

Paradigm Strategies

business improvement specialists

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PARADIGM STRATEGIES' KEVIN LISTER RECEIVES CONSTRUCTION INDUSTRY CERTIFICATION AND RECOGNITION

Leading Trades Industry Consultant Receives NARI CRA Designation and Eastern Massachusetts NARI Board Nomination

Marlborough, Mass. – June 30, 2007 – Paradigm Strategies, a leading business consulting firm to the construction trades industry, today announces that president and founder, Kevin Lister, has been awarded the Certified Remodeler Associate (CRA) designation from the National Association of the Remodeling Industry (NARI). He has also been named to the board of directors of the Eastern Massachusetts chapter of NARI. Lister has over 15 years experience in the trades industry and is dedicated to helping small-to-medium trades companies with achieving growth and business success.

“NARI certification involves a stringent screening and testing process requiring extensive knowledge of the industry,” states Lister. “Pursuing and attaining the NARI CRA designation demonstrates my commitment to serving and supporting the remodeling industry, as well as my standing as a remodeling industry professional. I’m honored by my appointment to the Eastern Massachusetts NARI board of directors and look forward to serving the organization in this leadership role.”

NARI CRAs are individuals who actively support the remodeling industry in professions such as architects, designers, manufacturers, suppliers, and consultants. To be awarded NARI certification, candidates are reviewed by the NARI Certification Board, which, according to the NARI Website, requires “an outline detailing their hands-on experience, industry training, involvement in continuing education, technical skills, practices in business management, as well as association and community service.”

NARI certification candidates are also required to successfully complete a comprehensive written exam covering several important areas of the profession, such as business management practices, knowledge of building codes and construction law, safety, and standards of practice. After receiving their certification, NARI certified remodeling professionals must meet annual recertification requirements.

The Eastern Massachusetts NARI board of directors oversees one of the strongest and most active NARI chapters in the country, which has almost 300 members located in the Boston and

Worcester areas and on Cape Cod and the Islands. Board members are appointed to serve two-year terms.

About NARI

The National Association of the Remodeling Industry (NARI) is the only trade association dedicated solely to the remodeling industry. With more than 7,000 member companies nationwide, the Association -- based in Des Plaines, Illinois — is “The Voice of the Remodeling Industry.”™ For membership information, or to locate a local NARI chapter or a remodeling professional, visit NARI’s Web site at www.RemodelToday.com, or contact the national headquarters office at 800-611-NARI.

About Paradigm Strategies

One of New England’s leading business consultants to the trades industry, Paradigm Strategies works with small to mid-sized companies to improve productivity, profitability and competitiveness. The firm develops customized, strategic program plans based on clients’ needs, business goals and an internal assessment of their company. To respond to clients’ needs, goals, and internal problems, Paradigm Strategies provides focus and momentum, and offers services such as leadership training, sales and marketing strategy, and assistance with human resources management, organizational development and change management.

For more information about Paradigm Strategies services for fueling business growth and improving company performance, contact Kevin Lister at 508-480-0010 or email info@paradigmstrategies.com.

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