

LEVITETZ LEADERSHIP AND INNOVATION CONFERENCE

APRIL 12 - 16, 2021



TABLE OF CONTENTS

CREATE + INNOVATE WEEK

Schedule of Events	<u>3</u>
How I Made It Here: Speaker Bios	<u>4</u>

LEVITETZ LEADERSHIP AND INNOVATION CONFERENCE

Schedule of Events	<u>9</u>
Seed Grant Presentations Schedule	<u>10</u>
Light Bulb Research Presentations	<u>11</u>
Breakout Session Presenters	<u>12</u>
Meet the Seed Grant Judges	<u>14</u>
Seed Grant Recipients: Creative Division	<u>18</u>
Seed Grant Recipients: Social Entrepreneurship Division	<u>19</u>
Seed Grant Recipients: For-Profit Services Division	<u>20</u>
Seed Grant Recipients: For-Profit Products Division	<u>21</u>
Levitetz Leadership Light Bulb Award Recipients	<u>22</u>

CREATE+INNOVATE WEEK

A CELEBRATION OF THE ENTREPRENEURIAL SPIRIT

SCHEDULE OF EVENTS

Monday, April 12, 2021	How I Made it Here Charles Andrews and Randall Woodfin	6:00 p.m.
	Round One of the Edward K. Aldag Jr. Competition	1:00 p.m. - 5:00 p.m.
Tuesday, April 13, 2021	The Edward K. Aldag Jr. Final Competition	1:00 p.m. - 5:00 p.m.
Wednesday, April 14, 2021	How I Made it Here Kelli Masters	6:00 p.m.
Thursday, April 15, 2021	How I Made it Here Loren Bendele	6:00 p.m.
Friday, April 16, 2021	Levitetz Leadership and Innovation Conference: A Hybrid Event	11:00 a.m. - 7:30 p.m.
	How I Made it Here Greg Whiteley and Jeff Augustin	3:00 p.m.

lp.ua.edu

HOW I MADE IT HERE: CONVERSATIONS WITH SUCCESSFUL INNOVATORS AND ENTREPRENEURS:

April 14 6:00 P.M. Join [Here](#)



CHARLES E. ANDREWS is the mayor of Monroeville, Alabama. He has spent over 40 years in law enforcement. In 2011, President Barack Obama appointed him United States Marshal for the Southern District of Alabama. He is the first African American promoted to the rank of Major and the first African American appointed Lieutenant Colonel and Colonel in the Alabama Department of Public Safety. He is also the first African American to be elected mayor of the city known for its most famous resident, Harper Lee, author of *To Kill a Mockingbird*.



RANDALL L. WOODFIN is the mayor of Birmingham, Alabama. He is focused on revitalizing the city's 99 neighborhoods, enhancing education and career opportunities for students, and creating an innovative economic climate to grow, attract and retain talent, start-ups and small businesses. Under Mayor Woodfin's leadership, the city launched the Office of Social Justice and Racial Equity, which seeks to employ social justice as a core principle in City of Birmingham policies, operations and decision-making.

April 14, 6:00 p.m. Join [Here](#)



KELLI MASTERS is an attorney, NFL sports agent, and founder and president of KMM Sports. Kelli made history in 2010 as the first woman to represent a first round pick in the NFL Draft. She is the author of the upcoming book, *High-Impact Life: A Sport Agent's Secrets to Finding and Fulfilling a Purpose You Can't Lose* (2021).

April 15, 6:00 p.m. Join [Here](#)

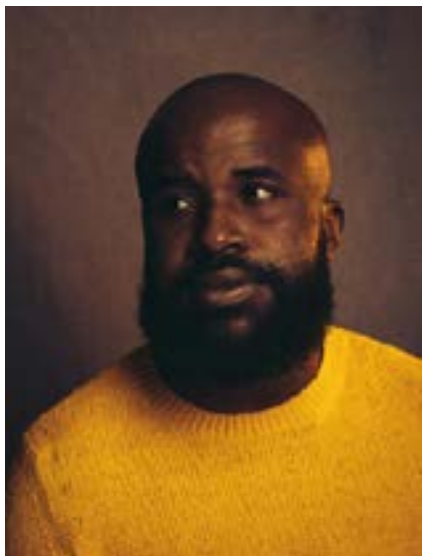


LOREN BENDELE is a software & technology executive, investor and adviser. He was the co-founder and CEO of Savings.com, which was acquired by Cox Target Media in 2012, where he continued running the company until 2015. Loren serves as an investor and/or advisor for Thrive Market, Veho, Lemonade / Mod Market Restaurants, Niche, Carpay, and several other early stage ventures. In 2016 Loren founded Gell, a platform for civil discourse on important issues and elections. Gell's mission is bringing people together through civil discourse on issues that matter. Loren currently serves on the board of Edvoice, a non-profit advocating to eliminate educational inequalities in California's public schools.

