



CEO and Village Libraries

首席执行官和乡村图书馆

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“Connecting people through the gift of knowledge.”

—Xinhua Finance Library Foundation

序



Once on a business trip, I picked up an in-flight magazine in the airplane and happened to read an article about a poverty-stricken area of the Ningxia region of northwest China called Haiyuan. Haiyuan is classified by the United Nations as one of the least suitable places for human beings to live on the planet. Working in Asia as I have for many years, I have witnessed the rapid development of China, especially the prosperous coastal cities with their row upon row of skyscrapers. But in Haiyuan, I found another different world.

I was born in the United States, but poverty has cast a shadow over my life too. I grew up in the southwest of the U.S. and an accident took away the life of my husband and also made me a single mother burdened with raising my children, worrying each day about life and my children's future. But I always had a determination to overcome these difficulties and create a bright future for my children. After a long struggle, I finally shook off the shadow of poverty and my wish for my children came true. The people I met in Ningxia brought back memories of those days when I was fighting for the future of myself and my children, as well as memories of the many people who helped me along the way. At that moment, while reading the article in that in-flight magazine, I decided to make a trip to Ningxia.

On an October day in 2005, I arrived in Haiyuan County. I had some previous knowledge of the place, but I was still stunned by the living conditions there. The dry loess plateau stretching as far as the eye could see, scarred by deep ravines, the arid soil which is often unable to bear crops due to the lack of water. In some years, rain falls here no more than once or twice.

In the midst of this bare yellow land, I found myself in an "oasis", a place that moved me deeply. It was Cangwan Village. A villager named Li Chenglin, understanding the importance of knowledge, had donated some space in his home and created a library where the villagers could

chat and read after work each day. As they read the books and passed the time using the facilities, the villagers forgot for a while about the hardship of their lives. Through this tiny library, they gained access to knowledge and new ideas outside their villages and most importantly gained the ability to pursue their own dreams. Over the years, Mr Li put in a lot of time, effort and money to develop the library, and it even pushed him into debt. In the early stages, the villagers did not fully appreciate the significance of what Mr Li had done, but in the face of some criticism, he persevered. Now, I could see in the faces of the villagers the respect and gratitude that they felt for Mr Li. I felt sorry for this barren land, but I really appreciated Mr Li for his kindness and for his vision.

As I returned from Ningxia, I thought about what meaningful help I could give to these villagers, to help widen their horizons and help to lift them out of poverty.

We founded Xinhua Finance in 1999 to bridge China's financial markets and the world. Since then, the rapid growth of the Chinese economy has drawn global attention, and China has become a hot spot of foreign investment. We offer reliable financial information services to investors while simultaneously enhancing market transparency and information disclosure standards for China with world-class methodology and practices. We help to keep investors abreast

of the rapidly growing financial and commercial markets of China. Over the years, we had gradually met the goals we set for ourselves at the beginning. Now, I felt we could build another bridge, a bridge of knowledge to help the people of Ningxia and other poor areas to acquire knowledge and shake off their poverty. So the Xinhua Finance Library Foundation was founded with the motto "Connecting people through the gift of knowledge". We decided to build one library each year in one remote village in China and provide it with books to help the people there lift themselves out of poverty.

In line with our plan, the Foundation donated money and books to Mr. Li's library in 2005. Then in 2006 and 2007, we built libraries in Youfangyuan Village and Beitang Village, both in Haiyuan County. In 2008, another Xinhua Finance library will be completed in Inner Mongolia.

This book is actually the story of how we have built village libraries in Ningxia and Inner Mongolia, and includes photographs that help to preserve those pleasant days in my memory. Leafing through this book, I felt all those moments come back once more and touched me in the very depth of my heart. The village kids are smiling innocently, our staff members laugh happily with villagers during the construction of the libraries, we are all sweating during the work on those scorching summer days, and we were all sad to finally say farewell to the villagers.

I would like to take this opportunity to extend my heartfelt gratitude to our publishers and Hua Yi Publishing House. Thanks to your support and help, we are able to publish this book which we hope will raise awareness of the people living in poverty-stricken areas of China. Meanwhile, we hope it will also prompt more people to consider and explore effective approaches to helping local villagers to improve their lives and embrace a bright future along with us.

Finally, my sincere thanks also go to the staff members of Xinhua Finance around the globe. I thank you for donating books, stationery and money to our library project. Some of our staff even traveled long distance alone or with their families to the work site in Ningxia where they worked on the building of the library – carting dirt, offloading bricks, getting totally involved in the library construction. I want you all to know that your help and dedication have had an impact, and have helped the villagers to feel that they are cared for, helped them know more about the world outside their villages and also given me the courage and strength to push forward with our library foundation.

