

The Talent Pool: How to Find and Keep Dedicated People While Making a Lasting Impact

About the Authors

Sharon Ryan, MBA



Sharon acquired Dasher, Inc. in 2009 with the goal of creating a forward-thinking and community-focused business that helps people to live happy and healthy lives. To do this, she transformed Dasher from a shipping and mailing production line environment to a data-driven, customer contact, services operation.

Sharon has a long service record supporting both commerce and the community of central Pennsylvania. She chaired the Capital Region Economic Development Corporation (CREDC) in 2015, having led the 2013 CREDC Campaign and raised \$2.5 million. Sharon also chaired the United Way of the Capital Region's Annual Campaign in 2013, successfully raising \$12 million to meet the needs of the less fortunate. She currently serves on the PennHOSA Foundation board, an organization dedicated to providing scholarships for higher education in health service professions.

Sharon is a graduate of Shippensburg University, earned an MBA from William Howard Taft University, is a long-time member of Vistage International, and holds Pennsylvania insurance agent licenses for life, health, annuities, property, and casualty.

Cynthia Tolsma, MBA, CPCU, CLU



As Dasher's executive in charge of our culture and engagement, Cynthia draws upon her extensive experience as a people leader of large organizations. An insurance industry executive, she developed expertise as well in business management, strategy development, process optimization, and performance measurement. Her nonprofit leadership gained Cynthia expertise in grant making and law enforcement.

Before joining Dasher, Cynthia oversaw eight regional operations totaling \$7 billion in revenue for Nationwide Insurance as field operations vice president. As executive director of an anti-crime authority, she led Pennsylvania's successful effort to reduce auto theft through grant making, law enforcement training, and public awareness.

Cynthia has chaired the United Way of the Capital Region Board of Directors and has held board and committee leadership positions for UPMC Pinnacle Health System, Pinnacle Health Medical Group, the United Way Foundation, and the Foundation for Enhancing Communities. She has served on the board and as a program volunteer with the Brethren Housing Association, which rehabilitates apartments for homeless single women with children and helps them build a future.

A graduate of Swarthmore College, Cynthia earned an MBA from the University of North Carolina at Chapel Hill, along with Certified Property-Casualty Underwriter and Certified Life Underwriter designations.