



美國華聯商會

Peninsula Chinese Business Association

50 Victoria Avenue Suite # 208, Millbrae, CA 94030

May 1, 2020

Dear Members and Friends,

I love storytelling. I think life stories are the best influential tools to motivate people. The following story is one of my favorites that I use for mentoring, particularly for my executive students.

A small rustic workshop sat on the riverside in a tiny Spanish village in Spain. A young tourist man complimented the mid-age Spanish jewelry maker on the quality of his creation and asked:

"Heh my friend, your creation is beautiful - how long did it take you to make them?"

Jeweler: ***"Not very long," the jeweler answered with a smile.***

Young Man: ***"But why didn't you work harder and produce more?"***

Jeweler: ***"Those are my small creations that were sufficient to meet my needs and those of my family."***

Young Man: ***"But what do you do with the rest of your time?"***

Jeweler: ***"I sleep late, fish a little, play with my children, and visit surrounding villages with my wife. In the evenings, I go into the town to chat with friends, have a drink or two, play the guitar, and sing a few songs. I have a full life that gets me going."***

Young Man: ***"Wait a minute! Listen, my friend, I have a MBA from a top business school, and I can help you improve your life! It would be best if you started working longer every day. You can sell the extra jewelry. With the additional revenue, you can move to a better workshop."***

Jeweler: ***"And after that?"***

Young Man: ***"Good question! Here is the caveat, listen carefully. With the additional money, you can buy a more extensive workshop. Or, you may build your factory and buy the best equipment with the newest technology. You then hire workers to work for you, and so on until you create your empire. Instead of selling your jewelry to the middleman, you can then negotiate directly with the retailers or maybe open your shops. By then, you can leave this tiny village and move to Barcelona, London, Paris, or New York. From there, you can direct your huge new enterprise."***

Jeweler: ***"How long would that take?"***

Young Man: ***"Well! If you are smart enough like me, maybe twenty years."***

Jeweler: ***"And after that?"***

Young Man: ***"Afterwards? Well, my friend, that's when it gets fascinating. When you get big, you can start trading your stock in Dow Jones and make millions or billions, like the world-famous jewelers Tiffany and Mikimoto."***

Jeweler: ***"Billions? Really? And after that?"***

Young Man: ***"Hah! After that, you will be able to retire. Live in a tiny village near the coast, sleep late, play with your grandchildren, catch a few fish, walking hand-in-hand with your wife in the surrounding villages. Spend your evenings drinking and enjoying life with your friends."***

There is a lyric from a song in the movie "The Lion King" that goes, "In the circle of life, it's the wheel of fortune." There is no guarantee to win a prize. The moral is: Know where you're going in life. You may find that you are already there.

Enjoy what you have today.

Warmest regards,

Johnny DaRosa

Johnny DaRosa

President

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致：美國華聯商會會員及朋友們，

我喜歡說故事，更認為一些生活化的故事，令人們對生命的意義將有更深的領悟，亦有啟發及激勵的作用。我經常面對一群任職管理層的學生，頗富挑戰性。以下不單是我一則最喜歡的故事，亦是我作為引導學生的教材。

一位年輕遊客到西班牙遊覽，來到一條小村莊，發現靠近河邊有一間古色古香的珠寶工作坊，珠寶款式非常別緻。年輕人對這位中年西班牙珠寶工匠讚不絕口，然後問：

「嘿，朋友，你的珠寶款式很不錯，製作花時嗎？」

珠寶工匠微笑道：「沒花太多時間。」

年輕人好奇問：「那你怎不勤力點，多造些珠寶出售？」

珠寶工匠輕鬆回答：「這都是我的小創作，收入已足夠一家人生活。」

年輕人有點疑惑：「那你每日閒來，怎打發時間？」

珠寶工匠悠然自得：「我睡到日上三竿，逗逗孩子、釣釣魚，也喜歡和太太遊遊附近的村莊。到晚上，我到城裡和朋友聊天、喝兩杯。如有興致，更會自彈自唱。生活很充實。」

年輕人不能理解：「朋友，我沒聽錯吧！不過不打緊，你今天走運遇上我。我擁有頂尖名校的工商管理碩士學位，絕對可以幫助你改變命運。首先，你應製作更多珠寶出售，賺更多錢，然後買一間設備較好的工作坊。」

珠寶工匠洗耳恭聽：「之後呢？」

年輕人眉飛色舞：「好問題。我已為你度身訂造全盤計劃，請你認真聆聽我建議的每一步；當你有更多資金，你可以考慮興建一座設備完善的高科技廠房，聘請更多員工為你效勞。當企業發展順利，持續擴展，你應該與零售商直接談生意，無需經中間人。或者乾脆開設零售店，這些策略

都會令你進賬更多。這時，你便可以離開這條簡陋村莊，見識世界知名的大都會。你可以選擇遷往巴塞羅那、倫敦、巴黎或紐約。之後就繼續發展你的企業王國。」

珠寶工匠好奇問：「那要花多長時間？」

年輕人得意洋洋：「如果你像我一般聰明，大概 20 年吧！」

珠寶工匠思索一會說：「之後呢？」

年輕人雙眼發亮：「之後？朋友，成功企業家這稱號令你變得更心雄了。當你的企業王國繼續壯大，你便可發行股票，你單在道瓊斯股票市場，便可賺取數百萬，甚至數十億元的財富。那時，你便可與世界知名的珠寶商人 Tiffany 及 Mikimoto 平起平坐了。」

珠寶工匠有點難以置信：「數十億元？真的嗎？之後呢？」

年輕人滿足笑道：「之後？你便可以安心退休了。你可選擇居住在靠近海邊的小村落，睡到日上三竿，閒時弄孫為樂，又可釣釣魚。黃昏時和太太手挽手在附近的村落散散步，晚上與朋友碰杯話當年... 多寫意。」

電影「獅子王」，主題曲的歌詞寫道，" 生命之輪，尤如幸運輪盤 "。我們活在生命之輪，一生與命運博弈，實在沒有必勝之術。今天你的賭注是什麼？我們窮一生追求既定目標.....回頭一看，可能發現自己早已身處其中！珠寶工匠是天生淡泊名利？還是早已看透世情？

享受今天你所擁有的，

祝大家安好，

美國華聯商會 會長，

Johnny Darosa

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二零二零年五月一日

中文翻譯：Doris Wong (嘉嘉工作室創辦人)