April 16, 3:00 p.m. Join [Here](#)



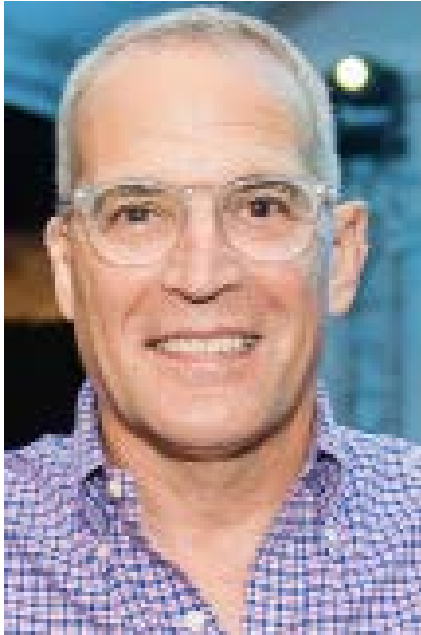
GREG WHITELEY is the creator, executive producer, and director of the Netflix documentary series *Cheer* (2020) and *Last Chance U* (2016–present). His films include *New York Doll* (2005), *Resolved* (2007), *Mitt* (2014), and *Most Likely to Succeed* (2015). Whiteley's documentaries have garnered four Emmy Awards and two IDA awards for best documentary series.



JEFF AUGUSTIN is a playwright and screenwriter. His TV work includes *Claws* (TNT); *The Morning Show* (Apple) and *The Good Lord Bird* (Showtime). His plays include *Where the Mountain Meets the Sea*; *The New Englanders*; *Little Children Dream of God*; *The Last Tiger in Haiti*; and *Cry Old Kingdom*. He translated *Our Town* into Haitian Creole for Miami New Drama's multilingual production. Jeff is currently under commission from Manhattan Theatre Club and La Jolla Playhouse.

April 16, 6:00 p.m.

Join [Here](#)



JEFF LEVITETZ is the founder of Purity Wholesale Grocers, a distributor of grocery products and general merchandise and among the nation's largest private companies. As a student who wrestled for the University of Alabama, Jeff raised \$10,000 for cancer research by performing 10,000 consecutive sit-ups. His amazing feat of strength and endurance was an early indication of Mr. Levitz's future philanthropic interest in the field of medicine. Today, he is a member of Cleveland Clinic's 1921 Society and a supporter of The Campaign for Cleveland Clinic Florida. The Levitz Department of Orthopedic Surgery was named in appreciation of his significant contribution to advance research, caregiver training and patient care initiatives in the Cleveland Clinic Florida's orthopedic department. Since 2011, the Levitz Family Foundation has been fulfilling its mission through its commitment to supporting charitable organizations and communities across the country. Since inception, the Levitz Family Foundation has granted over \$3.9 million to 111 different charitable organizations nationwide. Most recently the Levitz Family Foundation gave \$1 million to establish the Levitz Leadership Program housed in New College. The Levitz Leadership Program funds internships stipends, scholarships, seed grants, research awards, workshops, and the Levitz Leadership and Innovation Conference.

LEVITETZ LEADERSHIP AND INNOVATION CONFERENCE

A Hybrid Event
Friday, April 16, 2021
11:00 a.m. – 7:30 p.m.



