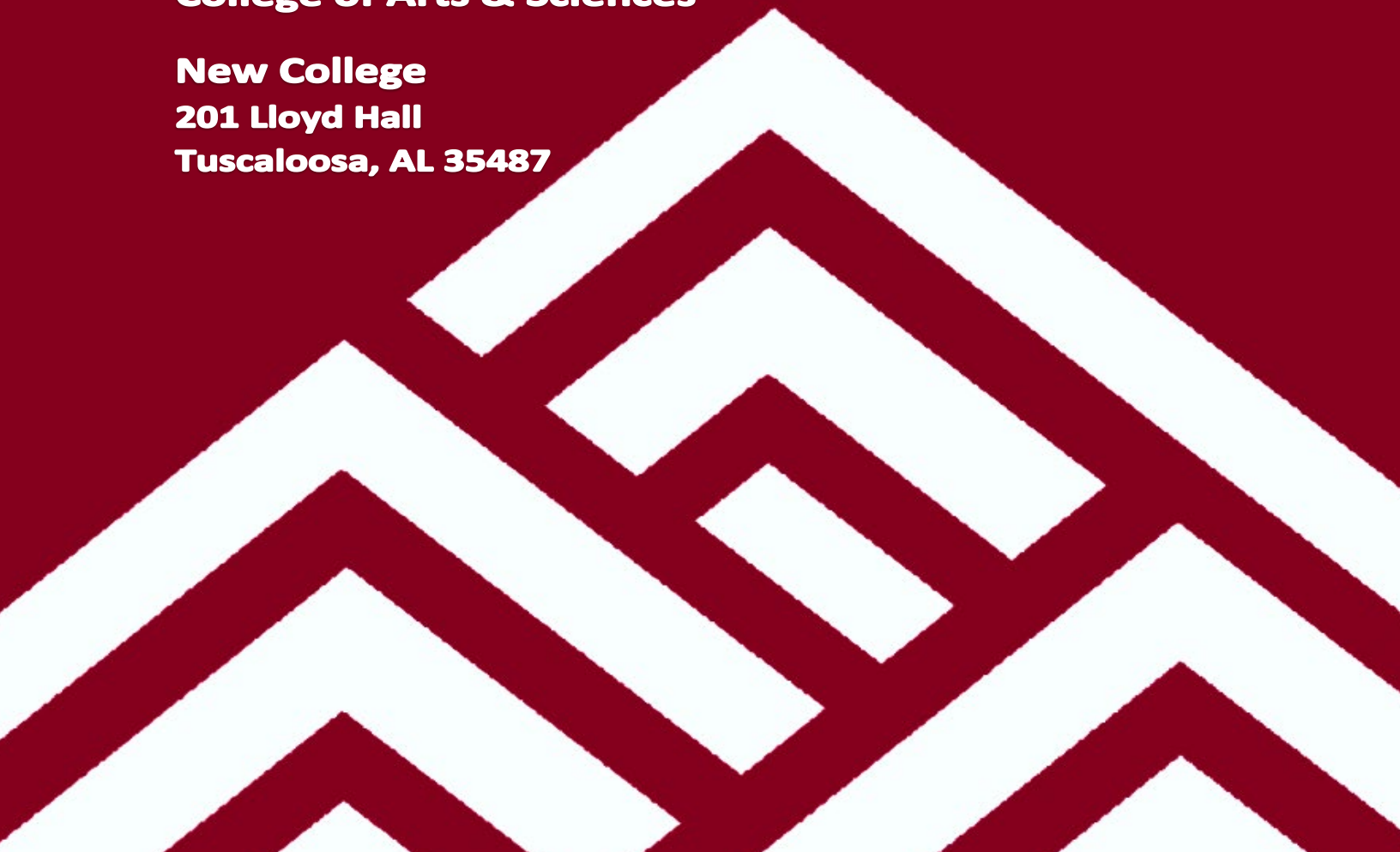


**LEVITETZ  
LEADERSHIP  
&  
INNOVATION DAY  
Friday, March 24, 2023**

**The University of Alabama  
College of Arts & Sciences**

**New College  
201 Lloyd Hall  
Tuscaloosa, AL 35487**



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# SCHEDULE OF EVENTS

Welcome & Lunch 11:30 a.m. – 12:00 p.m.

