



Moving Information Forward
www.dasherinc.com

For Immediate Release

Contact: Rosanna Zettlemoyer
rosanna.zettlemoyer@dasherinc.com
717-234-3274

Dasher Executives Release New Book on Boosting Employee Productivity

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

Harrisburg, PA—Sharon Ryan, Chief Executive Officer and Cynthia Tolsma, Chief Culture and Engagement Officer of Dasher Services, Inc., release their latest book, *The Talent Pool: How to Find and Keep Dedicated People While Making a Lasting Impact*. In it, they outline the *Team Member Prosperity and Success Model* to transform ordinary people into extraordinary team members; while increasing productivity and decreasing employee turnover.

“Dasher exists to help people live happy, healthy lives. That’s our mission, not only for our clients but also for our employees,” the authors write. “Dasher is an example of a successful for-profit business that is committed to supporting economically fragile people.” Economically fragile people are uncertain about the continuous availability of life’s basic necessities for themselves and other people for whom they are responsible. “We believe our way of doing business is what makes us successful.”

The Talent Pool comes at a time of historically low unemployment and high turnover. The *Team Member Prosperity and Success Model* aims to improve employee retention to decrease expensive hiring costs. This book can help to expand a business, influence the economically fragile, strengthen brand identity and create economically stable employees.

The Talent Pool is an Amazon Best Seller and #1 New Release in Business Operations Research. It is currently available for purchase on Amazon.com.

Dasher Services, Inc. is a data-driven, customer contact, services operation with a focus on communicating about Medicaid and related programs to insurers, providers and subscribers. Established in 1985, Dasher serves the Harrisburg, Pittsburgh and Philadelphia area. For more information, visit www.dasherinc.com.

###