



Peninsula Chinese Business Association

美國華聯商會

Leading because we care

September 1, 2022

Dear Members and Friends,

We now realize that COVID will stay with us longer than we anticipated. Many people are resuming their lives, preparing for a new era.

I have heard of many new businesses launching, catching the economic pulse. Some ideas involve marching into new market segmentations, while others involve investment in presence through mergers and acquisitions. They all are great ideas, but I hope they do not miss out on one essential resource. It is people.

I want to share one of my professor's favorite stories that he tells students every semester:

One night, a father was busy preparing for the next morning's presentation after a long, bad day at the office. His son, who wanted to play basketball, kept on pestering him. Finally, fed up, the father ripped a globe picture from a magazine and tore it into a hundred tiny pieces.

"Here, son, go ahead and try to put this back together first, then we play."

He hoped that this would keep the little boy busy long enough for him to finish work. To his amazement, his son returned with the globe perfectly back together after fifteen minutes. Father was shocked and speechless for a few seconds, then he asked.

"Son, how did you do that?"

The son smiled gently and replied.

"Dad, on the other side of the globe, there was a picture of a person, and once I got the person together, the world was okay."

Successful businesses come from realizing and supporting the most valuable resource - people.
A great idea requires great people to make them happen.

Best wishes,

Johnny DaRosa

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