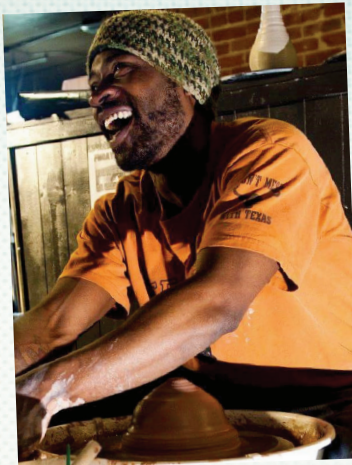


LOCAL ARTIST SPOTLIGHT

CORTEZ D. HODGES

Born in Chicago, IL Cortez Hodges has always had a passion and love for art. Moving more than seven times during his primary years he used art as a way to define himself and make new friends. Being the eldest of 9 siblings made home life very busy. In 1994 his family moved to Mt. Vernon, IL. Cortez graduated from Mt. Vernon Township High School in 1999 where he excelled in



athletics and continued pursuing his love for art. After graduation he attended Rend Lake College on an art scholarship. After overcoming a few personal obstacles Cortez moved to Rantoul, IL where he began working in fields such as carpentry, electrical, shipping and product manufacturing.

While living in north Texas, in

2007, Cortez reengaged himself in a much larger way with his passion for art and began honoring his gifts and talents. Sona Knox, owner of the McKinney Art House in Historic Downtown McKinney, TX was a huge influence on him & became a mentor of his. Cortez demonstrated his excellence's at pottery and became her studio assistant. Cortez feels that "It is important to encourage a community through involvement with art. I find myself volunteering and working toward a more cultural town that supports artistic business endeavors and individual artists."

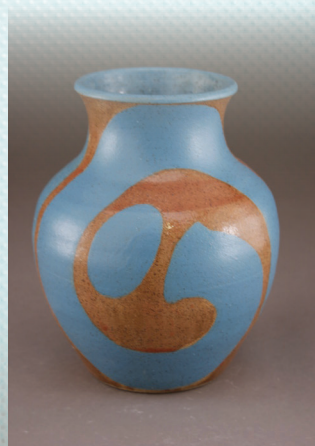
After moving back to Mt. Vernon in 2010 Cortez became involved with the Cedarhurst Center for the Arts community. He currently teaches private pottery lessons at the Shrode Art Center, serves on



The Happening Committee, volunteers for numerous educational programs, such as 5th Grade Fun Day, and has had his work shown in multiple juried exhibits. He

currently exhibits and sells his pottery in Mt. Vernon, IL, Denison, TX, and Chicago, IL. His work is adored and collected by people locally and across the country.

Currently Cortez works as a Mental Health Specialist for the United Methodist Children's Home here in Mt. Vernon. He hopes to continue being involved with the community through volunteer efforts and wants to make a vital contribution to the quality of life and arts enrichment in Mt. Vernon.



PEACOCK PRINT & MARKETING PRESENTS

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A MONTHLY PUBLICATION • AUGUST 2015

TIME FLIES HERE'S WHAT FLYING LOOKED LIKE IN THE 1950S

On August 19, the airline industry celebrates National Aviation Day. When it comes to flying the friendly skies, we've come a long way, baby. Here's a look back at air travel in its early days.

TURBULENCE WAS ROUGHER.

Early commercial planes were powered with pistons, not jet engines. As a result, they were loud, vibrated fiercely and bumped like crazy in turbulence. The ride got smoother after the first commercial jet debuted in 1952.

LAYOVERS WERE THE NORM.

Nonstop flights of any distance were unheard of. Getting across the country could require multiple layovers.

FLIGHT ATTENDANTS HAD A WEIGHT LIMIT.

One flight attendant manual mandated that stewardesses be single, stay under 125 pounds and maintain "high moral standards" during employment.

YOU MIGHT HAVE PAID UP TO 5% OF YOUR SALARY FOR A TICKET.

A flight from Chicago to Phoenix could cost \$138 round-trip—that's \$1,168 when adjusted for today's inflation. A one-way to Rome would set a flier back about \$3,000 in today's dollars.

SMOKING WAS ACCEPTABLE.

Cigarettes, pipes and cigars were all totally acceptable in the air, but strangely not in the terminals. They were afraid cigarettes might ignite the fuel fumes.

NO ID WAS REQUIRED.

Even as late as 1970, passengers made it onto planes without any sort of ID. Arrival 30 minutes before your flight was acceptable, and well-wishers could walk right up to your gate where you boarded via stairs, not jet bridge.