**Guest Speaker: Dr. Catherine Roach**

2022 Faculty Leadership and Innovation Award recipient

**Light Bulb Research Presentations LY 328** 12:00 p.m. – 1:00 p.m.

Photographs 1:15 p.m. – 1:30 p.m.

Seed Grant Presentations 1:30 p.m. – 4:45 p.m.

- **Creative Activities Division LY 328**

**Moderator: Holland Hopson**

Presentations 1:30 p.m. – 3:30 p.m.

Judges Confer 3:30 p.m. - 3:45 p.m.

Judges meet with Presenters 3:45 p.m. - 4:50 p.m.

- **Social Entrepreneurship Division LY 306**

**Moderator: Amy Pirkle**

Presentations 1:30 p.m. – 2:45 p.m.

Judges Confer 2:45 p.m. – 3:15 p.m.

Judges meet with Presenters 3:15 p.m. – 4:30 p.m.

- **For-Profit Division LY 321**

**Moderator: John Miller**

Presentations 1:30 p.m. – 2:45 p.m.

Judges Confer 2:45 p.m. – 3:15 p.m.

Judges meet with Presenters 3:15 p.m. – 4:30 p.m.

- **Large Grant Division LY 319**

**Moderator: Julia Cherry**

Presentations 1:30 p.m. – 3:00 p.m.

Judges Confer 3:00 p.m. – 3:15 p.m.

Judges meet with Presenters 3:15 p.m. - 4:45 p.m.

**Awards Ceremony LY 329** 5:00 p.m.

# Guest Speaker

**Dr. Catherine Roach, Professor, New College**  
**Recipient of the 2022 Faculty Innovation and Leadership Award**



**Dr. Catherine M. Roach** has 25 years of grant-funded research experience on gender, sexuality, and American popular culture. A two-time Fulbright awardee with a PhD from Harvard and publications in both fiction and nonfiction, she's been an invited visiting professor in Canada, Australia, and Europe. She is Professor of New College, an innovative liberal arts program at the University of Alabama, where she's won the school's top research and teaching awards and where she offers a popular cross-university course titled "Sexuality & Society." Originally from Ottawa, Canada, she is based in Tuscaloosa, Alabama.

Every year the Levitz Leadership Program awards one New College faculty/team a \$5,000 grant in recognition of their innovation, leadership and creativity in teaching, research, or service. Past recipients include Dr. Barbara Brickman, Dr. Amanda Epsy-Brown, Dr. Scott Jones and Professor Leah Connell, and Dr. Margaret Purcell.

# LIGHT BULB RESEARCH PRESENTATIONS

## LIGHT BULB PRESENTERS

LY 328

Jacob Dorris	Designing Online Tools to Increase Public Participation in Freshwater Mussel Conservation	12:00 p.m. - 12:15 p.m.
Matthew Snyder	Teaching How to Think, Not What to Think	12:15 p.m. - 12:30 p.m.
Katherine Hartley	Bama Bites Back: Alternative Solutions for the Removal of Alabama's Invasive Plant Species	12:30 p.m. - 12:45 p.m.
Geoffrey Alintoff	The Future of Clinical Psychedelics in America	12:45 p.m. - 1:00 p.m.

