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Sports people

Orange Bowl has 1st female boss

By Jack Carey
USA TODAY

MIAMI — As a Florida native and a lifelong football fan, **Susan Potter Norton's** ascent to president of the Orange Bowl Committee is a natural.

When Norton, 50, takes over from **Sherrill Hudson** on Jan. 18, she'll be the first female chief of the 66-year-old Miami-based organization.

A member of the committee since 1992, Norton already has proven she's ready for the job.

For the past year leading up to tonight's national championship game, Norton, currently a committee vice president, has led the group's football division.

Chosen president by the 274 members of the all-volunteer, non-profit group, Norton is a trial attorney with Allen, Norton and Blue, Florida's largest law firm to handle labor and employment cases.

She grew up in Jacksonville, where she attended Gator Bowl games and Florida-Georgia battles.

Later, she attended Florida State, receiving her bachelor's degree in 1972, followed by a master's and JD.

As committee president, two of Norton's immediate tasks will be to negotiate a pair of new contracts, one between the Orange Bowl and the Bowl Championship Series and the other between the game and Pro Player Stadium. The current deals expire after tonight's contest.

Talks with BCS-affiliated conference commissioners and representatives are expected to begin later this month in Dallas, Norton says, and could take several months to complete.

"The BCS is after the total package. We're working hard to make sure we (stay in the BCS mix). We think with our location and the area's physical beauty, we can offer a total experience that other games can't, but we don't want to rest on that."

So, whom will the Florida State grad be rooting for tonight?

"We're impartial," she says, with the hint of a chuckle.



Susan Potter Norton:
Trial attorney in Florida.