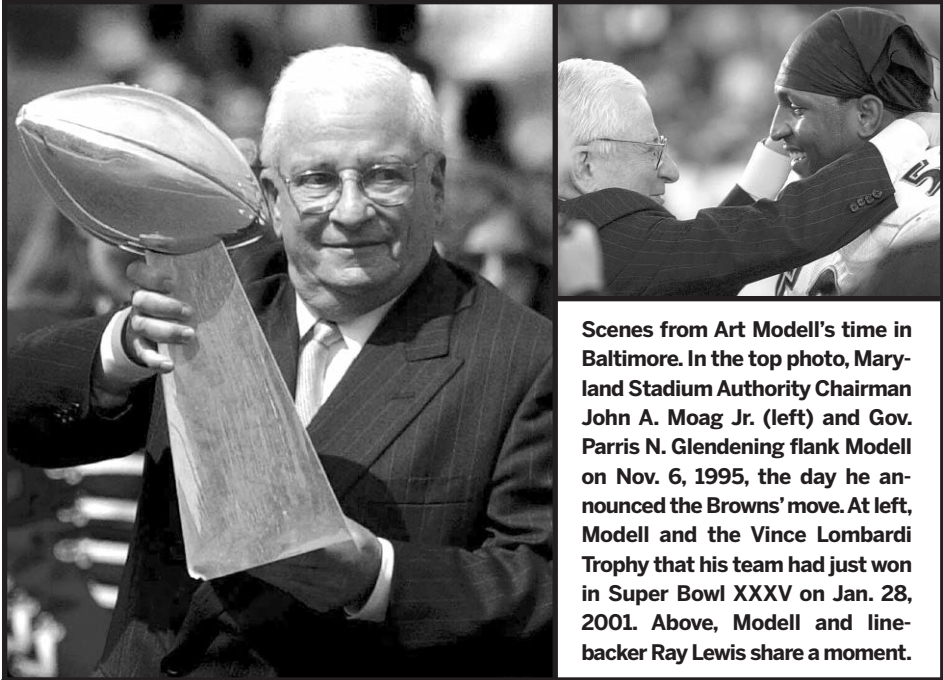
**20**  
Conference c  
Los  
Pittsburgh

## HEAD TO HEAD

- WIN** Nov. 24, 2011 **16-6**
- WIN** Oct. 7, 2007 **9-7**
- WIN** Nov. 30, 2003 **44-6**
- LOSS** Nov. 17, 1996 **38-20**



Source: NFL.com



Scenes from Art Modell's time in Baltimore. In the top photo, Maryland Stadium Authority Chairman John A. Moag Jr. (left) and Gov. Parris N. Glendening flank Modell on Nov. 6, 1995, the day he announced the Browns' move. At left, Modell and the Vince Lombardi Trophy that his team had just won in Super Bowl XXXV on Jan. 28, 2001. Above, Modell and line-backer Ray Lewis share a moment.

PHOTOS BY THE ASSOCIATED PRESS

## Art Modell

June 23, 1925 - September 6, 2012

### Early career highlights:

- First job was as electrician's helper, cleaning hulls of ships in a Brooklyn shipyard.
- Joined Army Air Forces in 1943.
- Under G.I. Bill, enrolled in a New York City television school after World War II.
- Produced "Market Melodies," one of the first regular daytime television shows in the nation.
- Joined the advertising business in 1954 and became a partner for the L.H. Hartman Co. in New York City.

### NFL career highlights:

- Bought Cleveland Browns in 1961.
- Chairman of the NFL television committee for 31 years (1962-93).
- Only elected NFL president in league history (1967-69).
- Helped establish NFL Films and became first chairman of NFL Films.
- Important participant in establishing "Monday Night Football" and hosted first game.

Source: Baltimore Ravens



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# LAST TRIP TO THE SUPER BOWL

 <b>2008</b> Super Bowl Loss to Indianapolis Colts	 <b>2009</b> AFC Divisional Loss to Pittsburgh Steelers	 <b>2010</b> AFC Divisional Loss to New England Patriots	 <b>2011</b> AFC Conference Championship Loss to New England Patriots
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**49ERS**

## NFL RANKINGS

<b>11</b>	OFFENSE	<b>16</b>
<b>3</b>	DEFENSE	<b>17</b>
<b>23</b>	PASSING	<b>15</b>
<b>4</b>	RUSHING	<b>11</b>

Source: NFL.com



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# The psychology of a fan

As Baltimore basks in a purple glow ahead of the Super Bowl The Daily Record discussed the psychological impact of citywide “Public Displays of Fandom” with Stephen McDaniel, who studies sports and entertainment marketing and the psychology of sport at the University of Maryland, College Park. (Responses have been edited for length.)

## Why are many people compelled to publicly display their support for a sports team? What is the impact on the individual of doing so?

You could say that the emotion related to winning is a vicarious experience. Many of us now live in places that we’re not from or in communities where we feel strong connections to people around us. What’s one thing that instantly connects us to other people? It’s if you can say, ‘Hey, I’m a Ravens fan’ or ‘I’m a Terp.’ And all of a sudden, instead of you being one faceless person in a sea of people, now you have this sort of de facto family that rallies around this sports team. You could also argue in terms of our psychological needs, we do need to be entertained. We do need things that make us happy.

## Why is it enticing for companies, as organizations, to show their support for a team?

You can be a member of a community as an individual, but it’s important as a business to be a member of the community. You want your patrons to think of you as a strong Baltimore institution, whether you’re a bank, an insurance company or some other kind of organization, you want to be thought of as part of that community. So you definitely don’t want to exclude yourself from this celebration and identification. It’s the very reason why companies pay millions of dollars to put their signs up at the stadium. It’s the very reason why companies pay Ray Rice or Joe Flacco to be their spokesperson.



