



The Paradigm Alliance, LC.
Press Release

For information contact: John Funderburk
Paradigm®
johnf@pdigm.com
(316) 554-9225 x130

Steve McGaffin named President of Paradigm®

February 13, 2009 (WICHITA, KS)— The Paradigm Alliance, LC. is pleased to announce that Steve McGaffin has been named President of the company.

Mr. McGaffin was one of Paradigm's original employees - starting with the company in April of 2000. As Paradigm grew, McGaffin assumed various management positions with the company, including GIS Director and eventually Senior Vice President of Operations. "Our focus on the needs of our clients, the integrity of our personnel, and the quality of our products has established Paradigm as the industry's benchmark for public awareness implementations."

McGaffin has been instrumental in the development of Paradigm's processes, particularly in the GIS Department. "Originally, it was David Wilkerson, Matt Brunett and I executing front-to-back data acquisition, GIS analysis, and documentation. We now have a department of seven GIS Analysts, none of which are David, Matt, or I. Having a dedicated staff of GIS personnel keeps us on top of changes and advancements in data and technology. Using our GIS expertise, we are able to implement those advancements into our client's RP1162 programs."

David Wilkerson, along with his brother Ken, have held majority ownership in the company since its founding in 1999. David stated, "Since Paradigm's beginning, Steve has been an instrumental part of our success. Over the years we have developed a great friendship, one of trust and confidence. His integrity, leadership, knowledge and experience will further Paradigm's future growth and expansion."

Before beginning his career at the Coleman Company in Wichita KS, Mr. McGaffin was a member of the US Marine Corps where he was a Band of Brothers Award recipient, as well as a graduate of Newman University. McGaffin returned to the company after a short assignment with Corporate Lodging Consultants, where he worked directly with the American Red Cross and FEMA as Vice President of Rapid Response and Emergency Lodging.

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