



## CUSUMANO & SONS, INC

### FRUIT FOCUSED FOR FOUR FAMILY GENERATIONS

Established in 1904, Cusumano & Sons is a fourth generation regional wholesale produce distributor servicing a one hundred mile radius of Mt. Vernon, Illinois.

Cusumano & Sons humble beginning started at the turn of the century when a young Sicilian boy, Joe Cusumano, arrived at Ellis

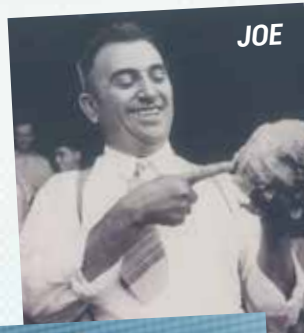


Island, New York, in search of the "American Dream". Not speaking English in a strange country, Joe made his way to the wholesale produce terminal district. An Italian owned banana company business owner would give Joe overripe bananas to sell door to door to generate enough money to survive. Joe

not only survived, but also prospered! He soon saved enough money to buy a pushcart to sell his produce. Next, he advanced to a horse & team drawn wagon and was on his way to a thriving produce business!

Joe, along with three of his sons (Vito, Sam, & Vince) expanded the business to become one of Southern Illinois' largest wholesale produce distributors. Vince became sole owner of the business in the early 1960s.

Vince and his wife Shirley maintained operations until Vince's oldest son, Rex, took over operations in 1979, and changed the name of the business to Cusumano & Sons



JOE



VINCE & SHIRLEY

in order to preserve the rich family heritage of the business. Rex's brother, Jeff, soon after joined the business. The business continued to grow and expand its service area and product offering. In 1998, fires destroyed both buildings at 10th & Casey. Rex purchased, remodeled, and expanded a warehouse located at 826 Harrison Street in Mt. Vernon. This facility now has medium cold storage capacity of twenty-seven semi loads.

Tony and Lance Cusumano (Rex's sons) took over day-to-day operations in 2007 after

graduating from SIU-C and spending many years learning all aspects of the business.



LANCE, TONY, REX

*The FRESH FOR HEALTH FUND RAISING PROGRAM (FFHFP) is a unique fund raising program that Cusumano & Sons conceived twenty years ago and has proven to be the most profitable fresh fund raiser in the market place today!*

- Great healthy gift to be enjoyed by the ENTIRE family
- Value priced to be competitive to retail stores
- Superior quality and taste compared to typical retail store produce
- Super fresh products, normally less than a week from harvest
- Only the highest grade products are shipped for the program



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# INK LINK

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## Take a Trip to the Dark Side

### Five Top Places for Stargazing in the U.S.

Star light, star bright, how many stars can you see tonight?

No matter how brightly they shine, there's a good chance you won't be able to see most stars in the sky thanks to the glare of industrial light and pollution. Researchers estimate that a child born in the U.S. has a 1 in 10 chance of witnessing a truly dark sky. While city dwellers usually see fewer than 500 stars, you can spot around 15,000 in the most undisturbed areas.

Want to stargaze for real? Here are five top spots with a truly dark night sky.

#### 1 Cherry Springs State Park in Pennsylvania

One of the darkest spots east of the Mississippi, Cherry Springs State Park is a Gold-Certified International Dark Sky Park that offer 82 acres and a 360-degree view of the night sky free from light pollution. In the summer, you can get guided sky tours.

#### 2 Death Valley National Park in California

This park produces very little artificial light within its 3.4 million acres, 91% of which are designated as wilderness with no development. What really makes this park so special is the combination of dry climate, clean air and an expansive horizon.

#### 3 Mauna Kea in Hawaii

This 13,803-foot dormant volcano (and the highest point in Hawaii) is the site of the world's largest and most advanced astronomical observatory. Astronomers consider the stargazing atop Mauna Kea to be the best on the planet, with virtually zero light pollution.

#### 4 Kitt Peak National Observatory in Arizona

Here's where you'll find the world's largest collection of optical telescopes. The clear dark skies of the Sonoran Desert are famous for stargazing, and the observatory's location atop a mountain makes this one of the best night sky views in the U.S.

#### 5 The Headlands in Michigan

Free from most city light pollution, the Headlands is a 550-acre park located at the tip of Michigan's Lower Peninsula. The Dark Sky Discovery Trail takes visitors from the Headlands entrance to the designated Dark Sky Viewing Area along a one-mile paved path.

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### IT'S WHAT'S INSIDE >>>

- August 8: Happiness Happens Day
- Three Videos You Should Have on Your Website
- Dream On: Five Ways Daydreaming Can Make You More Successful





# Happiness Happens Day

AUGUST 8

*Happiness Happens Day, a day to celebrate all things happy.*

Created by the Secret Society of Happy People in 1999 as Admit You're Happy Day, this unofficial holiday encourages people to be open about their happiness and to share it with others.

## UNLIMITED HAPPINESS

The holiday is based on the premise that happiness is unlimited and contagious and that sharing one's happiness and can bring a lot of joy in other people's lives.

## HOW TO CELEBRATE?

While being happy can mean different things to different people, Happiness Happens Day encourages people to take stock of their lives and try to do and think about things that make them happy

and to share this joy with others. Here are some ways to celebrate this happy day:

- Do something nice for yourself - after all, happiness starts at home.
- Make someone else happy by doing something nice for them. It can be something as simple as giving up your seat on the bus to someone else or a more elaborate gesture like volunteering your time to a charity of your choice.
- Participate in a HappyThon - a social media campaign run by the Secret Society of Happy People that encourages people to send happy, joyful and uplifting messages to people around the world.



