

For Immediate Release

**BILL SUTTON & ASSOCIATES CREATES STRATEGIC PARTNERSHIP WITH SPORTS
INDUSTRY VETERAN ALICE PETZOLD**

New Alliance Bolsters Executive Coaching, Leadership Development and Career Mentoring Practice

ORLANDO, FL/NEW YORK, NY (April 6, 2011) – Bill Sutton & Associates has forged a strategic partnership with Alice Petzold, Principal at A Game Development, to expand the executive coaching, leadership development and career mentoring consultancy practice. The announcement was made today by Dr. Bill Sutton, Principal, Bill Sutton & Associates, an Orlando, Florida based sports revenue enhancement and strategic marketing consultancy.

Petzold specializes in providing forward moving and future focused executive coaching: strengthening leaders, revitalizing teams and aligning organizations at A Game Development. She brings more than 20 years of professional experience, providing strong leadership development for individuals and organizations while driving the business development efforts of top brands and sports properties; including the International Olympic Committee, NASCAR, the Cleveland Cavaliers, the United Soccer Leagues, major agencies and start up ventures.

In her various management positions, Petzold has developed and managed incremental sponsorship programs that delivered measurable results for relationships. She has a depth of experience guiding executives of leading corporations to new levels of leadership, revenue generation and efficiencies.

“Throughout my teaching career and continued through my work at the NBA and Sutton & Associates, I have always placed a premium on developing and coaching talented people,” said Sutton. “I have known Alice for almost 20 years and I am excited and confident that she will bring a formal plan and a defined process to share our combined expertise with young people both in the U.S. and globally as they seek out leadership positions not only in the sport industry but throughout the various business segments.”

“Knowing Bill since my early days in the business - peppered with highs and lows, he has always been a tremendous resource and advocate for the growth of talent in our industry,” said Petzold. “We share an unwavering commitment to the development of individuals as leaders in the field, in their lives and in the world. I am thrilled to work with him again, particularly in partnership on this project.”

Residing in New York, Petzold earned a B.S. in Journalism and a M.S. in Sports Administration and Facility Management, at Ohio University. In addition Petzold studied with the ICF accredited Accomplishment Coaching, and has more than 500 hours professional training in YA accredited yoga and meditation programs including the Birchwood Center and the Lineage Project.

Bill Sutton is a professor and associate director of the DeVos Sport Business Management Program at the University of Central Florida and principal of Bill Sutton & Associates, an Orlando based sports revenue enhancement and strategic marketing consultancy that works with a variety of teams, leagues, sports properties and sponsors (www.billsuttonandassociates.com). Sutton has coordinated internship placements for a variety of academic programs and has an incredible track record of placing students and experienced candidates in careers in the sports industry. An innovator outside the classroom, Sutton has created unique and proactive business solutions in the marketplace. Sutton is the co-founder of the groundbreaking Sport Sales Combine, an inventive careers and sales hiring model (www.sportsalescombine.com).