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Good Morning <<First Name>>,

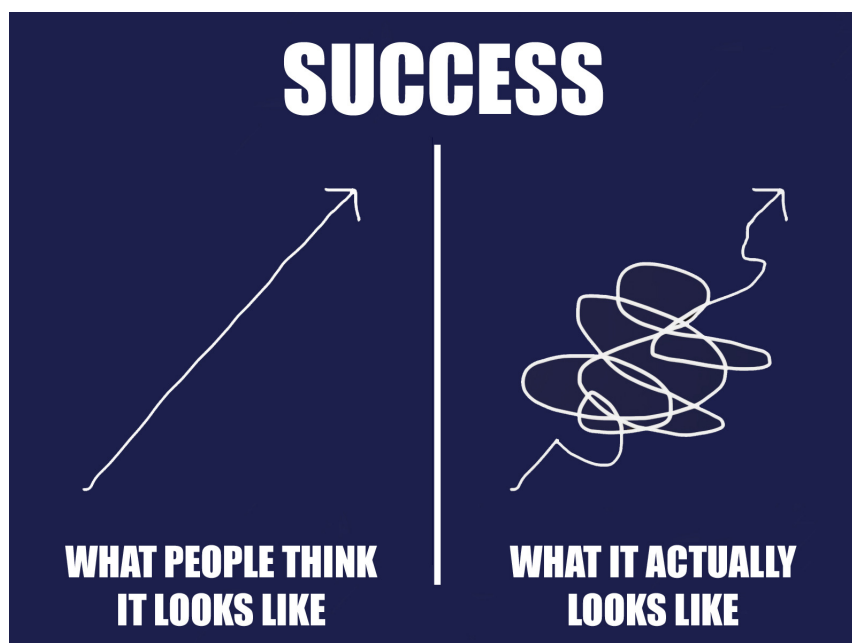
Welcome to the June 2013 edition. This month's newsletter showcases design solutions that The Schimberg Group provides to its clients. The Schimberg Group understands that collaboration is fundamental towards achieving best practices, sustainable success and **Extraordinary Results.**

TOPIC OF THE MONTH:

NOBODY SAID IT WAS EASY

"The roughest roads often lead to the top."

-Christina Aguilera, Singer/Songwriter



...Need I say more?

This graphic caught my eye as a great reminder. No matter what field or industry, true success is never easy or a straight line. The trick is to never waver from staying focused and moving towards the final goal in your own fashion. Success is achieved by each individual's methods,

whether unorthodox or conservative, but always constant and communicative.

-Barron Schimberg, AIA

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FEATURED PROJECT:



BEFORE

AFTER

The Sandbar Restaurant, a recently renovated commercial project by The Schimberg Group.

DESIGN TIP OF THE MONTH:

Choosing to use custom features or products in design can make a project uniquely beautiful. It is important to do thorough research regarding the durability and maintenance of the custom product, by working collaboratively with the vendor to ensure the product will stand up to its environment. The custom route can be more time intensive and costly, but if it's something a client is willing to explore, the results are worthwhile.

RECOMMENDED READING:

Lisa Gerard on "What's in a name": [10 Questions to Ask Before Naming Your Business](#)

[Full Frontal PR](#): Richard Laermer, available on Amazon.com.

UPCOMING EVENTS:

"Mythic Creatures of China" Art Exhibit

May 20 - July 14

Location: John & Mable Ringling Museum of Art

Almost 100 Chinese ceramics from Ringling's collection, depicting real and imaginary animals, from fish to phoenix.

[Event Webpage Click Here](#)

People, Places, Things - Philip Pearlstein Retrospective

March 2 - June 16

Location: St. Petersburg Museum of Fine Arts

The most comprehensive collection to date of realist painter Philip Pearlstein's 75-year career.

[Event Webpage Click Here](#)

DON'T FORGET ABOUT...

Please order your own copy of Pancakes and Pickles to support the Miracle League and to enjoy a fun read, with illustrations created by 13 Ringling College of Art and Design illustration students. www.PancakesPickles.com

LET US KNOW WHAT YOU THINK...

If you have any questions about any of the articles in this newsletter or suggestions for future articles or blog posts, please don't hesitate to contact us at info@tsg-fl.com. We encourage you to add comments on our [blog](#), or connect with us on [Facebook](#), [LinkedIn](#), or [Twitter](#). We look forward to working with you to create architectural solutions that exceed your expectations.

Sincerely,



Barron Schimberg, AIA

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Collaborative Methods. Extraordinary Results

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