LEVITETZ LEADERSHIP AND INNOVATION CONFERENCE

- 11:00 - 11:45 a.m.** Session I
- Socially Conscious Creativity
Presenters: Andy Grace and Chip Brantley, co-creators of NPR’s “White Lies”
 - How to Start a Business From Scratch
Presenter: Bo Hicks, co-owner, Druid City Brewery
- 12:00 - 12:45 p.m.** Session II
- Fundraising for Non-Profits
Presenter: Dr. Pamela Young, Director of Community Engagement and Economic Development
 - Hype Train or Bust: Successfully Market Games within a Digital Age
Presenter: Anthony Lipscomb, Sony PlayStation, Marketing Associate Manager
- 1:00 - 3:00 p.m.** Seed Grant Presentations Hybrid Event
- Creative Activities LY Room 226
 - Social Entrepreneurship LY Room 227
 - For-Profit Services LY Room 329
 - For Profit Products LY Room 306
- 3:00 - 4:00 p.m.** How I Made it Here: A Conversation with Greg Whiteley and Jeff Augustin
Hybrid Event LY Room 38
- 4:00 - 4:30 p.m.** Seed Grant Presenters meet with Judges
- 4:30 - 6:00 p.m.** Light Bulb Research Presentations: Hybrid Event LY Room 38
Ariel Jones, Jackson Kerchis, Sydney Rogers, Ricardo DeLeon, Caroline Yuk
- 6:00 - 7:00 p.m.** New College 50th Anniversary Launch Hybrid Event LY Room 38
Guest Speaker: Jeff Levitetz
- 7:00 - 7:30 p.m.** Award Presentations and Wrap-Up Hybrid Event LY Room 38

SEED GRANT PRESENTERS

Creative Entrepreneur Division: Join [Here](#)

David Artushin	Citizens for Climate Change	1:00 p.m.
Gina Fowler	At Home	1:20 p.m.
McKinley Julian	Fabulatores	1:40 p.m.
Molly Lay	Planted in the Present	2:00 p.m.
Katherine Middleton	tiny yARns	2:20 p.m.
Nathaniel Trost	Of Alabama	2:40 p.m.
A'Neshia Turner	Magenta Delivers Love	3:00 p.m.

Social Entrepreneurship Division: Join [Here](#)

Abrielle Brown, Candace Turner, and Bentasia Parker	October 26 and Driven By Women	1:00 p.m.
Kalyn Credi	The Sweet Dreams Ministry	1:20 p.m.
Garrett Pinkerton	The Hammer: Youth Baseball Initiative	1:40 p.m.
Jackson Kerchis	Happiness Studies 101 Online	2:00 p.m.
Kara Kuczkowski	Voices Heard	2:20 p.m.

For Profit Services Division: Join [Here](#)

Kanasha Adams	EduScape Education	1:00 p.m.
Sylvia Hollins	Hollins Professional Youth Voiceover Services	1:20 p.m.
Dalton Morris	Reboot Reforestation LLC	1:40 p.m.
Louis Shulman and Kyle Bishop	The Louis and Kyle Show	2:00 p.m.

For Profit Products Division: Join [Here](#)

Camryn Angel	Camryn Angel Online Art Store	1:00 p.m.
Paden Crowder and Sean Dean	Your World Portable Book Stand	1:20p.m.
Harrison Powell	Tract	1:40 p.m.
Sydney Ringold and Olivia Bruno	NephSol Inc.	2:00 p.m.
Jiaqi Yu	The Nomad, an Augmented Reality Math Game	2:20 p.m.

LIGHT BULB RESEARCH PRESENTATIONS

4:30 to 6:00 p.m. | Join [Here](#)

Ariel Jones	Actualizing Abolition in Alabama	4:30 - 4:50 p.m.
Jackson Kerchis	Happiness Studies: Life's Most Important Subject	4:50 - 5:10 p.m.
Sydney Rogers and Ricardo DeLeon	Transgender Health Disparities and the Shortcomings of Healthcare	5:10 - 5:30 p.m.
Caroline Yuk	Clear Mask Initiative	5:30 - 5:50 p.m.

BREAK OUT SESSION PRESENTERS



ANDREW BECK GRACE is the co-creator and co-host of “White Lies,” an investigative podcast from NPR which was a finalist for the Pulitzer Prize in Audio Reporting. His work has appeared in *The New York Times*, *The Washington Post*, NPR, and PBS. His film “Eating Alabama” played at over 40 film festivals worldwide, aired nationally on PBS, and was awarded Best Documentary by the James Beard Foundation. His interactive documentary “After the Storm” was a co-production of PBS’s *Independent Lens* and *The Washington Post*. It was exhibited internationally and nominated for an Emmy in New Approaches to Documentary. He teaches nonfiction film making and journalism at The University of Alabama.



