

Press Release

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FOR IMMEDIATE RELEASE
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PARADIGM SHIFT STUDIO TEAM EVOLVES, CONTINUES OUTSTANDING SERVICE FOR NONPROFIT AGENCIES

ST. LOUIS, MO, OCTOBER 1, 2009: Paradigm Shift Studio's owner and founder Lisa Dinga is pleased to announce that team member Victoria Schmitt Babb has been promoted to General Manager and Vice President. Victoria's new responsibilities come as Dinga and colleague Jenny Melenbrink join the Innovative Technology Education Fund as staff members to support expanding grant making efforts in the greater St. Louis region. Victoria will assume the day-to-day duties of running the company, effective 10-1-09, while Dinga will continue as President, providing oversight and strategic guidance for Paradigm Shift Studio. "Victoria's leadership at Paradigm Shift Studio will ensure continued excellent service for our clients," said Dinga, "as Jenny and I continue to increase ITEF's capacity to implement dynamic projects for students who otherwise would not have access to current information and communications technologies."

Victoria Schmitt Babb joined Paradigm Shift Studio in 2005 and became a Vice President in 2007. Victoria has over 10 years of first-hand knowledge and experience in community development, public policy, fundraising, marketing, resource mobilization, and partnership/team building. Her expertise includes marketing communications, nonprofit research and board development.

Lisa Dinga, CFRE, founded Paradigm Shift in 2002. She has been providing fundraising and organizational expertise to funders, non-profits and schools for over 25 years, with a deep passion for helping organizations build capacity through strategic planning, leadership development and revenue enhancement. Although serving the foundation for the past four years as a contract worker, her expanded role as a permanent staff member will allow the foundation to become more proactive in reaching out to schools and leveraging funding opportunities with other grant makers to make an even bigger impact on education in the Greater St. Louis area.

Jenny Melenbrink joined the Paradigm team in 2006, specializing in grants management, non-profit research, client engagement and company operations. Jenny will serve the ITEF as Program Officer, overseeing relationships with the foundation's grantees and ensuring a smooth grant process from beginning to end of their project.

Paradigm Shift Studio, llc, helps funders and nonprofits build capacity by analyzing and enhancing revenue streams, developing key relationships, creating strategic plans to increase organizational effectiveness, and strengthening leadership to ensure long-term success. In their work with nonprofits, the Paradigm Shift Studio Team uses the Appreciative Inquiry approach to focus on the areas of an organization that are working well and to build on and leverage the existing strengths. With a leadership team of twelve, Paradigm Shift Studio encompasses a wealth of experience in a variety of areas, including non-profit management, public policy, research, revenue enhancement and education. Visit www.increaseimpact.com for more information.

The **Innovative Technology Education Fund's** mission is to connect educators to technological resources to ensure the long-term success of their students. The ITEF partners with educators in the St. Louis region to enhance learning through wireless access, funding of innovative technology projects that benefit education and building strategic partnerships with other philanthropic, educational and technological organizations. Visit www.enhancinglearning.org for more information on grant opportunities and current projects. ITEF is a charitable nonprofit operating as a private foundation.

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