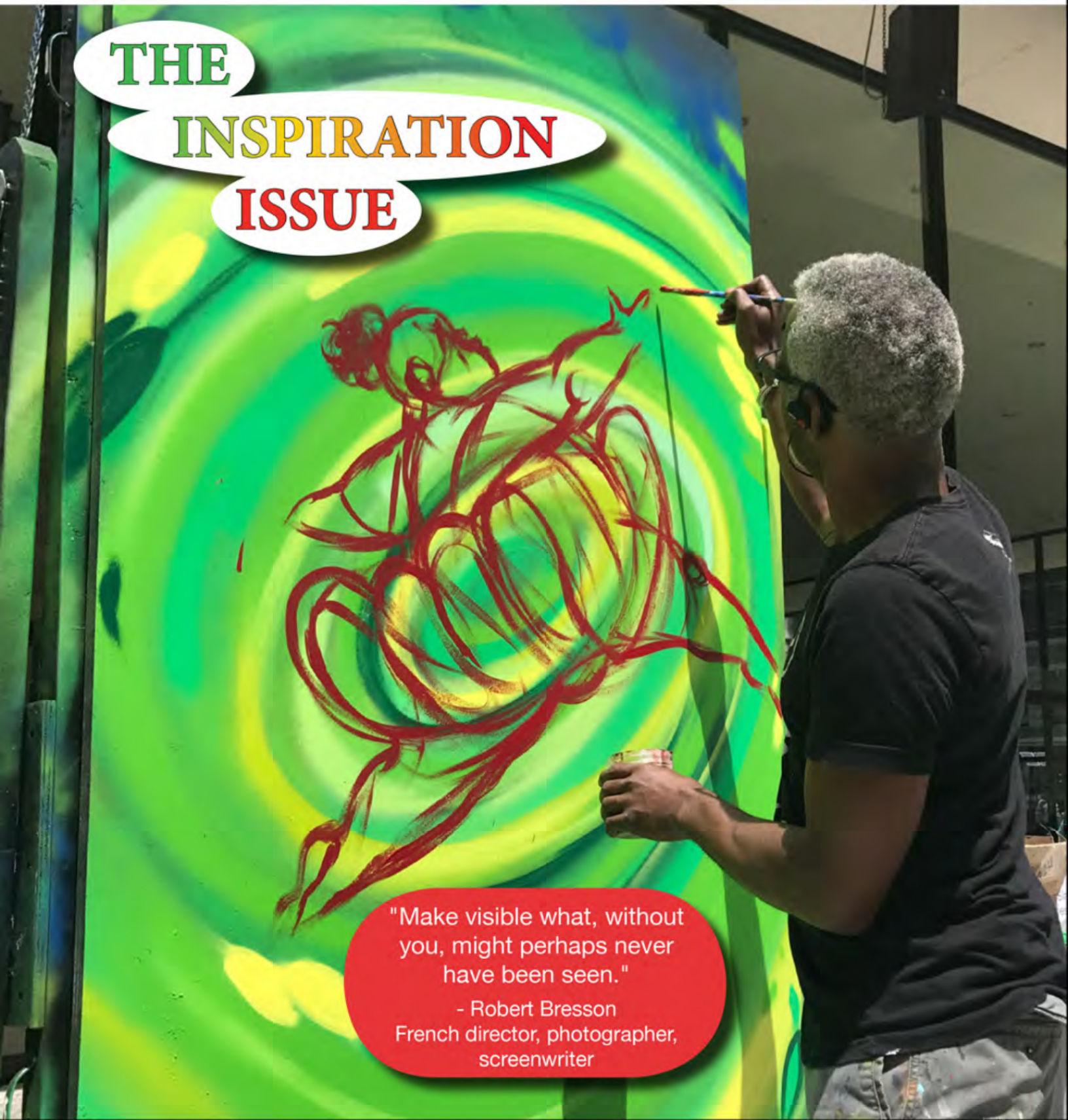


Best. Moment. Ever.

Enjoy!

Celebrating NOW[®]

THE INSPIRATION ISSUE



"Make visible what, without you, might perhaps never have been seen."

- Robert Bresson
French director, photographer,
screenwriter

"My sole inspiration is a telephone call from a director."

- Cole Porter;
American composer, songwriter

Happy Anniversary to us! August 2017 is the 4th anniversary of CelebratingNOW, the only Ezine we know dedicated to the most important moment in the life of everyone on the planet, *this* one.

To the right is the very first issue, published August 2013. That means for 49 months we have cranked out a new issue

At first, each issue was essentially a platform to share the pictures we'd taken of CelebratingNOW moments in places from Paris to Puerto Rico and San Francisco to San Antonio. But we soon found it more engaging for us, and hopefully more compelling for you, to have each issue themed around a CelebratingNOW concept like construction (how to build a moment worth celebrating), our senses (how to celebrate with each of our senses), and "The Superhero Issue" (celebrating the hidden powers in each of us).

