

10 THINGS

YOU NEED TO KNOW ABOUT



BY ROB BARGE, PROPRIETOR

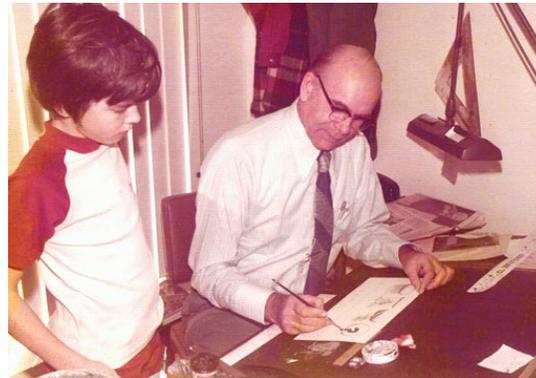
- 1. I have a theory** that good work is the product of hard work. The things that matter most seldom come easily. Creativity is not pretty, nor is it automatic. It is the result of training your mind to trust your instincts. The most creative, passionate, inspired people I know are those who are willing to labor and let go. Push and pull. Win and lose. Laugh and cry.
- 2. "If you're talkin' you ain't learnin'."** Will Rogers made that wise statement and I think he was right. We are surrounded by chatter; everyone trying to out-talk the person across from them. I like to listen. I learn some interesting things when I listen to people who know something I don't know. Try it.
- 3. Nothing beats a good laugh.** Choose between a million dollars and sharing a really good laugh with a friend? Keep the money.
- 4. I saw Hank Aaron play baseball.** He was as smooth as silk. He played a difficult game effortlessly. But it only looked that way. He was great because he applied quiet determination, practice and consistency to his innate, God-given talent. He hit 20 or more home runs in 20 out of 23 seasons in the Major Leagues. Forty or more 8 times. Do you have any idea how hard that is? I played organized baseball for 18 years and hit one home run.
- 5. Sometimes I feel like a bird.** Every day I'm building my nest. The experiences of my life are like little bits of string, and broken sticks and old gum wrappers and I'm weaving them into this little nest where I'm very content. Out on a limb, sure, but very comfortable there.

6. I am a descendant of simple folks from England and Ireland. My great-grandfathers worked in factories and cotton mills. My Dad's father was a letter carrier. If ever I begin to think that I'm something special, one look at my young son and a few old family photos and I become fully aware of my standing as a very common man sandwiched between generations of uncommon goodness.

7. The secret to a long and happy marriage. Early on, Albert Einstein and his wife decided that he would make all the big decisions and she would make all the small ones. "In 35 years," he said, "I never once had to make a big decision."

8. Life is a brief and precious commodity. We are blessed with a finite number of days in which to enjoy the journey. It's a realization I've come to rather late in life, but I don't like working with jerks. I won't do it anymore. If you're a reasonable, respectful person we'll get along just fine. If you're not, go pick on someone else.

9. I believe in balance. I will work my fingers to the bone for a client or for a cause I believe in. However, nothing is more important to me than my family. If I'm ever forced to choose between work and family —I mean really forced to choose —work will lose that battle every time. 100 years from now the job I'm working on won't matter; the job I do raising my son will count. A lot.



The author (age 9) with his grandfather, Howard Paris, Atlanta Journal News Art Dept., Winter 1973

10. Most of what I know about art, and by extension my profession, I learned from my grandfather. A newspaperman, cartoonist, humorist, writer, and the best storyteller I have ever known, I idolized him not because of his talent, intellect and wisdom, but because he believed in me and cared enough to teach and encourage me. If you don't do anything else today, choose someone you care about and tell them you believe in them. You'll be a hero.

SOLID DESIGN. BUILT TO LAST.