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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!