Just as Cole Porter's inspiration to write unforgettable songs like "Anything Goes," "You're The Top," and "Let's Do It (Let's Fall In Love)" was a call from a director, the inspiration for this month's CelebratingNOW, like ever month's issue, began in similar forgettable fashion—the month was drawing to a close. Well, the ending of the month wasn't the inspiration for the issue, per se, but it started us looking for some. We knew that whatever the theme of this month's issue would be, since it was to be our 4th anniversary publication, we wanted a theme that was worthy of both this milestone and your time and attention. We thought, "Where can we find great inspiration for a fun issue?" Then it hit us. Finding inspiration was not just the task before us, it was the

compelling theme we were looking for.

The word "inspiration" comes from the Latin "inspirare," meaning "to breathe into." Wikipedia notes it as an "unconscious burst of creativity in a literary, musical, or other artistic endeavour." But we don't necessarily agree. Inspiration can be unconscious, a thought that pops in to our head seemingly on its own. However, while that moment of inspiration might appear seemingly of its own accord, there are certainly any number of things we can do to help it appear.

Whether we're looking for inspiration for a book, a gift, an invention, or someone to share our life with, there are many things we can do to create a fertile environment from which inspiration might "unconsciously" appear.

The Greeks believed that inspiration was given to us by the muses, literally the inspirational goddesses of literature, science, and the arts in Greek mythology.

18th century physician and philosopher John Locke proposed that inspiration is the result of ideas associating and resonating with one another in our mind.

Renowned American painter and photographer Chuck Close, famed for his massive photorealism

portraits, has a different take on inspiration, one that doesn't rely on muses or anything of the like. "I always thought that inspiration is for amateurs. The rest of us just show and get to work. If you're going to wait around for the clouds to open up and lightning to strike you in the brain you're not going to make an awful lot of work."

We take a view of inspiration somewhere between the Greeks and Chuck Close. Sometimes we are struck by an inspirational "muse." Other times, the "director" calls and we have to find inspiration. Since we believe that there is something worth celebrating in every NOW moment, this 4th anniversary issue is dedicated to helping you find the inspiration in each one.





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It's a beautiful day in the city. The sun is shining brightly, and the birds are singing. The people are walking and talking, and the children are playing. It's a wonderful day, and everyone is enjoying it.

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The first step in developing a successful business plan is to identify your strengths and weaknesses. This involves a thorough analysis of your company's resources, capabilities, and market position. Once you have a clear understanding of your strengths and weaknesses, you can begin to develop a strategy that leverages your strengths and addresses your weaknesses.

The second step is to conduct a market analysis. This involves identifying your target market, understanding their needs and preferences, and assessing the competitive landscape. A thorough market analysis will help you identify opportunities for growth and determine the best way to reach your target audience.

The third step is to develop a financial plan. This involves estimating your startup costs, projecting your revenue, and determining your break-even point. A detailed financial plan will help you understand the financial requirements of your business and ensure that you have sufficient funding to get started.

The fourth step is to create a marketing plan. This involves identifying the most effective marketing channels for your business, developing a content strategy, and implementing a social media presence. A comprehensive marketing plan will help you attract and retain customers and drive the growth of your business.

The fifth and final step is to implement your business plan. This involves launching your business, monitoring your progress, and making adjustments as needed. It is important to stay flexible and adaptable, as the business environment is constantly changing. Regular communication with your investors and stakeholders will help you stay on track and ensure that you are meeting their expectations.

A successful business plan is a roadmap for your business. It provides a clear vision of your future and a detailed plan for how to achieve it. By following the steps outlined above, you can develop a business plan that sets you up for long-term success. Remember, a business plan is a living document that should be updated regularly as your business grows and evolves.

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Inspiration is hard to come by
You have to take it where you find it!

Let today's American youngsters design projects with
inspired by their favorite characters.

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The first step in the design process is to understand the site. This involves the site's topography, environmental conditions, and existing infrastructure. Architects often use site analysis to determine the best location for a building and to identify potential design opportunities. For example, a site with a large open area might be ideal for a sports field, while a site with a view of a scenic landscape might be better suited for a residential development. Once the site is understood, architects can begin to develop conceptual design ideas. This involves creating a rough sketch of the building's form and function. The next step is to develop a more detailed design. This involves creating a set of architectural drawings, including floor plans, elevations, and sections. The final step is to construct the building. This involves obtaining permits, hiring a contractor, and overseeing the construction process.

The second step in the design process is to understand the client's needs. This involves meeting with the client to discuss their vision for the project and to gather information about the building's purpose and budget. Architects often use this information to create a conceptual design that meets the client's needs. The next step is to develop a more detailed design. This involves creating a set of architectural drawings, including floor plans, elevations, and sections. The final step is to construct the building. This involves obtaining permits, hiring a contractor, and overseeing the construction process.

INSPIRED BY...



Love



Slippers



Blue Rug

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Hula Hoop



Hula Hoop



Hula Hoop



Hula Hoop



Hula Hoop



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