

# For Love of Family and Community... The Stephen Chandler Ericson Scholarship

By Cynthia Dawn Ericson, Owner, Ericson Strategic Marketing Solutions

**CYNTHIA DAWN ERICSON** is a lifelong resident of Chester County - growing up in the community of Roslyn located around the West Chester University campus. Cynthia is an active and enthusiastic member of the Greater West Chester Sunrise Rotary Club and currently serves as President-Elect. Cynthia has been in marketing for over 27 years and the majority of that time has been spent in the corporate world where her market place was the nation. In 2008 she decided to take all that experience and focus on the Chester County business community and start her own consulting business called Ericson Strategic Marketing Solutions (ESMS).

Her love and enthusiasm for Chester County individuals and businesses, inspired her to get involved with radio broadcasting as a volunteer host. Cynthia began her radio career in 2005 with WCOJ and in 2008 developed two new radio shows for WCHE as a volunteer host. "This Week in Business" airs live Tuesdays from 3pm - 4pm EST. The show is a weekly news hour focused upon our own Chester County business leaders. "This Week in Service" airs, pre-recorded, Fridays 4pm - 5pm EST. The show is a weekly community service hour focused on local service leaders and Rotarians from all over the country. The goal is to share these amazing people who take ideas and create the future one miracle at a time!

Every show is different - so tune in and capture the moment!



*Stephen Chandler Ericson, Cynthia's Brother*

## Honoring Brother, Stephen Chandler Ericson

The Stephen Chandler Ericson Scholarship Fund was founded in 1984 by Laura Chandler Ericson and Joseph H. Ericson, Jr., in memory of their son and Cynthia's beloved brother. Cynthia recalls, "Stephen entered 'Heaven' on September 19, 1984 at 6:03pm. It was a Friday and a soccer game day when Stephen was running to score a goal and tragically, lightning came from the heavens. Stephen was surrounded by the lightning and God's love. We were blessed to have him with us for five days before God called him home. The Stephen Chandler Ericson Scholarship Fund was first awarded in May of 1985 and continues to be awarded annually, to a senior at the West Chester Christian School."


## The Stephen Chandler Ericson Foundation Established in December of 2010 through Chester County Community Foundation.

Laura Chandler Ericson, Cynthia's mother, joined ESMS in June 2010! Laura's focus is on The Stephen Chandler Ericson Foundation, bringing in new corporate relationships and developing campaigns to help with the capital campaign goal of creating a perpetual fund by the year 2014, the 30th year anniversary of Stephen's Scholarship. All donations are through the Chester County Community Foundation at [www.ericsonsms.com/SCEFoundation.html](http://www.ericsonsms.com/SCEFoundation.html).



*Laura Chandler Ericson, Cynthia's Mother and Business Partner*

## Company Credentials

Ericson Strategic Marketing Solutions is a full service marketing consulting company, providing high level business and/or marketing plan development through project implementation. The average client is a privately held, Chester County company that has been in business an average of 48 years with \$8,450,000.00 in average annual sales. Clients are both profit and non-profit and represent a cross-section of industries. Please call at 610-505-3503 or email at [cynthia@ericsonsms.com](mailto:cynthia@ericsonsms.com) to set up your first free consultation. Please visit [www.ericsonsms.com](http://www.ericsonsms.com) to learn more. 



*Sarah DeLuca, Joins ESMS as Marketing Assistant*



*Cynthia Dawn Ericson (Owner)*

*Her love and  
enthusiasm  
for Chester  
County  
individuals  
and businesses,  
inspired her to  
get involved  
with radio  
broadcasting  
as a volunteer  
host.*