



## TOP MEDIA EXECUTIVES FORM THE PARAGON CONSULTING NETWORK

For Immediate Release  
April 29, 2008

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Denver, CO – Paragon Consulting Network, a co-venture of 13 industry experts from various media specialties, is unveiled today. Announced by 29-year media consultant and Paragon Media Strategies CEO Mike Henry, the Paragon Consulting Network roster is an impressive line-up of highly experienced professionals. Each consultant brings a particular expertise. Together, the Paragon Consulting Network covers all media sectors by providing a complete array of consulting resources and hands-on support at all levels. The full line-up of consultants and their specialties are online at [www.paragonconsultingnetwork.com](http://www.paragonconsultingnetwork.com).

“As brick and mortar media and virtual media converge, the Paragon Consulting Network is a creative team that speaks directly to modern, nimble and cost-effective media solutions,” Henry said. “The network is simply the formalization and unveiling of an organic gathering that has occurred over many years. Most of us have been working together for common clients for years. These are some of the very best industry specialists in their own unique fields joining together under one marketing umbrella. Together we serve all media at all levels...from idea creation, production and marketing to the heaviest lifting in new media technology. When a client of any of the consultants needs an expert hand at practically any level of the media process, the Paragon Consulting Network can provide that hand.”

Consultants in the new network include:

**Lori Dillé**, Managing Partner of Weather Shore, specializing in Audience Relationship Marketing, and Online & Offline Integrated Marketing.

**Mike Henry**, CEO of Paragon Media Strategies and partner in Media Mechanics, specializing in Content & Programming, Mass Marketing, and Research & Strategy.

**Ben Manilla**, President of Ben Manilla Productions and partner in Media Mechanics, specializing in Audio Production, and Syndication & Distribution.

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**Paul Marszalek**, Managing Partner of Media Mechanics, a multi-platform production company, specializing in Content & Programming, and Media Operations & Management.

**Skip Pizzi**, Technology Consultant, specializing in New Media Technologies & Integration.

**John Sutton**, President of John Sutton & Associates, specializing in Fundraising & Membership, and Ratings Analysis.

**Richard Warner**, Founder and CEO of What's Up Interactive, specializing in Interactive Multi-Media Marketing, Search Engine Marketing & Optimization, Video Production, and Website.

Other consultants in the network include seasoned Paragon professionals, including radio industry veterans John Stevens, President and COO/Radio for Paragon Media Strategies, and Larry Johnson, Senior Consultant at Paragon.

“Marketing has become so complex, with so many ways to reach a customer, it really takes a team of experts who are creative and skilled,” states Richard Warner. “The value of the Paragon Consulting Network is that it brings this team together. Each of us has worked on projects and knows each other well. Our process has been developed and tested. For clients, that means best-in-class marketers and researchers around the country working seamlessly to grow your business.”

The scope of Paragon Consulting Network’s advisement and implementation services includes:

- Audience Relationship Marketing
- Audio Production
- Content & Programming
- Fundraising & Membership
- Interactive Multi-Media Marketing
- Mass Marketing
- Media Operations & Management
- New Media Technologies
- Online & Offline Integrated Marketing
- Ratings Analysis
- Research & Strategy
- Search Engine Marketing & Optimization
- Syndication & Distribution
- Video Production
- Website

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“The level of expertise within the Network is staggering,” comments John Stevens. “Today’s complicated media challenges require brainpower, multi-level knowledge and experience that few single-purpose consulting firms can provide. Within the Paragon Consulting Network, there is a specialist in every field to guide our clients from A to Z. Whether it is New Media, Traditional Media, Production, Research, or Programming, the Paragon Consulting Network has the experienced people and expertise to achieve success for our clients in this highly competitive media world.”

Paragon Consulting Network is a co-venture of industry experts from various media specialties and is a strategic alliance in conjunction with Paragon. Paragon Consulting Network provides a complete array of consulting resources and hands-on support at all levels to help increase market share for national media companies and local media entities alike.



## CONSULTANT BIOS AND COMPANIES – LINKS:

### **Lori Dillé:**

Weather Shore, LLC

Paragon Consulting Network services:

[Audience Relationship Marketing](#)  
[Online & Offline Integrated Marketing](#)

### **Dr. Carol Eaton**

Paragon Consulting Network services:

[Research & Strategy](#)

### **Mike Henry**

Paragon Media Strategies:

Media Mechanics:

Paragon Consulting Network services:

[Paragon Media Strategies](#)  
[Media Mechanics](#)  
[Content & Programming](#)  
[Mass Marketing](#)  
[Research & Strategy](#)

### **Larry Johnson**

Paragon Consulting Network services:

[Ratings Analysis](#)  
[Research & Strategy](#)

### **Ben Manilla**

Ben Manilla Productions:

Media Mechanics:

Paragon Consulting Network services:

[Ben Manilla Productions](#)  
[Media Mechanics](#)  
[Audio Production](#)  
[Syndication & Distribution](#)

### **Paul Marszalek**

Media Mechanics:

Paragon Consulting Network services:

[Media Mechanics](#)  
[Content & Programming](#)  
[Media Operations & Management](#)

### **Skip Pizzi**

Technology Consultant

Paragon Consulting Network services:

[New Media Technologies & Integration](#)



**Michael Reid**

Paragon Market Research:  
Paragon Consulting Network services:

[Paragon Market Research](#)  
[Mass Marketing](#)  
[Research & Strategy](#)

**Sara Schueller**

Paragon Consulting Network services:

[Research & Strategy](#)

**John Stevens**

Paragon Consulting Network services:

[Content & Programming](#)  
[Media Operations & Management](#)  
[Research & Strategy](#)

**John Sutton**

John Sutton & Associates:  
Paragon Consulting Network services:

[John Sutton & Associates](#)  
[Fundraising & Membership](#)  
[Ratings Analysis](#)

**Richard Warner**

What's Up Interactive:  
Paragon Consulting Network services:

[What's Up Interactive](#)  
[Interactive Multi-Media Marketing](#)  
[Search Engine Marketing & Optimization](#)  
[Video Production](#)  
[Website](#)

**Dave Xaviers**

Paragon Consulting Network services:

[Research & Strategy](#)