CHIP BRANTLEY is the co-creator and co-host of “White Lies,” an investigative podcast from NPR that was a finalist for the 2020 Pulitzer Prize in Audio Reporting. Brantley was the creative producer of the interactive documentary, “Whitman, Alabama,” which was a 2018 Emmy finalist in the New Approaches in Documentary category. He has contributed to many publications, including *Slate*, *The New York Times*, and *The Oxford American*. Brantley is the founder of the Desert Island Supply Co., a nonprofit creative writing and arts center in Birmingham.



BO HICKS is a brewer and the co-owner of Druid City Brewing. Bo’s journey into the brewery business began with being a busboy at 15th Street Diner, a bartender at Egans, a stock manager at Manna Grocery, and Bar Manager at the historic Bama Theater. Bo was also a musician, playing in several bands – one of which played with the Alabama Shakes. Bo met Elliot Roberts at a homebrew club, and there they decided to open Tuscaloosa’s first brewery, Druid City Brewing, in 2011 to ensure that Tuscaloosa had a brewery that cared about their community and not simply cashing in on Tuscaloosa being a college town. Bo is proud of their brewery’s commitment to the community and support of the arts.

BREAK OUT SESSION PRESENTERS



DR. PAMELA YOUNG is the Director of Community Engagement and Economic Development in the College of Arts and Sciences at the University of Alabama. Dr. Young supports community engaged scholarship, teaching and service learning initiatives. She serves as the advisor to the A&S Student Ambassadors, teaches a first year seminar, and was the 2021 Co-Chair of UA Black History Month. Dr. Young also served on the Community Engagement subcommittee of General Education Taskforce and is involved with the United Way of West Alabama. An education specialist and experienced crisis manager, Dr. Young worked as a leader at international nonprofit organizations, an experience that took her to 60 countries across the globe to work with young people, parents, government leaders, universities, schools and community-based organizations to design and implement socio-economic development and humanitarian programs. Dr. Young has held progressive roles of responsibility in academia and large nonprofit organizations overseeing administrative, operational and organizational personnel management.



ANTHONY LIPSCOMB is a recent graduate of The University of Alabama where he graduated Summa Cum Laude with a 4.0 GPA over his four years at the Capstone with a major in Interdisciplinary Studies with a focus in Transmedia Marketing (Interactive Media). After graduating from school, he moved from Tuscaloosa, Alabama to San Mateo, California to work for Sony PlayStation. He currently oversees the Japanese Portfolio for the Global Third-Party Relations group at PlayStation looking over the Pan-Western Territories. Additionally, he is starting a media collective with a couple of friends to produce and release content themselves.

SEED GRANT JUDGES CREATIVE DIVISION



JOANNA LEMMON founded Art Garage in August 2020, a place for children, babies, and adults to explore art through directed and unstructured opportunities in an inspiring environment. Joanna launched a Kickstarter crowdfunding campaign in February 2020 and raised over \$25,000 from community members. The Art Garage offers classes, unstructured open play space, structured activities, birthday parties, community events, and much more. They are open daily Tuesday through Saturday, and thrive on seeing children grow and explore art in a very new way.



AMY PIRKLE established Perkolator Press in 2005 and received her MFA in Book Arts from The University of Alabama in 2007, where she has been teaching book arts, design, and interdisciplinary studies since 2007. She has taught letterpress at Penland School of Crafts in North Carolina and taught Book Arts for The University of Georgia's study abroad program in Cortona, Italy in 2019. As a flipbook artist, Amy has received commissions from Amazon Prime, the BBC, NBCUniversal, the SyFy network, Best Western, Callaway Golf, The American Red Cross, McDonalds, and Fairlife Milk, among others. She is an instructor for Craftsy and you can find her flipbook animation classes (FLIP OUT!) on their website ([craftsy.com](https://www.craftsy.com)). Her fine press work resides in over 60 permanent collections across the United States, including the Art Institute of Chicago, the Meridian Museum of Art, and Yale University's Robert B. Haas Special Collections.



KADESH FLOW is a rapper with an MBA, a trombone Super Saiyan, and a Billboard Charting recording/ performing artist. He brings all of the above together, both on tracks and on stage, in riveting form as he actively blends his jazz and hip hop backgrounds. Desh's most recent project, *Motivated*, has been hailed as visceral, real, and boasting astounding energy. Kadesh blends personal, candid lyrical moments and storytelling with call-outs to history, social issues, anime, video games, and anything else that may inspire him at the time. Kadesh is a member of the NPC (Nerdy People of Color) Collective, through which he is working with Founding Member Mega Ran and fellow NPCs such as EyeQ and Creative Mind Frame to both collaborate on fun, relevant content and foster a community for underrepresented nerd enthusiasts.