## DID YOU KNOW...

...that in 2012 the United Nations has declared March 20 as the International Day of Happiness?



## Three Videos You Should Have on Your Website

Many marketers and business owners spend considerable effort driving traffic to their websites, but then don't deliver the type of content that speaks to their visitors.

If you want to engage the online crowd more, consider video. Video content helps businesses increase brand awareness, generate leads and ultimately increase sales. Plus, part of Google's algorithm for search rankings considers the amount of time visitors stay on your website. On average, visitors stay on sites with video two minutes longer than those without.

*Stuck on what to show?* Here are three types of videos that will get your visitors' attention.

**TESTIMONIALS.** Positive reviews help build trust and credibility. You may already have testimonials on your site with strong quotes from happy customers. But a video will bring life and authenticity to your testimonials in a way that text-based testimonials can't.

**"WHO WE ARE" or "HOW IT WORKS."** Explaining the benefits or function of a product (or service) can help you connect with potential customers by delivering a clear message about your company. Explainer videos have become a popular marketing tool due to their affordability and effectiveness. They increase conversion rates, clarify your business and help to boost sales.

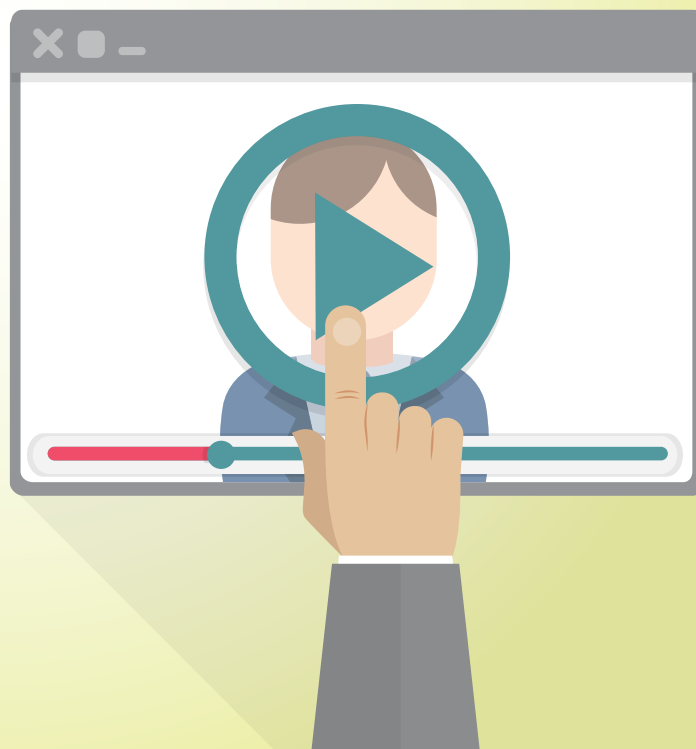
**COMPANY CULTURE.** Stiff corporate videos are outdated; today, it's all about letting the personality of your company culture and employees shine. The goal of a culture video is to show the human side of your brand and connect on an emotional level with your viewers. In addition to being a great marketing tool, culture videos help companies attract the best and brightest job candidates.



## SOMETHING TO THINK ABOUT

90% of users say that product videos are helpful in the decision-making process.

—according to *Hyperfine Media*



## Dream On

Five Ways Daydreaming Can Make You More Successful

## 5 INTERESTING FACTS ABOUT DAYDREAMING

- 1 You daydream less as you get older.
- 2 Daydreaming makes you forget what you were doing.
- 3 Daydreaming turns off other parts of the brain.
- 4 Your brain, not your mind, controls your daydreams.
- 5 Daydreaming makes you more creative.

—according to *National Geographic*

If your mind is prone to wander or you tend to get lost in your thoughts, experts say, "Dream on." Daydreaming tends to get a bad rap, but psychologists say it's not necessarily a waste of time. Recent studies suggest that people who daydream might have a higher working memory.

Here are five potential benefits to one of America's favorite pastimes.

### RELAXATION.

Like meditation, daydreaming allows your mind to take a mini-vacation where it can release tension and come back refreshed. It's also useful for controlling anxiety and phobias.

### HEALTHIER RELATIONSHIPS.

Absence makes the heart grow fonder, especially among daydreamers. Happy couples tend to think about one another when they're apart, which helps strengthen the relationship.

### INCREASED PRODUCTIVITY.

If you're trying to work but your mind keeps wandering to other things, 15 minutes of daydreaming can give your brain time to deal with the distractions and come back more focused.

### RELIEVE BOREDOM.

People with monotonous jobs, like factory workers and security guards, often use daydreaming to keep their minds stimulated and to get them through the day.

### INSPIRATION TO ACHIEVE GOALS.

Daydreaming about your goals can give you a glimpse of what it would be like to make your dreams a reality. Olympic athletes and performers use this same kind of visualization, which has been shown to help their performance much like physical practice does.

## WORDS TO LIVE BY

*I live my daydreams in music.*

—ALBERT EINSTEIN



PROOF  
POSITIVE

The UK government has declared opaque couché (Pantone 448C) the ugliest color in the world, and recently began putting it on cigarette packs to repulse customers. This is a good reminder that the color you choose for marketing materials can have a major impact on how a consumer views your brand.

