

A TRUE STORY

A rich businessman was at the pier of a small coastal Mexican village when a small boat with just one fisherman docked. Inside the small boat were several large yellow fin tuna. The businessman complimented the Mexican on the quality of his fish and asked how long it took to catch them.

The Mexican replied "Only a little while." The businessman then asked why didn't you stay out longer and catch more fish?" The Mexican said he had enough to support his family's needs.

The businessman then asked, "but what do you do with the rest of your time"? The Mexican fisherman said, I sleep late, have fun in the sea fishing and sailing a little, play with my children, take a siesta with my wife, Maria and then stroll down to the village each evening where I sip wine and play guitar with my amigos. I have a happy, full and great life, senior."

The businessman scoffed, "I am a Harvard MBA and could help you. You should spend more time fishing and with the proceeds buy a bigger boat. With the proceeds from the bigger boat you could buy several boats, eventually you would have a fleet of fishing boats. Instead of selling your catch to a middleman you sell directly to the processor; eventually opening your own cannery you then control the product, processing and distribution.

You could leave this Small coastal fishing village and move to Mexico City and then eventually to NYC, where you would run your expanding enterprise." The Mexican fisherman asked, "but senior, how long will this all take?" 10-15 years," was the reply.

But what then senior? "The businessman laughed and said, "Well that's the best part. When the time is right you would announce an IPO and sell your company's stock to the public and make millions."

"Millions, senior? Then what?" Triumphantlly, the businessman Replied, "You would retire. And then move to a small coastal Fishing village where you would sleep late, have fun in the sea Fishing and sailing a little play with you kids, take a siesta with Your wife and stroll down to the village in the evenings where you Could sip wine and play guitar with your amigos!