# SEED GRANT PRESENTATIONS

## SEED GRANT PRESENTERS

### Creative Activities Division

**LY 328**

Christopher Youssef	Bama Microbes	1:30 p.m.
Katharine Murray	Grabbing Traces	1:45 p.m.
Kennedi Grant & Yechiel Peterson	University blAck	2:00 p.m.
Dana Gordon Moot II	The Daily Glyph	2:15 p.m.
George Berry	SeaQueens: A Dance Film Experience	2:30 p.m.
Emily Petro	Peachro Music	2:45 p.m.
Funmi Akinpelu, Noah Oladele & Chiagoziem Jideofor	The Arts of War: The Hearts of War	3:00 p.m.
Carlson H. Coogler	Not Just Surface: Embroidery as Seeing Beyond	3:15 p.m.
Judges Confer		3:30 p.m. – 3:45 p.m.
Individual conferences with presenters		
• Judges meet with Youssef & Murray		3:45 p.m. – 4:05 p.m.
• Judges meet with Grant & Peterson, & Moot II		4:05 p.m. – 4:25 p.m.
• Judges meet with Berry, Petro, & Akinpelu, Oladele, & Jideofor		4:25 p.m. – 4:50 p.m.

# SEED GRANT PRESENTATIONS

## SEED GRANT PRESENTERS

### Social Entrepreneurship Division

LY 306

Anne Roberts	Girl Talk: Using Education to Build a Community of Stronger (soon-to-be) Women	1:30 p.m.
Luke Turner	Concerts for Joy	1:45 p.m.
Chandler Olson & Emma Torija	Seahorse and Co.: Making Biodiversity Accessible	2:00 p.m.
Garrett Kennedy, Delanie Williams, Amelia West, & Dania Botello	UA ECo Free Market	2:15 p.m.
Jake Pietroniro, Caty Dalton, & Kasey Calebaugh	Bach at the Rock	2:30 p.m.
Judges Confer		2:45 p.m. – 3:15 p.m.
Individual conferences with presenters		
• Judges meet with Roberts		3:15 p.m. – 3:30 p.m.
• Judges meet with Turner		3:30 p.m. – 3:45 p.m.
• Judges meet with Olson & Torija		3:45 p.m. – 4:00 p.m.
• Judges meet with Kennedy, Williams, West, & Botello		4:00 p.m. – 4:15 p.m.
• Judges meet with Pietroniro, Dalton, & Calebaugh		4:15 p.m. – 4:30 p.m.

# SEED GRANT PRESENTATIONS

## SEED GRANT PRESENTERS

### For-Profit Division

**LY 321**

Daryl Deeter	Daryl's Pops	1:30 p.m.
James Edwin Pemberton	Making a Brand Out of Me	1:45 p.m.
DeAndra Gauntt	Nocturnal Impression	2:00 p.m.
Ian C. Jobst	3D-Daemon's Digital Designs	2:15 p.m.
James White	James White Pressure Washing	2:30 p.m.
Judges Confer		2:45 p.m. – 3:15 p.m.

### Individual conferences with presenters

- Judges meet with Deeter 3:15 p.m. – 3:30 p.m.
- Judges meet with Pemberton 3:30 p.m. – 3:45 p.m.
- Judges meet with Gauntt 3:45 p.m. – 4:00 p.m.
- Judges meet with Jobst 4:00 p.m. – 4:15 p.m.
- Judges meet with White 4:15 p.m. – 4:30 p.m.



# SEED GRANT PRESENTATIONS

## SEED GRANT PRESENTERS

### Large Grant Division

**LY 319**

Jacob Noordhoek	Pole Pouch	1:30 p.m.
Olivia Bruno & Sydney Ringold	NephSol Inc.: Innovative Brain Monitoring for Dialysis	1:45 p.m.
Hannah Berry	The Food Farmacy at the Good Samaritan Clinic	2:00 p.m.
Kaitlyn Shelver, Corban Walsh Ashleigh Woods	Sanoe	2:15 p.m.
LaKisha Cargill	R.I.B.S.: Real Inspiring Black Sista – Apparel Company	2:30 p.m.
Divya “Mona” Anchan	DRAMATHINK: Building Math Intuitions, Fostering Drama Artistry, & Developing Life Skills	2:45 p.m.
Judges Confer		3:00 p.m. – 3:15 p.m.
Individual conferences with presenters		
• Judges meet with Anchan		3:15 p.m. – 3:30 p.m.
• Judges meet with Bruno & Ringold		3:30 p.m. – 3:45 p.m.
• Judges meet with Berry		3:45 p.m. – 4:00 p.m.
• Judges meet with Shelver, Walsh, & Woods		4:00 p.m. – 4:15 p.m.
• Judges meet with Cargill		4:15 p.m. – 4:30 p.m.
• Judges meet with Noordhoek		4:30 p.m. – 4:45 p.m.

