

**Karina Wong Teaches Immigrants Entrepreneur Secrets
Former Director of Business Outreach Center Releases A New Book,
My First Pot Of Gold, Very Clear and Informative**

--Reporting from New York, Zhi Yi Chan

It is hard enough to start a business, but to start one in a place where you may not know the language or have someone to help you is even more difficult. In order to help Chinese immigrants become successful entrepreneurs, Karina Wong, former Director of Business Outreach Center at Chinatown Manpower Project, spent the past year and a half writing a new book, *My First Pot of Gold: An American Business Handbook for Chinese Immigrants*. At the book release press conference on July 25th, Ms. Wong said that by combining clear and straightforward answers with different success stories of real entrepreneurs in different industries, the book teaches how to correctly grow and manage a business to make your “first pot of gold.”

Ms. Wong graduated from Indiana University majoring in Business Management and worked for JPMorgan Chase as a financial analyst. Later she realized that she wanted to focus on helping the community so she became Deputy Executive Director at CMP where she assisted many immigrant entrepreneurs.

At the press conference yesterday, Ms. Wong said that Chinese immigrants face challenges of limited capital, linguistic and cultural barriers. For example, marketing in America is very important, but immigrants may not have exposure to these concepts from their home countries. In addition, the government offers many entrepreneur resources, but most are not translated into Chinese so immigrants are unable to use them.

My First Pot of Gold is written in Chinese and English. Ms. Wong wrote the book in English and hired a translator to convert the book into Chinese. She invested her own money to publish the first print of 3,000 books. She said she learned from her parents who run a restaurant in Chicago, which added to her knowledge to create a good business idea. Also, input from professional lawyers, accountants, bankers and successful business owners helped her to successfully finish the book. Now she feels very happy and relaxed.

Ms. Wong does not want to say how much she invested in publishing the book. “I just hope this book can help a lot of Chinese immigrants and the community to grow.” In the book, she uses different perspectives to cover business planning, marketing, business regulations, capital and management to teach immigrant entrepreneurs how to “find gold” in business. In the book, she uses many case studies and examples of successful Chinese entrepreneurs as well as a business plan template and list of resources.

Ms. Wong commented that at the moment she does not plan on writing a second book. This fall she will be attending London School of Economics to get her Master’s degree. The book will be available August 10 at World Journal bookstores or you can purchase online at www.myfirstpotofgold.com.

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LOCAL NEWS

地方新聞

美東焦點

黃潔芝傳授移民創業要訣

商輔中心主任發表新書「第一桶金」內容清楚易懂

↓商業輔助中心主任黃潔芝25日舉行「第一桶金」新書發表會，提供華裔移民創業秘訣。

(本報記者陳芝怡攝)

【本報記者陳芝怡紐約報導】創業本已相當不易，要在人生地不熟、語言不通的異鄉創業，更是難上加難。為了幫助許多有心在美創業的華人成功發展，商業輔助中心主任黃潔芝(Karina Wong)以一年半時間，完成新書「第一桶金：華裔在美經商秘笈」(My First Pot of Gold: American Business Handbook for Chinese Immigrants)，她25日表示，希望以清楚易懂的內容，配合各領域成功人士現身說法，教授移民創業者如何正確發展與經營，賺取人生的「第一桶金」。

黃潔芝畢業於印地安那大學，主修商業管理，曾任職摩根大通投資銀行，為財富五百強公司提供財務方面建議。喜歡從事社區服務工作的她後來選擇到華埠人力中心工作，擔任副主任，並曾輔導許多移民創業。

黃潔芝昨日舉行新書發表會，她表示華人在美創業面臨資源的限制、語言和文化等障礙，舉例來說，「行銷」的觀念或許在美國很普

遍，但華人或許來自的社會並沒有類似的概念。另外市府其實提供許多資源，但因為沒有翻譯，華人都未加以利用。

「第一桶金」是以中、英雙文對照出版，黃潔芝以英語寫作，聘請翻譯翻成中文，自己花錢出版，首刷三千本。她說，父母在芝加哥經營餐館，加上自己的學習和工作經驗，提供良好的概念，此外，多位專業律師、會計師、銀行官員和成功業主也熱心指點幫助，讓她順利完成該書，「現在心情覺得很輕鬆，很開心。」

黃潔芝不願透露到底「自掏腰包」花了多少錢出版書籍，「我只希望這本書能幫助華人與社區成長發展。」書中從商業計畫、市場行銷、商業規章、融資貸款、生意管理等多角度指導移民創業者如何在美「尋金」創業。書中並大量使用個案分析，加附許多華裔成功創業典範，並提供商業計畫模式、創業輔助機構等實用資源。

黃潔芝說，目前暫時未有第二本書的寫作計



畫，她於今秋將到倫敦經濟學院攻讀碩士學位。「第一桶金」將從8月10日起在世界書局銷售，有意者也可到下列網站購買：www.my-firstpotofgold.com。