



Dear [member\_name\_first],

Happy New Year and welcome to our January 2011 edition. This monthly 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**.

---

## **President's Corner:**

### **STAY OUT!**

Thinking inside the box means accepting the status quo. For example, Charles H. Duell, Director of the US Patent Office, said, "Everything that can be invented has been invented." That was in 1899: clearly he was in the box!... Out-of-the box thinking requires an openness to new ways of seeing the world and a willingness to explore. Out-of-the box thinkers know that new ideas need nurturing and support. They also know that having an idea is good but acting on it is more important. Results are what count.

*Excerpt from 'Exactly what is "Thinking Outside the Box"?'  
-Ed Bernacki*

When provided with the opportunity to "think outside of the box", take it. Whether an architect, an attorney, a doctor or even an accountant, it is a refreshing and fulfilling experience to create or achieve a result different from what is expected. It typically lends itself to other ideas and ultimately provides a sense of satisfaction centered around pride, creativeness and amazement.

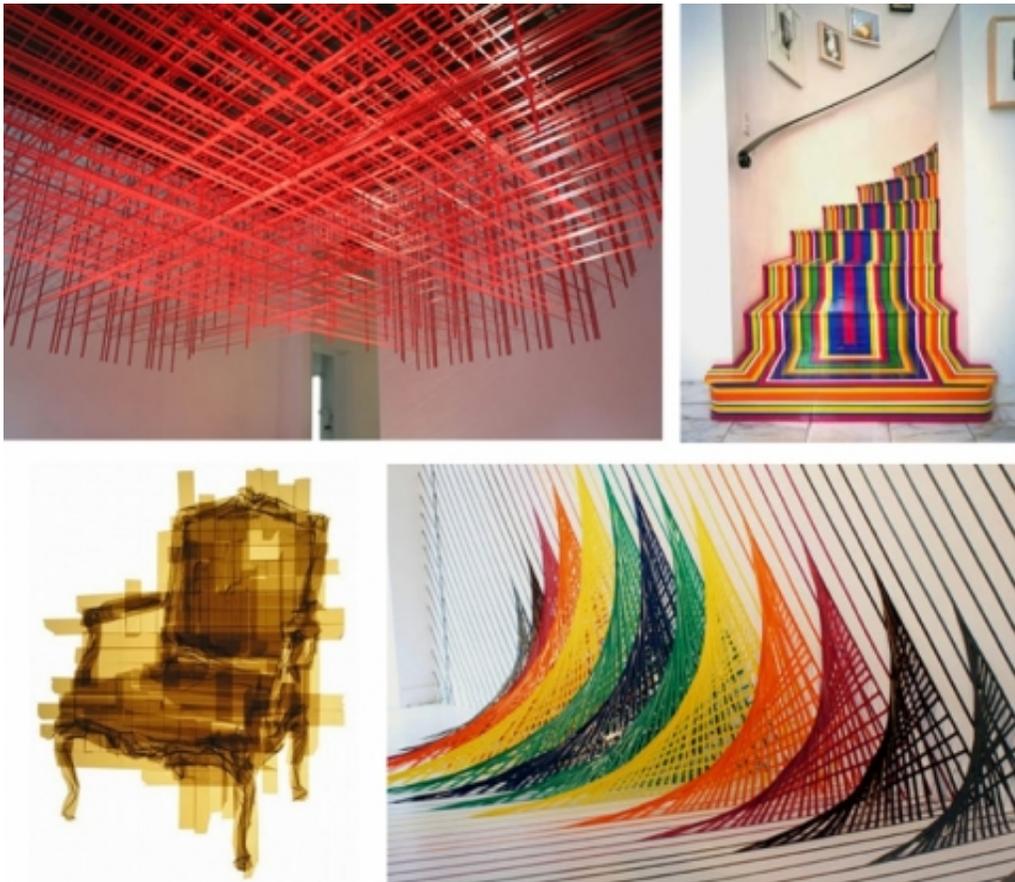
*-Barron Schimberg AIA  
Leed AP*

---

## **Featured Video:**



ABOVE-CCLICK [HERE](#) TO WATCH OUR TAPE ART INSTALLATION



ABOVE - OTHER EXAMPLES OF THINKING OUTSIDE OF THE BOX.

Please visit our blog to participate in discussions about architecture, sustainability, and our built environment. [TSG-Blog](#)

We look forward to working with you to create architectural solutions that exceed your expectations.

Sincerely,



Barron Schimberg, AIA  
LEED AP

**The Schimberg Group, Inc.**  
**Collaborative Methods. Extraordinary Results.**



Featured in Green Retail Design by Martin Pegler. Click [HERE](#) To Reserve Your Copy.

Email services provided by [Creative Aesthetics](#)