

# It's not raining in Port Covington

By: Veronica Cool July 29, 2016



COOL TIPS

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COOL

A little honey...

Technically, the economy is thriving and unemployment is very low. The picture is rosy. But the news, the vibe and the overall sentiment differ from this rosiness. People are disillusioned, frustrated and venting, especially in social media, perpetuating a cycle of negativity.

I agree. Life is not easy.

We could all curl into our fetal position and hide.

Drown our tears in our coffee. Blame the politicians. Blame the boss. Blame the tax code. Blame the system. Blame the man. Blame the parents. Or change your mindset. Is the glass half full or half empty?

There's a chapter in John Patterson's book, "Crazy People Drive You Crazy," where he discusses his sister's vacation to Ireland. She joyously shared all the fun details, the adventure, in short, the awesomeness of the trip. When asked about the weather, she responded that it rained incessantly. But she didn't complain about the rain, or that it ruined her vacay, that it sucked, that it was wet. She didn't. She chose to enjoy her adventure. To see the positive versus whining about the rain!

This mindset conversation brings me to Kevin Plank and Under Armour and Plank's decision to not only keep Under Armour in Baltimore, but double-down and expand his commitment through the development of Port Covington. He and his team obviously have many, many choices. They can be in Delaware, Virginia, North Dakota ... any of these states would gladly have the trailblazing entrepreneur, Under Armour's headquarters, more tax revenues, jobs and more in their region. But they choose Baltimore.

Why?

In an interview with Visit Baltimore, Plank's response to the question, "Why do I do business in Baltimore?" speaks of support and commitment. "Because Baltimore is all about building underdogs into big dogs. So when Under Armour needed a home, this is where we put down roots — because we wanted to build a big business, and more importantly, something special. It's got a lot to offer the out-of-towner, too. Not only does it have world class hotels, Baltimore's a centrally located sports town with a harbor that's become an extraordinary location for our first Brand House. If it's about building something great, if it's

about exceeding expectations, if it's about getting the job done right, then it needs to happen here."

There is some downside to the Port Covington project. Of course, nothing is perfect. There should be more of this, and less of that. But let's focus on the positive for a moment. This HUGE INVESTMENT and COMMITMENT is happening HERE! Let's shift our mindset and be grateful. And let's collaborate to resolve any of the potential issues.

Let's convene, with the mentality of compromise, to arrive at a happy medium. Let's stop hiding behind the impersonality of social media. The ability to communicate and listen to one another is being jeopardized — since we cannot read body language, we do not hesitate in being brutally critical, even bordering on offensive.

The social media responses to anything tied to Port Covington makes me want to pull out my soap or hot sauce! The same criticism surfaces in policymaking, employment development and growth; the anonymity of social media is impeding our humanity. Remember that honey attracts more than vinegar. We, as a society, as a city, as a people cannot compromise if we are not able to communicate and patiently hear another's point of view. And, as my teenager constantly reminds me, we must not judge. Not everything is 100 percent bad or 100 percent good.

People are inherently good, although they could do some bad things. Do you abandon your dog just because he had an accident on the floor? Return your kid because they ate your secret stash of Oreo cookies?

No, you don't.

Mindset is directly tied to choice and awareness. You may not be aware that you are nasty, angry, frustrated. Begin to track your behavior, posts, conversations, and feedback from family, friends and colleagues. Take note and modify your behavior. This is akin to breaking out into a rendition of "Kumbaya, My Lord, Kumbaya!"

I'm very fearful that if we don't check ourselves, negativity, violence and other ugliness will continue to rise. The hatred and vitriol spewing from all sources, primarily online, is scary. Your kids see it. Your employees see it. Your coworkers see it. Your clients see it. We can start a movement of courtesy, of kindness, of positivity — online, in person, on the phone. Everywhere. It's free. It's starts with YOU.

Be nice? Honey? Positivity? What in the world does this have to do with business? Growing the bottom line? Money, which makes the world go 'round?

Nah, business transactions don't make money, people do. People make the world go 'round. People like Kevin Plank, John's sister, you and me.

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