

Written by Sherri Lowery, Senior Center volunteer

Market Basket, UNO pizza, Cabot Stains, Berkley & Jensen, Ocean Spray, Welch's, Friskies. These are all brand names you know and are familiar with. The other thing they all have in common: they are just a few of the brands that Dale Casto helped to build or re-build in his long and successful professional life.

However, that's not what Dale wants you to know about him. He spends his time talking about his fluffy cats that love to jump right into his lap while he converses with you on his living room couch. He wants to show you pictures of the adorable and blind baby owl that repeatedly fell from its nest in his front yard prompting he and neighbors to build a special ledge for it, and monitor its safety and growth. Dale wants to talk about his 3 grown sons and his grandchildren to whom he is devoted and of which he is understandably proud. Dale wants to talk to you about his beautiful wife who always believed in him and gave him the confidence to move forward in his career. He wants to tell you why Sudbury is an exceptional town and the perfect place to raise a family. He wants to remind you again and again that he has wonderful neighbors that came immediately to his aid and cared for him extensively after his wife passed away.

A most humble man, Dale claims over and over that he has not helped people in his life, but that is not true. He makes this claim despite reminiscing about the time he took 3 girls to his senior prom—the only 3 girls that did not get asked to the prom in his high school. He claims this even though he walks his neighbor's dog daily. He claims that he does not help people even though he talks about his enjoyment of taking a chainsaw to clear trails and unruly spots in his neighbors' yards. He makes this claim despite stating that he loves driving for Meals on Wheels, delivering sand buckets, and picking up donated baked goods for the Senior Center. Dale repeatedly wonders out loud if there is anything he has done in his life that is interesting to other people. He does not find his undergraduate work at Princeton impressive, yet most people would. He does not see playing on his college baseball team as impressive, yet most people would. He reminisces about his first real job working from 9AM to 9PM each day and ultimately being recognized at the company's national convention for the work he did. He, though, downplays the experience. When he talks about his time in the military, he focuses the conversation on everything he learned and does not highlight the fact that he was in army counter-intelligence and became a sergeant. He beams when he talks about coaching his sons' little league teams—not because they always won their league championships (which they did) but because he relishes building confidence in youth.

Dale took his work seriously but counted it all fun. He talks about the fun he had being a brand manager for Friskies when they developed the first dry cat food in the United States. He talks about the fun he had doing sales management for Carnation and helping both customers and employees. He talks about helping Market Basket recreate their logo as great fun. He talks about the fun he had helping BJ's develop their Berkley & Jensen brand

despite voices of opposition. He talks about brands that are now deep in his past like NuForm or Wildroot and about the fun of having worked with brands that are still around like Table Talk pies or Veryfine Juices or Welch's. Yet, the most fun he claims he had was owning his own consulting business, Casto & Associates, and co-owning Wright Design.

Dale's career was in the promotion of products but he never lost sight of the people. Dale worried heavily over co-workers whose family or personal lives were suffering or in upheaval. He downheartedly talked about hating to fire employees even when they deserved it. Dale is a man of integrity and when he was working could be trusted by his boss to be focused on his work. He is a principled man, and in the workplace, he respected those who strived similarly to be fair and honest. And yet, when you meet Dale you know immediately that he likes you. His warm smile and unreserved hospitality make you want to spend hours and hours in his presence. Dale might never recognize his own goodness, but anyone that knows him voluntarily accepts his goodness as a matter of fact.