IT'S WHAT'S INSIDE

- Five Ways to Shop Smarter at Outlet Malls
- How to Make the Most of Your Facebook Cover Photo
- The Cat's Out of the Bag
- Top Five World's Most Valuable Brands

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FIVE WAYS TO SHOP SMARTER AT OUTLET MALLS

School supplies, new clothes and backpacks, oh my! Back to school season can wreak havoc on parents' budgets. To lessen the damage, many shoppers head to outlet malls, which is not a bad idea—but it's not necessarily the bargain utopia you may think.

Before you head to outlet stores near you, read these insider tips.

1

According to a *Consumer Reports* survey, shoppers liked Jockey, Carter's, Harry & David, Corningware, Izod, Van Heusen and Coach outlets best. Of those, Coach, Izod and Van Heusen were noted as having especially better sale prices than their regular retail stores.

2

Don't assume outlets have the best prices. Scan items with a comparison-shopping app like RedLaser to find out if that book bag or those sneakers are really a "deal." RedLaser will show you prices of the same product at other area stores so you can compare without running all over town.

3

There's no industry law stating all stores in the mall must be outlets. As many as 50% of the shops could be regular retail stores.

4

Many manufacturers now produce entire lines solely for their outlets, often using lower quality fabrics and materials. If that matters to you, ask employees which merchandise was sold at their flagship stores.

5

Don't buy things according to savings and discounts—pay attention to the price. It's easy to be duped by price tags made specifically for outlet stores. Some items are never sold at the full price that's shown on the tag—that price may exist just to make you feel good about the "sale" price.

Before you shop, stop by the mall office or look online for mall coupons or other perks. Simply registering for the mall's VIP club may land you some additional savings.



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Coca-Cola

TOP FIVE WORLD'S MOST VALUABLE BRANDS

1. APPLE

2. MICROSOFT

3. GOOGLE

4. COCA-COLA

5. IBM

2015 — according to Forbes.com

THE CAT'S OUT OF THE BAG: ALL THOSE KITTY VIDEOS ARE GOOD FOR YOU

If you're one of the millions who enjoy the internet cat craze, you're not alone. Now researchers are saying that the warm fuzzy feelings you get from viewing a furry feline in action can actually have a positive effect on your life.

Study experts from Indiana University of Bloomington surveyed nearly 7,000 volunteers regarding this internet craze—and yes, the mania is real. According to the research, cat videos received about 26 billion total views, and more views per videos than any other category of YouTube content in 2014.

About 72% of the study participants reported more positive emotions after viewing cat videos than before. They also claimed to have fewer negative emotions, such as anxiety, annoyance and sadness, as well as feeling more pleasure than guilt, in spite of the fact that most indulged either while on the job or during study time.

Researchers believe the animal magnetism comes to down to a bonding experience. These findings may lead to research that explores the possibility of online cat content as a form of pet therapy for those allergic to animals.



HOW TO MAKE THE MOST OF YOUR FACEBOOK COVER PHOTO

When someone comes to your Facebook page, your cover photo is likely the first thing they see. That's why it makes sense to take advantage of this prime real estate and maximize a free branding opportunity. Don't just throw your logo up there and then let it collect dust. By changing your cover image frequently, your page can:

- Be seen by your followers in their newsfeeds.
- Highlight offers that are current.
- Educate fans on current news.
- Keep things fresh and drive traffic to your page.

With these things in mind, here are five ways to keep your cover photo fresh and interesting:

1. Showcase your brand and a different product or service every few weeks to give your followers a better idea of what your business offers.
2. Include a call-to-action message and arrow to a tab for email signup to grow your list.
3. Humanize your brand by showcasing your team members on the cover image.
4. Push fans to your e-commerce sales tab by highlighting a current promotion.

5. Create a themed cover image in keeping with the season or a holiday.

Remember that it's important to play by Facebook's rules with your cover photo. The photo is always public and it cannot be deceptive, misleading or infringe on anyone else's copyright. Also, you can't encourage people to upload your cover photo to their personal timelines. To be safe, stay up-to-date on Facebook's ever-changing guidelines for cover photos—you don't want to lose your page due to an infraction.

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WORDS TO LIVE BY

"You haven't seen a tree until you've seen its shadow from the sky."

— Amelia Earhart

SOMETHING TO THINK ABOUT

A recent study by HubSpot showed that photos on Facebook pages received 53% more likes than the average post. In addition HubSpot found that photo posts attracted 104% more comments than the average post.