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Liberty University

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## Alumni snapshot: Craig Landfair

December 20, 2007

*Craig Landfair, class of 1984. Wife Martha and children Patrick, Margaret, Emily, James, and Julia. Occupation: President/CEO, Paradigm Health & Wellness. Education: Liberty BS 1984, non-degree graduate studies at Southwest Theological Seminary and University of California Santa Barbara.*

### **Why did you choose to attend Liberty University?**

Athletics was the initial primary draw, as a scholarship wrestler under Coach Bob Bonhiem. Like my teammates, I was excited to help build a strong program at a Christian college as a platform to share our faith. I grew up in California and at the time Liberty was recruiting a lot of athletes from the West Coast and I thought it would be great to see another part of the country.

### **What is your fondest memory of Liberty?**

My first trip to the Peaks of Otter stands out in my memory. I was overwhelmed at how beautiful Virginia is in the fall! I never saw those colors in California.

Also, Thanksgiving week my sophomore year, I was stuck at school with a couple of friends from California and we must have been looking kind of pitiful, because after the Wednesday night service Jerry came up to us and gave me a \$100.00 bill and told us to go out and get a good steak dinner. He said he didn't want us to go to some fast food place, but get a real nice meal! We agreed! After we left the church we decided we could eat several meals and shouldn't blow it all on one meal - so we went to Burger King! While I was standing in line, a voice behind me whispered, "Be sure your sins will find you out!" It was Jerry! Apparently, he didn't have any money left after he gave us the \$100 and had to go to Burger King! We were so impressed with his generosity and genuine love for the students at Liberty.

### **How did attending Liberty prepare you for your life after graduation?**

I was fortunate to have great professors that challenged me to pursue excellence. My undergraduate degree at Liberty was actually in Theology (the Queen of the Sciences) and [I] ultimately ended up realizing that I was called to be a businessman. Learning to apply kingdom values I learned at Liberty in the work place has been a fulfilling adventure! I realize now that business is a legitimate and necessary calling to influence our culture and advance God's kingdom.

**What would people be surprised to know about you?**

I was roommates with Coach Jesse Castro. All of his former teammates were so excited to see him come back to help re-establish the wrestling program at Liberty! We couldn't have found a better man for the job!