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OCTOBER 2006

How I learned to jump



Every October my friend Katie and I go travel New York on vacation together. We treat ourselves to a week long stay in a hip part of town, try some of the best new restaurants, see the best shows and meet up with the most interesting people. It's a tradition we have been keeping for years. Katie usually takes charge in planning our agenda mostly because she is obsessed with what this city has to offer. She researches for weeks the best places to go and makes sure we fill our time with interesting experiences. This year, among the great shows (Martin Short's "Fame becomes me" - hysterical!) and the delicious food ("Kittichai" in SoHo - Yum!) she signed us up to go to trapeze school. That's right. Trapeze school. From the moment she told me about it I thought to myself "Why would I want to do THAT?" What could I possibly want to throw myself in the air thirty feet above the ground? Well, I soon found out why.

We arrived at the New York Trapeze School located on the banks of the Hudson River on a brisk sunny afternoon. We signed the release forms and got inside the big tent where people jumping in the air was already in progress. I knew I was in for a different kind of experience when I started feeling my stomach turn. We got strapped to a harness and had a brief instructional "here is all you need to know" from Jonathan the instructor. Now, agreeing to enroll in this class was not something I was interested in doing at all. My friend Katie had to work on me for weeks before our trip, convincing me that it's going to be a great experience. Standing there at that moment looking high up at where I am headed didn't feel like that at all.

I proceeded to climb up thirty feet to the platform where Jonathan, the instructor I very quickly learned to hate, was waiting. He strapped me to two safety cables, asked me to stand at the edge of the platform and grab the bar with my right hand. My left arm was holding on to a pole on my left. I needed to let go of the left arm and grab the bar with it and then jump off the platform and swing away. "Jump!" I heard Jonathan command. "Jump!" But I couldn't. My hands were glued to the bar, my whole body tensed and I could barely breathe. I was consumed with fear. After standing up there for a couple of minutes, wasting the other student's time I knew I had to make a move. Take the risk and jump. So I did. I plunged into the unknown, flying through the air. And when I was up there all I could feel was my body relaxing, my breathing returning to me and I was flying! I was swinging from back and forth and loving it. I ended up going up there three more times and each time it got easier and easier. I was actually having fun!

It's funny how we sometimes not allow ourselves to make a move because we get paralyzed by fear and then when we simply face those few seconds of fear and move through it, it all gets much easier. Just like trapeze flying. I realized that all that stood between me and a great chance for personal growth was the fear of making that first small step. Indeed, great things start with one small step. Or a jump!

Until next time...

Peleg Top

PS -Wanna see me flying in the air? click here!

New TOP client launch: Gay Men's Chorus of LA!

We are pleased to announce a launce of a new client identity project our studio recently completed. The Gay Men's Chorus of Los Angeles is one of the coutry's largest men's choral ensembles. Top Design revamped their identity, created an exciting new logo and redesigned their website to align with their brand personality. Here's what Hywel Sims, the Executive Director of the organization had to say about the work:

"It's a joy to work with someone like Top Design who combines a strong analytical process which, combined with creative flair, created a new logo which perfectly positions us as one of the country's most innovative Choruses. Better yet, everyone in the Chorus loves it!"

To see the fabulous new logo and new website click here!

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