PHOTOS BY MAXIMILIAN FRANZ

## Why is it socially acceptable for people to show intense support for sports, either by lighting buildings or painting their bodies during games?

We like to see ourselves as highly evolved, but if you look at the behavior, face-painting or putting on costumes, it’s actually very primitive. It almost allows us as adults to regress. And in our lives, where we are often professional, button-down people with stresses and responsibilities, these games allow us a certain type of escapism.

## Some executives say lighting buildings in purple boosts employee morale. Do you think it does?

If you’re the leader of a business, you want to motivate your employees because the more motivated and happy they are, they more cohesive they are and, arguably, the better your business performs. Companies pay tons of money to have consultants come in and do what’s called team-building. And now here you have this sports occurrence that just drops right in your lap. So if you can harness that through the local team’s success, why wouldn’t you? Whether you’re wearing a purple jersey to work or whether you see your building emblazoned in team colors, it’s symbolic. So if you’re leaving at night and you see those colors, those colors have positive psychological meanings to you. Just that little touch could have some positive effects on how your employees feel.

## Lighting buildings has become more popular – why is purple fever so contagious?

A lot of it is about competition. These things sort of become social conventions or business conventions as far as the expectations. Whereas before you could have just put up some purple lights, maybe now your lights have to show the image of a raven. And then the question becomes, well, if company A is doing it, but company B is right downtown, why aren’t they doing it too?

## How do sports facilitate bonding among people of diverse backgrounds?

Things like the Super Bowl almost take on this quasi-religious quality. If you think about Super Bowl Sunday, many times you’ll see people at Super Bowl parties who might not even be fans. I think it transcends team identity to become community identity. It’s not just about being a Ravens fan; you’re a Baltimore fan. You’re from Baltimore. And that goes back to these buildings putting up the purple lights. This is a rallying thing for the community.

- Alissa Gulin

## PATH TO THE BOWL

### REGULAR SEASON

W	Cincinnati Bengals	44-13
L	Philadelphia Eagles	23-24
W	New England Patriots	31-30
W	Cleveland Browns	23-16
W	Kansas City Chiefs	9-6
W	Dallas Cowboys	31-29
L	Houston Texans	13-43
W	Cleveland Browns	25-15
W	Oakland Raiders	55-20
W	Pittsburgh Steelers	13-10
W	San Diego Chargers	16-13, OT
L	Pittsburgh Steelers	20-23
L	Washington Redskins	28-31, OT
L	Denver Broncos	17-34
W	New York Giants	33-14

### WILD CARD

W	Indianapolis Colts	24-9
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### DIVISIONAL

W	Denver Broncos	38-35, 2OT
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### CONFERENCE CHAMPIONSHIP

W	New England Patriots	28-13
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### SUPER BOWL

Baltimore Ravens vs San Francisco 49ers  
Sun., Feb. 3, 2013 | 6:30 p.m.

# Breweries put pride on line in Super Bowl wager

BY BRIAN ENGLAR  
The Frederick News-Post

FREDERICK — Las Vegas bookies may be bringing in tens of millions of dollars in Super Bowl bets — more than \$93 million was laid down on last year’s

game — but a pair of breweries on opposite sides of the country have engaged in a tastier, and potentially more embarrassing, wager.

Frederick’s **Flying Dog Brewery** and the iconic San Francisco-based **Anchor Brewing Co.** are putting each other’s brews on the line for their respective teams when the Ravens and 49ers square off in Super Bowl XLVII Sunday.

The loser must pour the other brewery’s beer in its taproom for a week, said Erin Weston, Flying Dog’s public relations manager. It might not sound like the losing end of a bet to pour another high-quality craft beer from your taps, but that’s not all. The guides for the losing company’s brewery tours will be decked out in the winning team’s Super Bowl championship gear for a week.

“We’re going to kind of work through the details on that,” Weston said. “We don’t want to be too cocky going into it. We want to at least be prepared, but I don’t think we’ll have to worry about that.”

Weston’s confidence may be a result of the roll the brewery has been on along with the Ravens throughout the playoffs. Before the Ravens-Broncos Di-



ILLUSTRATION BY ERIN V. ALEXANDER

visional Playoff game, Flying Dog brewmaster Matt Brophy approached good friend Adam Avery of Boulder, Colo.’s Avery Brewing Co. about a friendly wager.

“They just bet a case of rare beers that we wouldn’t be able to find here and they wouldn’t be able to find there,”

she said. “When the Ravens kind of took control of that overtime, we were pretty stoked about that.”

The brewery secured its second case of rare small batch brews courtesy of Boston-based Harpoon Brewery the following week when the Ravens pummeled the New England Patriots in the AFC Championship game.

Weston dropped a not-so-subtle hint that it would be nice to enjoy some of those beers while watching the Super Bowl.

“So we’re trying not to be jerks and rub it in, but we haven’t gotten our shipment of beers from either of them,” Weston said.

Next up is the maker of the legendary Anchor Steam Beer and the brewery widely credited with starting the craft beer movement in the United States.

Weston said Flying Dog staff wanted to raise the stakes for the biggest game of them all.

While confident in a Ravens victory, Weston allowed some doubt to creep in as she acknowledged that the team will be facing its toughest opponent of the season.

“It’s going to be a close game,” she said. “We’re a little nervous.”

Congratulations Ravens!!

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