Fredy Bush
CEO, Xinhua Finance

在一次商务旅行的途中，一个偶然的機會让我从飞机上提供的杂志里读到了一篇有关中国宁夏贫困地区的文章，知道了海原这个曾被联合国列为最不宜人类居住的其中一个地区。我在亚洲工作多年，亲身见证了中国飞快的发展，沿海许多大城市经济繁荣、高楼大厦鳞次栉比。但是，在海原这块土地上，我看到了另外一个世界。

我来自经济发达的美国，但我的生活也曾笼罩在贫困的阴影之下。我生长在美国西南部，一次意外事故夺去了我丈夫的生命，也把我变成了一个单亲妈妈，独自支撑起养育两个孩子的重担，每天为生计发愁，每天为孩子们的未来担忧，但我心底始终有一个坚定的信念——我要走出困境，我要给孩子们一个美好的未来。几经奋斗，我终于走出阴霾，实现了自己的梦想。宁夏的人们让我想起了自己那段与命运不断抗争的日子，也让我想起了许多帮助过我的热心人，更促使我亲自前往宁夏。

二零零五年十月的一天，我终于踏上了中国西部的这块土地——宁夏地区海原县。虽然事先有所了解，但这里艰苦的生活环境还是令我震撼：黄土高坡沟壑纵横、一望无际，干涸的土地上有时会颗粒无收，因为那里严重缺水，往往一年也不下几场雨。不过，在这片枯黄原野中，我惊喜地发现了一块“绿洲”，一个让我感动的小天地——苍湾村成林文体大院。村民李成林先生知道知识的重要，于是自发把自己家的一个角落改为图书馆，为当地的村民们提供一个在劳作之余可汇聚交流的地方，里面的书籍和文娱用品让大家暂时忘却生计的艰辛，让他们有机会接触新事物，品味知识的甘美，赋予他们追寻梦想的能力。李先生多年来为这个小天地出钱出力，甚至为此而举债。最初，李先生得

不到村民的认同，受尽讥讽，可是他在一片冷言冷语声中还是无私地坚持下来。今天，我从村民的眼睛里、行为中，看到他们对李先生的真诚尊重和无言感激。我感叹这里的贫瘠，但我更赞叹李先生有这样金子般珍贵的爱心和远见。

宁夏之行后，我一直在思索，如何为村民们提供最有帮助，开阔他们的视野，改变他们的处境？

当初我在中国成立新华财经，是希望架起中国金融市场与世界之间的桥梁，在中国经济腾飞吸引世界目光，外资纷纷涌入成为外国投资热土的时刻，为外国投资者打造专业可靠的财经资讯作为其投资决策的参考，提高中国的信息披露和透明度，将世界一流的方法和最佳惯例应用于中国市场，使投资者可以与快速发展的中国金融和商业市场保持步调一致。经多年的努力，公司已逐步实现了始创之时的目标。我想我还可以在中国建造第二座“桥梁”，一座知识的桥梁，帮助中国宁夏和其它贫穷地区的人们获得知识，摆脱贫困。于是，新华财经图书基金会成立了，其宗旨就是：知识是连接心灵的桥梁，致力每年都在中国的偏远乡村兴建一座图书馆，并为之提供书籍，帮助当地的人们知识脱贫。

按照计划，新华财经图书基金会于2005年为李成林先生的图书馆捐助了资金和书籍；2006至2007年，我们又在海原县的油坊院村和北塘村各建立了一所图书馆。2008年，位于内蒙古地区的新华财经图书馆也将计划兴建。

本书记录了我们在宁夏和内蒙建立图书馆的故事，其中的照片将那些美好的日子永远地凝固下来，永恒地留在我的记忆中。翻阅这本书时，村里孩子们天真无邪的微笑，公司员工与村民们共建图书馆时爽朗的欢笑，大家在烈日下劳动时撒下的汗水，分别时依依不舍的情谊……一幕一幕又映现在我的眼前，至今依然让我感动至深。

借此机会，我要向本书的出版者修正文库和华艺出版社表示衷心的感谢。因为你们的大力支持和帮助，本书得以顺利出版，从而让更多的人去关注和了解中国贫困地区的人们，也让更多的人去思考，去探索最行之有效的方法，改变当地人的命运，让他们和我们一样，共同迎接灿烂的明天。

另外，我也要向新华财经世界各地的员工表示感谢，感谢你们无私捐助书籍、文具和资金，有些员工甚至还与自己的家人亲自来到宁夏，打地基、运土、搬砖……，满怀热情、一砖一瓦地参与到图书馆的建设中。我很想告诉大家，你们的帮助和爱心正在发挥作用，让很多人真切感受到人间的真情和关爱，让很多人看到了自己乡村之外的世界，同时也给了我新华财经图书基金会继续推进下去的勇气和动力。

新华财经首席执行官
布希

目 录

090	北塘图书馆的故事	/ 竞争	/ 图书馆	/ 一万块	/ 女儿	/ 儿子	附录: 马明虎的五个最 The Dream of An Honest Man: An interview with Mr. Ma Minghu	Appendix: Mr. Ma Minghu's five top "most" list
074	油房院图书馆的故事	/ 中选	/ 灰尘	/ 愿望	/ 梦想与石块	马国礼采访手记	附录: 马国礼的四个最 The Story of Youfangyuan Library	Choice Dust Wishes Dreams and Stones: An interview with Mr. Ma Guoli
036	苍湾图书馆的故事	/ 心灵的的生活	李成林采访手记	/ 附录: 李成林的二十个最 Encounters Rich Spiritual Life: An interview with Mr. Li Chenglin	Appendix: Mr. Li Chenglin's 20 top "most" list	The Story of Cangwan Library	Profile of Mr. Li Chenglin	Library
030	第二章 宁夏: 三座图书馆的故事	李成林这个人	/ 图书馆	/ 馆长	/ 忙碌	/ 苦恼	/ 馆长夫人	/ 留言簿
012	第一章 内蒙: 寻找一座图书馆	Chapter 2 Ningxia: A Tale of Three Libraries	Chapter 1 Inner Mongolia: Locating a Library	序	Forward	006	006	006

