

FOCUS OUR
MAUI ISLANDS
NUI OUR FUTURE

PROFILE

The individuals featured here are your neighbors, friends, co-workers. They all share one thing: a true concern for the future of our island home and the willingness to become part of the building process.



Name:
Chuck Bergson

Residence:
Ka'anapali

Occupation:
President & CEO,
Pacific Radio Group

How have you been inspired to take action or involve others in building the future we all want?

I feel the one Focus Maui Nui value that really aligns with what we do here is "involvement." Communicating with the community, communicating with the people, giving them an opportunity to give feedback as well. In other words, our radio stations offer people an opportunity to "buy in," by giving them a voice.

Focus Maui Nui is also about building community. How do you see yourselves fitting into that strategy?

I think Focus Maui Nui can serve as a place to channel information. Focus Maui Nui has gone out to the community, gathered lots of information and pulled it together. They have started to develop a keener sense for what diverse groups of the community want. Now it's a matter of getting that information and giving it back to the community so that again, it's that concept of "buying in". Focus Maui Nui's role is to process information, then allow the community to buy back into the programs, ideas and concepts so that they'll continue to provide more input, more feedback – it's a two-way street.

What message do you want to send out to your fellow residents?

My advice to fellow business people is to get involved -- give back, it feels good. I'm involved with a lot of different organizations from the hospital foundation to the Lahaina Restoration Foundation to developing a new school for West Maui. You take something away each time, develop great friends and relationships and get a great sense of fulfillment in giving back. If you need some ideas, go to www.focusmauinui.com.

FOCUS MAUI NUI: *The future rests with us...*

For information on how you, your group or company can get involved, contact 875-2300 or visit www.focusmauinui.com.