# SEED GRANT JUDGES

## CREATIVE ACTIVITIES DIVISION



**Rob Alley** is a lover of art and the artistic mind set. Therefore, as a musician and an educator, he lives in and outside of convention, depending on his collaborators.

Rob maintains a robust performing career, having had the good fortune to have made music with some amazing people, including Jason Isbell, Paul Shaffer, Dave Douglas, Taylor Hicks, The Temptations, The Preservation Hall Jazz Band, Frankie Valli, Chad Fisher, Matthew Devine, Jay Frederick, Eric Essix, Rick Carter, The Arkansas Symphony, and The Tuscaloosa Horns. He is also honored to have been awarded recognition for his efforts, including The Arkansas Arts Council Individual Artist award (2008), The Alabama Council on The Arts Individual Artist award (2013), and Druid Arts Musician of The Year (2015).

All of these experiences have led Rob to the current step in his journey through life, as an instructor in The University of Alabama's Honors College, where he teaches "Art for Life's Sake," "Leadership Lessons from Jazz," and "Improvisation in Life Through Music," courses which he created at the request of the College. Each of these focus on, and express, his philosophy on the arts and life in their own unique way.



**Andrew Raffo Dewar, Ph.D.** is a composer, soprano saxophonist, electronic musician, and ethnomusicologist whose music spans the spectrum of through-composed music, aleatoric or algorithmic composition, electroacoustic music, and open improvisation. He studied with experimentalist composer/performers Steve Lacy, Anthony Braxton, Alvin Lucier, and Bill Dixon, and has performed regularly in Braxton's ensembles since 2005.

Recent work includes original music for his ensembles in San Francisco, New York City, and Hamburg, music for film, compositions incorporating ethnographic interviews, biofeedback, and installations and performances utilizing 3D spatial audio.

He has also published ethnographic writing on 1970s intermedia art in Argentina during a military dictatorship, 1960s electronic music collective the Sonic Arts Union, and philosophical issues of ontology in jazz performance and music technologies.

# SEED GRANT JUDGES

## CREATIVE ACTIVITIES DIVISION



**Kerry Kennedy** first love is pottery and sculptural ceramics. She has thrown pottery for over ten years. As a student, Kennedy was deeply interested in sculptural works that fused thrown forms with organic aesthetics. These ideas are always influencing even the most functional shapes of mugs and bowls. Her passion for creative anachronism of the renaissance period takes her to several festivals throughout the nation each year.

# SEED GRANT JUDGES

## SOCIAL ENTREPRENEURSHIP DIVISION



**April Benetollo** is the Chief Executive Officer of Momentum Leaders. Based in Birmingham, Momentum Leaders is Alabama's premier leadership organization, empowering promising women to develop the skills and connections to positively impact business, culture, and politics in Alabama.

Prior to joining Momentum, April was the SVP of Marketing at Daxko, a market leader in software for the health and wellness industry. As an original member of the Daxko leadership team, April's 16-year tenure at Daxko included positions in General Management, Marketing, Sales, Product Strategy, HR, and Career Development, all reporting to the CEO.

April is a frequent public speaker on leadership development, employee engagement, healthy teams, inclusive culture, and emotional intelligence. April is a graduate of Momentum (Class Ten), a founding board member of TechAlabama, and currently serves on the Marketing and Sales Advisory Board for the UAB Collat School of Business, the Bronze Valley Board of Directors, and the Mixtroz Advisory Board. In 2019, April was named "Woman to Watch in 2020" by the Birmingham Business Journal; in 2021 April was a BBJ CEO of the Year Honoree in the small nonprofit category; in 2022 April was honored in the Who's Who in Nonprofits by the BBJ. She was the recipient of the Women's Empowerment Award from the Birmingham Urban League and recognized by Yellowhammer Multimedia as a [Woman of Impact](#) in Alabama.