SEED GRANT JUDGES NON-PROFIT DIVISION



DR. PAMELA YOUNG is the Director of Community Engagement and Economic Development in the College of Arts and Sciences at the University of Alabama. Dr. Young supports community engaged scholarship, teaching and service learning initiatives. She serves as the advisor to the A&S Student Ambassadors, teaches a first year seminar, and was the 2021 Co-Chair of UA Black History Month. An education specialist and experienced crisis manager, Dr. Young worked as a leader at international nonprofit organizations, an experience that took her to 60 countries across the globe to work with young people, parents, government leaders, universities, schools and community-based organizations to design and implement socio-economic development and humanitarian programs. She is active in NASPA, IARSLCE and recently named a Fulbright Specialist. Dr. Young has held progressive roles of responsibility in academia and large nonprofit organizations overseeing administrative, operational and organizational personnel management.



CRISTIN BRAWNER is the Executive Director of the David Mathews Center for Civic Life in Montevallo, Alabama. Cristin coordinates Mathews Center signature programming aimed at increasing active citizenship, community collaboration, and effective decision making across Alabama. Through her work at the Mathews Center, Cristin moderates deliberative community forums, conducts workshops on civic engagement, and collaborates with K – 12 schools, higher education partners, and community organizations to facilitate active civic learning for young Alabamians. Cristin serves on the Board of Directors of the National Issues Forums Institute and the Alabama Communities of Excellence. She also serves on the Advisory Board for Auburn University’s Government & Economic Development Institute. Cristin is a graduate of Class II of Leadership Alabama’s Alabama Leadership Initiative (ALI).



AMANDA LIGHTSEY is the Executive Director at Tuscaloosa’s One Place. Prior to her appointment at TOP she served as the Director of Development at the agency. Amanda earned a Bachelor’s Degree in Human Development from the University of Alabama as well as a Master’s Degree in Marriage and Family Therapy. She is a graduate of Leadership Tuscaloosa, was named as one of Tuscaloosa’s top 40 under 40 in 2018, and chaired the Chamber of Commerce Ambassadors in 2016. Under her leadership Tuscaloosa’s One Place was named the 2018 United Way Agency of the year. Currently she serves as the Chair of the Nonprofit Council through the West Alabama Chamber of Commerce. Amanda is actively involved in many other state and local committees, social service organizations, and volunteer entities.

SEED GRANT JUDGES FOR-PROFIT SERVICES DIVISION



MARLIN D. "LIN" MOORE, III, a New College graduate, is the chairman and head of insurance division of Pritchett-Moore. He is the 2005 recipient of the Charles Land Member of the Year Award and the 2010 Distinguished Service Award, both given by the Chamber of Commerce of West Alabama. He is very active in the Tuscaloosa community, serving as a current chair of the Board of Commissioners of the Tuscaloosa Housing Authority, a board member of the Community Foundation of West Alabama, and member of the University of Alabama President's Cabinet.



SOAPY JONES is the owner of Left Hand Soap Co. (natural skincare), Brass Tack Events (event coordination), and PBB Productions (performance troupe). She's passionate about creating positive experiences that make life better. Soapy believes that success is often found in collaborations that enrich each partner and the community at large, and that diversity of skill set is a must. She hopes she never stops learning.



AMY COLE AHMED, a New College Lifetrack graduate, is a former professional ballerina who first trained in New Jersey at the Irine Fokine School of Ballet and then with Leonid Kozlov, formerly of the New York City Ballet. Ms. Cole performed for ten years with the Alabama Ballet and spent the 2003–2004 season touring nationally with the Suzanne Farrell Ballet, a project of the Kennedy Center. In Tuscaloosa, Ms. Cole has choreographed for the University of Alabama Dance Department and served as Artistic Director of Tuscaloosa Community Dancers for the 2012-2013 season. Upon graduation, she followed through with her Senior Project small business proposal by opening Druid City School of Ballet in downtown Tuscaloosa. In 2019, Ms. Cole formed a non-profit, Druid City Ballet, to provide outreach to the greater Tuscaloosa community.

