

## *Ah, the simple life!*

**Life is  
not a  
race,  
but a  
journey  
to be  
savored  
each  
step of  
the way.**

The American businessman was at the pier of a small Mexican coastal village when a small boat with just one fisherman docked. Inside the boat were several large yellowfin tuna. The American 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 American then asked why he didn't stay out longer and catch more fish.

The fisherman said he had enough to support his family's immediate needs.

The American then asked, "But what do you do with the rest of your time?"

The fisherman said, "I sleep late, fish a little, play with my children, take siesta with my wife Maria. Then I stroll into the village each evening where I sip wine and play guitar with my amigos. I have a full and busy life, señor."

The American scoffed, "I am a Harvard MBA and I 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 would sell directly to the processor, eventually opening your own cannery. You would control the product, processing, and distribution. You would need to leave this small coastal fishing village and move to Mexico City, then Los Angeles, and eventually New York City where you would run your expanding enterprise."

The fisherman asked, "But señor, how long will this all take?"

"Fifteen or twenty years."

"But what then, señor?"

The American laughed and said, "That's the best part. When the time is right you would sell your company stock to the public and become very rich. You would make millions."

"Millions, señor?"

Then what?"

The American said, "Then you would retire and move to a small coastal fishing village where you would sleep late, fish a little, play with your grandchildren, take siesta with your wife Maria, and stroll to the village in the evenings where you could sip wine and play your guitar with your amigos." ■



Do not run through life so fast that you forget not only where you have been, but also where you are going.

Our main purpose in life, as Martin Luther said, is "to love God and enjoy Him forever!" And, I might add, to help others enjoy life by telling them of God's love and the happy life He gives!—*David Brandt Berg*