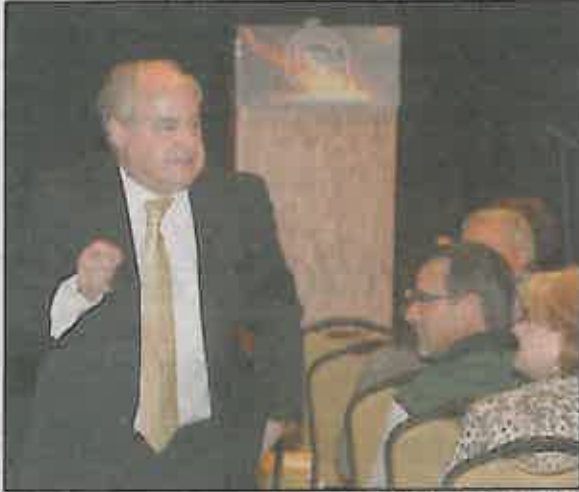


Bossio: Without passion, no one is coming to visit



JESSICA NEELMS | THE JOURNAL

The very animated Norm Bossio delivers a presentation titled, "Staying motivated when the mission seems impossible," Tuesday at The Heritage Development Summit at Clemson University's Madren Center.

BY JESSICA SIBLEY
THE JOURNAL

CLEMSON — The Heritage Development Summit at Clemson University's Madren Center continues to focus on growing the state's historic corridor with sustainability in mind.

On Tuesday morning, Norm Bossio delivered a keynote speech titled, "Staying motivated when the mission seems impossible."

In regards to the tourism industry and land preservation, Bossio was frank about why it's so crucial to be smarter about our actions when it comes to development and enticing people to come visit our state and cities.

"Sure, with gas so high, people aren't jumping out of their seats to hit the road," he said. "But they will travel for a wedding, a funeral, for a child's

sporting event. The point is, people will travel when it's important. Make them feel like visiting South Carolina is important."

The way to do this, he added, is to stay motivated as a single entity.

"Look, if you hate your job, find something else," he said. "If you're constantly complaining about what isn't working, you have no time to focus on making it better or focusing on building up what's good. Think about our children. We not only have to hone in on leaving a beautiful place for our kids, we have to be aware that they are watching everything we do. They never listen to us, but they emulate everything they see us do. If we're complaining, we're nurturing a generation to complain, too."

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BOSSIO: 'Effort without vision is drudgery,' he said

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He added that sometimes, it's better to think more like a kid, as becoming close-minded so often gets in the way of positive growth.

"Think about it," he said. "As a kid, our perspective and our minds are wide open. As soon as we get a Ph.D., that window gets a whole lot smaller. Go figure. Feel that joy as a kid. Project that positive energy onto others as customer service representatives. People feed off of your energy, and it will either make them want

to come back or make them want to stay the hell away."

And while Bossio makes a living as a speaker and motivator, he knows that you can't change people, but you can change yourself.

"Vision without effort is fantasy," he said. "Effort without vision is drudgery. We have work to do, but it should be done like a performing art. If we can keep people's attention, if we can give people a reason to come here, then any mission is indeed, possible."

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