SEED GRANT JUDGES FOR-PROFIT PRODUCTS DIVISION



DAN DALY has been involved with entrepreneurship for several decades. His professional career started as a research chemist at Texaco where he was heavily involved in the commercialization of System 3 and New and Improved System 3. He worked at Lubrizol, a petroleum additive company, as a strategic technology manager for the fuels group. His responsibilities evolved into leading a group exploring technologies outside of the company, which brought him to the University of Alabama. At UA he served as Director of both Tech Transfer and The Alabama Innovation and Mentoring of Entrepreneurs. Currently, he is engaged in consulting start-up companies on means to get non-dilutive funding.



KATHERINE ZOBRE has worked as a Business Advisor for the Alabama Small Business Development Center (SBDC) Network since 2017, proudly serving the business community through coaching and mentoring of small businesses in Alabama. In this time she has assisted over 1,500 small business clients helping to start around 130 new small businesses. Katherine obtained a BA in political science and economics from the University of Maryland and MS in International Development Studies from the University of Amsterdam, Netherlands.



ANTHONY LIPSCOMB is a recent graduate of The University of Alabama where he graduated Summa Cum Laude with a 4.0 GPA over his four years at the Capstone with a major in Interdisciplinary Studies with a focus in Transmedia Marketing (Interactive Media). After graduating from school, he moved from Tuscaloosa, Alabama to San Mateo, California to work for Sony PlayStation. He currently oversees the Japanese Portfolio for the Global Third-Party Relations group at PlayStation looking over the Pan-Western Territories. Additionally, he is starting a media collective with a couple of friends to produce and release.

SEED GRANT RECIPIENTS CREATIVE DIVISION



David Artushin
Citizens for Climate Change



Gina Fowler
At Home



McKinley Julian
Fabulatores



Molly Lay
Planted in the Present



Katherine Middleton
tiny yARns



Nathaniel Trost
Of Alabama



A'Neshia Turner
Magenta Delivers Love

SEED GRANT RECIPIENTS SOCIAL ENTREPRENEURSHIP DIVISION



**October 26 by
Driven By Women
Abrielle Brown, Bentasia
Parker, and Candace Turner**

**Kalya Credi
Sweet Dreams Ministry**

**Garrett Pinkerton
The Hammer: Youth
Baseball Initiative**



**Jackson Kerchis
Happiness Studies 101**

**Kara Kuczowski
Voices Heard**

SEED GRANT RECIPIENTS FOR-PROFIT SERVICES DIVISION



Kanesha Adams
EduScape Educations



Sylvia Hollins
Hollins Professional Youth
Voiceover Services



Dalton Morris
Reboot Reforestation



Louis Shulman and Kyle Bishop
The Louis and Kyle Show

SEED GRANT RECIPIENTS FOR-PROFIT PRODUCT DIVISION



Camryn Angel
Camryn Angel Online Art Store



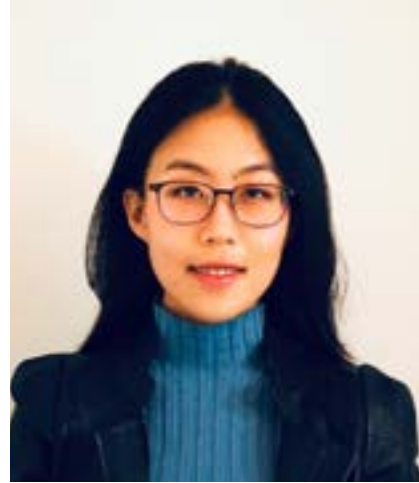
Paden Crowder and Sean Dean
Your World Portable
Book Stand



Harrison Powell
Tract



**Sydney Ringold and
Olivia Bruno**
NephSol Inc.



Jiaqi Yu
The Nomad, an Augmented
Reality Math Game

LEVITETZ LEADERSHIP LIGHT BULB AWARD RECIPIENTS



Ariel Jones
Actualizing Abolition in Alabama
4:30 p.m. - 4:50 p.m.



Jackson Kerchis
**Happiness Studies:
Life's Most Important Subject**
4:50 p.m. - 5:10 p.m.



Sydney Rogers and Ricardo DeLeon
**Transgender Health Disparities and
The Shortcomings of Healthcare**
5:10 p.m. - 5:30 p.m.



Caroline Yuk
Clear Mask Initiative
5:30 p.m. - 5:50 p.m.