April graduated magna cum laude from New College at The University of Alabama with a BA in International Studies. April is fluent in French and worked in Paris, France and Orlando, Florida for several years before returning to Birmingham in 1998.

# SEED GRANT JUDGES

## SOCIAL ENTREPRENEURSHIP DIVISION



**Dr. Bruce Blair** received a BA in Russian Language and Literature from the University of Alabama, an MA in Political Science from the University of Alabama, an MA in Political Science from Binghamton University (SUNY), and a doctorate in Political Science from Idaho State University where he completed a dissertation on the politics of fear associated with science and technology policy.

Bruce is also a Fulbright Scholar, spending the 2019/2020 academic year in Finland studying Finnish nuclear waste management. He has numerous research and teaching interests including, but not limited to, the water, food, and energy nexus; science and technology policy and administration; non-profit organizations; and program management and evaluation. Bruce's personal interests include mountain/gravel biking, travel and mastering eating and creating barbeque.



**Rachel Naftel Mosness** is the executive director of the David Mathews Center for Civic Life. The Mathews Center works to strengthen civic life in all 67 Alabama counties and is a 501(c)(3) non-profit, non-partisan organization located in Montevallo, Alabama. In her role as director, Rachel convenes and moderates deliberative public forums, hosts reporting-out events, conducts moderator and convener training workshops, and assists with the development of youth leadership and community engagement opportunities.

A native of Birmingham, Alabama, Rachel graduated from Auburn University in 2011 with a Bachelor of Arts in Liberal Arts and from the American Graduate School in Paris in 2015 with a Master of Arts in International Relations and Diplomacy. Rachel is currently pursuing her Ph.D. in Public Administration and Policy through Auburn University. Before stepping into her current role, Rachel was the

program and event coordinator at the Caroline Marshall Draughon Center for the Arts and Humanities at Auburn University.



# SEED GRANT JUDGES

## FOR-PROFIT DIVISION



**Barkley Garrett** joined the Chamber in 2019 to lead all economic development activities of the Chamber, including aggressive efforts to expand the knowledge-based business sector and continued recruitment of new-to-market retail investment.

An Alabama native, Garrett earned a bachelor's degree in Corporate Finance and Investment Management from The University of Alabama. He also holds a Master of Business Administration from Spring Harbor University in Michigan. Garrett has earned the Certified Economic Developer (CECd) designation through the International Economic Development Council and is a graduate of the Economic Development Institute at the University of Oklahoma.



**Amanda Raey Hahn** is the owner and founder of Sweetthang's Custom Cakes and More, LLP, a bespoke cakery located in the heart of downtown Tuscaloosa. With 4 years in business and 20+ years of experience in the kitchen, she has helped create sweet edible memories not only in Tuscaloosa, but throughout the state of Alabama and the southeast. She has been published in *Southern Bride Magazine*, *The Southern Lady Cooks Magazine*, and several website publications. Her aim is to offer that "once in a lifetime culinary experience" every single time. It's never just cake, it's love in edible form.

# SEED GRANT JUDGES

## FOR-PROFIT 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 director for the Boys and Girls Club and The United Way, a board member of the Community Foundation of West Alabama, and member of The University of Alabama President's Cabinet.

# SEED GRANT JUDGES

## LARGE GRANT DIVISION



**Dr. Dan Daly** is the former Director of the Alabama Innovation and Mentoring of Entrepreneurs Center. He has 17 years of experience in the fuel and lubricant businesses. Dan has won several awards: Nortech Top 50 Industrial Innovation Award for Northeast Ohio; R&D Magazine Top 100 Industrial Innovation Award, and ACS Environmental Industrial Innovation Award. Dr. Daly has a Ph.D. in Physical-Organic Chemistry from the University of Florida, Gainesville.



