

Bucks County Courier Times
Business leaders look to 2006

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By WINSLOW MASON JR.

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Whether they're saving lives, keeping women in style or running childcare programs, Bucks County CEOs want to do more next year than just meet financial goals.

They're also interested in improving the community, raising money for charities and improving services, they said.

And, this week, while 60 percent of Americans are making personal New Year's resolutions, business leaders are creating professional goals as well, according to Michelle Swanda.

She's corporate marketing manager for The Principal Financial Group, a global financial services company based in Iowa that helps companies meet their financial goals.

"After completing an extraordinary year in 2005, business owners want to keep the forward momentum going into 2006, especially focusing on marketing and sales strategies," Swanda said.

They're also doing more to give back, she added.

The Courier Times asked five local business executives to share their hopes and resolutions for 2006.

Here's what they said:

DORRIT J. BERN, CEO, CHARMING SHOPPES INC., BENSALEM

"I wish that our young women had better role models in terms of body image. We will continue to give our customers knowledge and information about their fashion choices, their body image, their lifestyle, their families, as well as issues affecting women worldwide. We will continue to provide thousands of warm coats to children in need through our Keeping Kids Warm program. We'll also continue to be an advocate for women making a difference in their communities."

DON COLLIGAN, REGIONAL VICE PRESIDENT FOR BUCKS COUNTY, COMMERCE BANK

"Make Commerce Bank the bank of choice for Bucks County residents and businesses. Continue to increase our community relations outreach with area organizations. Continue to build new Commerce 'stores' in our market to provide convenient locations for all customers. Invest in new technology to offer the best products and services. Provide customer service refresher courses for employees to consistently provide our WOW! brand of customer service to consumers."

AUSTIN CLEVELAND, PRESIDENT/ CEO, LOWER BUCKS HOSPITAL, BRISTOL TOWNSHIP

"Try to deliver baby number 75,000 at Lower Bucks Hospital. Open the newest, most-modern, fastest, friendliest emergency room in the region. Open the hospital's new Sinus and Allergy Center to serve the needs of our patients. Expand our cardiac and vascular programs. To reach out and be more involved than ever before in the communities we serve."

**MICHAEL DOYLE, PRESIDENT, COMCAST CABLE EASTERN DIVISION
(SERVING BUCKS)**

"Continue to aggressively launch new video and high-speed products and continue to roll out Comcast Digital Voice across the Comcast service area. To tee up a great year of fund-raising for the Mommy's Light Lives On Fund by hosting the first-ever Mommy's Light Golf Tournament." (Mommy's Light is a nonprofit group whose mission is to comfort children coping with the loss or serious illness of their mother.)

ERIC STARK, CEO, LOWER BUCKS FAMILY YMCA, BRISTOL TOWNSHIP

"Fully implement new programming for nurturing special needs children in all of our program centers [Bristol, Bristol Township and Morrisville]. Solidify plans for building a new YMCA facility in Lower Bucks County. Start a capital campaign to build a new YMCA facility. Increase the number of programs to serve more low-income children and families in our service area. Enhance our use of technology to streamline operations, communication, and member services."

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