Contents

跋	190
Postscript	
新华财经员工志愿者小组名单	
A list of Xinhua Finance Library Foundation volunteers	184
附录 新华财经的图书馆工程	
Appendix Xinhua Finance Library Project	
故事远未结束 / 现场 / 片断	168
The Story is Far From Its Ending At the Site Fragments	
故事的进行 / 细节 / 理解 / 理性和感性 / 采访手记	158
The Story Goes On Details Understanding Sense and Sensibility: An interview with Ms. Chloe Meng	
故事的展开 / 电话 / 工地 / 邮件 / 课堂冲击与回报 / 采访手记	144
The Story Unfolds Phone Call Work Site Emails Impact and Ensuing Reward: An interview with Mr. Andrew Miller	
故事的由来 / 杂志 / 母亲 / 邮件 / 一种爱 / 采访手记	118
The Story Starts Magazine Mother Emails An Aspect of Love: An interview with Ms. Fredy Bush	
第二章 三座图书馆的同一个故事	114
Chapter 3 The Same Story Shared by Three Libraries	

Chapter 1 Inner Mongolia: Locating a Library

Time: 8:00 am, 15th October, 2007

Location: on the way from Hohhot to Qingshuihe County



第一章 内蒙：寻找一座图书馆

时间：2007年10月15日早上八点整

地点：开往呼和浩特市清水河县的路上



初秋十月的早晨，中国北方的晴空湛蓝开阔，白云稀淡，空气中一片干爽清冽的寒冷。

一辆白色的面包车已经开出了呼和浩特市，在前方越来越宽敞人稀的公路上，静静地加速。

车窗边，一片又一片白桦林迅速滑过，内蒙古清晨特有的橙红色阳光将车身照得愈加洁白，车体两旁，红色的红十字会标志在阳光里一晃而过，车子超过了前面路面上三两驾吐着浓烟、突突作响的拖拉机，接着超过一辆慢挪着方步的牛车，那老牛半闭着大眼，嘴悠悠地嚼着什么，突噜噜一声，鼻子里喷出一腔清白色的雾气。

车里，一群外省城里打扮的人，枕靠大包小包的摄影器材，长枪短炮，装备齐全，一看就知道不会是红会的专业队伍。同样明显地，他们此行好像有着某个明确的目的，因为他们往车外的张望，更像是为了计算车子距离目的地的远近和车子到达的时间。

车子一路开来平坦无碍，一过小小的乌兰不浪收费站，车子便进入呼和浩特下辖的县城地界，秋天的内蒙公路，由此开始漫展她独有的美丽。

这一段已经开始是土路，轮子时遇小小的颠簸，直由座位传上来，目光随之震颤，让窗外原本就色彩鲜艳的红枝黄叶，更加肆无忌惮地浓郁热烈。车轮驶过，更有地上的黄色落叶向两边飞扬开来，像两条在风里微微飘起的绸缎。绸缎舞动的路线，直朝清水河县引去。车里有人在看表，看来目的地即在不远。

清水河县，位置在呼和浩特市的南端，正处内蒙古高原和山陕黄土高原的中间地带，距离呼和浩特市116公里。这片开阔无际的土地，几乎全部是低山丘陵，车子开始在绵长蜿蜒的山路上兜转，举目之处，似乎只有土黄的平坡，坡上一层薄薄的草皮，秃长着三四棵孤独的树，伫立在太过广袤的天穹之下。远山还有几畦嫩绿的土地，整齐堆起几捆黑色的枯荞麦垛，乖巧周正的样子，竟透着一点苦涩的幽默感。

只是，这眼中艺术品般的风景，怕是经不起观赏者的细究。走到近旁，这土地的荒芜和乏善可陈，便了然在车上面这些外来客的眼里心里，打散他们心头正袅袅升起的诗情画意。

也难怪，在清水河县2859平方公里的总面积里，只零散分布着13.5万人口，这些人里的11.6万，全部都是靠天吃饭靠雨吃水的农民，而上苍给他们赖以作为家的这片土地，几百年不变地风多雨少，十年九旱，所以，天边地头咧开一条条的阡陌纵横的沟壑，像老天摊开的无奈的粗糙大手，像农人不堪劳苦额上掌上，皴裂一道道的新伤旧痕，像一代代清水河人希望破灭，心上割下的一片片伤口。

这清水河县没有水，就算有，也顶多是一年里辛苦巴巴攒的一点雨水，混得像黄汤，土腥土腥。清水河，不过是一个美好的祈愿罢了，县里人早懒得去做一丁点乐观的联想。

