



**For Immediate Release**

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**Marketing Communications Veteran Bill Peatman Joins NewLevel Group**

(NAPA, Calif. January 22, 2007) NewLevel Group, LLC announced the recent addition of Bill Peatman to help the Napa-based consulting firm meet the growing demand from businesses and nonprofits for marketing and communication services.

“Over the last year, we’ve noticed a steady increase in the number of businesses and nonprofits seeking advice on how to create a clear, concise message and deliver it to the right audience,” said Lisa Toller, Principal of NewLevel Group and the head of marketing. “With his marketing background and nonprofit experience, Bill will be able to help organizations develop and articulate their identities.”

Peatman has worked for companies in Napa, Petaluma, Silicon Valley and San Francisco, including many years at Cisco Systems where he helped manage the communications for Cisco’s corporate executive team.

Prior to launching a career in marketing, Peatman spent several years working with college students doing leadership training and peer support at university campuses in the United States, and led service projects in rural Mississippi and Mexico. He is a published writer, with a book and multiple articles published in regional and national magazines. He is also on the board of directors of the Parent-Child Advocacy Network (ParentsCAN), a non profit organization dedicated to supporting parents of children with disabilities in Napa County.

**About NewLevel Group, LLC**

With a vision to strengthen communities, NewLevel Group, LLC helps businesses, nonprofits, and foundations improve results by providing management and marketing services. For further information about the firm, contact Lisa Toller at (707) 255-5555, extension 103, or visit the website at [www.newlevelgroup.com](http://www.newlevelgroup.com).

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