



A bonfire story

(Unknown origin)

The message - to meet the joy up close

An American businessman stood on the pier in a small Mexican fishing village. A small boat was anchored nearby, laden with several freshly caught tuna. The American approached the boat, peered inside, and noticed the fisherman sitting beside his impressive haul.

"Congratulations on this impressive catch," the American said. "How long did it take you to catch these?"

"Not long," the Mexican replied.

"Why don't you stay out longer and catch more?" the American inquired.

"I have enough to provide for my family," the fisherman explained.

"But what do you do with the rest of your time?" the businessman pressed.

"I wake up late, fish a little, play with my children, take a siesta with my wife, Maria, and stroll into the village each evening where I enjoy some wine and play guitar with my friends. I have a full and happy life, sir."

The American scoffed. "I have an MBA from Harvard," he boasted, "and I can help you. You should fish longer, buy a bigger boat with the profits, then buy several boats until you have a fleet. You could sell directly to processors, eventually opening your own cannery. You'd control the product, processing, and marketing. You'd move to Mexico City, then Los Angeles, then New York to run your expanding enterprise."



"But sir, how long would all of this take?" the fisherman asked, bewildered.

"Fifteen to twenty years," the American replied confidently.

"And then what, sir?"

The American laughed heartily. "That's the best part! When the time is right, you'd sell your company stock to the public and make millions!"

"Millions, sir? And then what?"

"Then you could retire! Move to a small fishing village on the coast, where you could wake up late, fish a little, play with your kids, take siestas with your wife, and stroll to the village in the evenings to sip wine and play guitar with your friends."

Food for Thought:

On Lag BaOmer, it is customary to cease the mourning rituals and rejoice.

What already exists in my life and brings me much joy?