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Norona opening up

Dave Norona, Special To North Shore News

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Over the last 20 years, I have been very fortunate to have gotten out and explored the world through different adventures.

Each one has taught me a great deal about how people live in other parts of the world. I've had many eye-opening experiences and have learned to live every day to its fullest, enjoying every moment.

Through racing I've also experienced many other things, like how to push my limits when my body might suggest that it can't go any faster or further. I've also had to teach myself how to market my sport and work with amazing companies who lend me their support.

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I've had many wonderful experiences, which is why, after 20 years, I still love to get outside, get dirty and experience new things. Although my racing career may have slowed down, my epic adventure schedule has done nothing but speed up with amazing days outside everyday. I just can't stop!

I recently created a new business called Norona Life. People always tell me how lucky I am and how much cool stuff I get to do and they're totally right. What many of them don't see is the dedication and hard work that goes into making my life happen. It'll never seem like work to me, as hard work is something I thrive off of.

Norona Life was created to help others succeed in their own personal goals -- to take someone from good to great in all aspects of their life.

I want to help young athletes who today are taught all the skills to make them better but are not often taught how to deal with losing or how to market themselves and learn to create their own business model to help pay for their own ticket to play.

New athletes are also a big focus, as they often need help learning proper training techniques in a simple and fun way to maximize their time. They also need help with the right gear so they spend less time and money to get equipment that suits their needs.

And finally, it's my goal to show people and companies how to be proactive in creating a positive environment from which to live, work and play. Business and sport are not that different and travelling all around the world working with different individuals in tough situations has taught me the value of teamwork and how to cheer for others as they excel so they in turn can cheer for you.

What are your goals? Where do you start? How do you create the perfect well-rounded plan to make it all work? Through Norona Life, I hope to provide people with the answers as I've done it myself and can design a program to suit your needs no matter what they are. If you or someone you know needs a little help to keep on your path, then check out Norona Life, at www.noronalife.com, and get on track today!

Adventurer Dave Norona hopes you're getting exactly what you want out of life. If you're not, then change what you're doing. His wisdom is supported by Advil, Powerbar and Seymour Bean.

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