**Jim Trotter** is President of the Ballistic Panel Startup, PAKSHIELD. PAKSHIELD is a transferrable and flexible Ballistic Insert that meets NIJ IIIA (3A) Standards and is designed to easily fit into most backpacks, messenger bags, and briefcases to help protect you and your loved ones in the case of an active shooter occurrence. Trotter also serves as Vice President of Development and Marketing for the Walker Area Community Foundation. Previously Jim served as Live Nations Director of Sponsorship and Premium Seat Sales overseeing the Alabama and Mississippi markets. He is a proud New College graduate with a Depth Study title of “Managing and Promoting the Entertainment Industry”. He has vast expertise and experience in both vocal and piano performance. Having been the first Alabamian to attend the GRAMMY Foundation’s GRAMMY Camp, Jim has performed on many stages across the country and is currently on the Board of Directors for the GRAMMY Museum in Cleveland, Mississippi.



# SEED GRANT JUDGES

## LARGE GRANT DIVISION



**Katherine Zobre** is the founder & CEO of The Founders Playground where she assists startups with market research, grant writing, and strategy. Formerly, she was the Director of Training at Innovation Depot, facilitating trainings for early and mid-stage startups. During her tenure with Innovation Depot, she facilitated over 70 training events and attracted over 2100 training attendees.

Katherine started working with startups in Alabama as a Business Advisor for the Alabama Small Business Development Center (SBDC) Network, where she assisted over 1,600 businesses, helped 209 businesses start, and assisted with over \$2.2m in equity and debt financing. She was awarded the national State Star award for her outstanding contribution to the ASBDC in 2020. Zobre has traveled and lived in 11 countries in Europe, Asia, Africa, and South America consulting in financial services, healthcare, education, agriculture, manufacturing, retail, and consulting. She served in the Peace Corps in Senegal, West Africa where she focused on empowerment through financial literacy and technical assistance to women's business groups. She worked in consulting in Buenos Aires, Argentina before moving back to the U.S. Her specialization is startup and growth strategy with science/engineering R&D companies and creative arts businesses. Katherine obtained a BA in political science and economics from the University of Maryland and an MS in International Development Studies from the University of Amsterdam, Netherlands.

# LEVITETZ LEADERSHIP LIGHT BULB AWARD RECIPIENTS



**Jacob Dorris**

**Designing Online Tools to Increase Public  
Freshwater Mussel Conservation  
12:00 p.m. – 12:15 p.m.**



**Matthew Snyder**

**Teaching How to Think, Not What to Think  
12:15 p.m. – 12:30 p.m.**



**Katherine Hartley**

**Bama Bites Back: Alternative Solutions  
for the Removal of Alabama's Invasive  
Plant Species  
12:30 p.m. – 12:45 p.m.**



**Geoffrey Alintoff**

**The Future of Clinical  
Psychedelics in America  
12:45 p.m. - 1:00 p.m.**

# LEVITETZ LEADERSHIP SEED GRANT RECIPIENTS CREATIVE ACTIVITIES DIVISION



**Christopher Youssef**  
**Bama Microbes**  
**1:30 p.m.**



**Katharine Murray**  
**Grabbing Traces**  
**1:45 p.m.**



**Kennedi Grant & Yechiel Peterson**  
**University black**  
**2:00 p.m.**



**Dana Gordon Moot II**  
**The Daily Glyph**  
**2:15 p.m.**



# **LEVITETZ LEADERSHIP SEED GRANT RECIPIENTS CREATIVE ACTIVITIES DIVISION**



**George Berry**  
**SeaQueens: A Dance Film Experience**  
**2:30 p.m.**



**Emily Petro**  
**Peachro Music**  
**2:45 p.m.**



**Noah Oladele, Chiagoziem Jideofor, &  
Funmi Akinpelu**  
**Arts of War: The Hearts of War**  
**3:00 p.m.**



**Carlson H. Coogler**  
**Not Just Surface: Embroidery as  
Seeing Beyond**  
**3:15 p.m.**

# LEVITETZ LEADERSHIP SEED GRANT RECIPIENTS SOCIAL ENTREPRENEURSHIP DIVISION



**Anne Roberts**  
**Girl Talk: Using Education to Build  
A Community of Stronger (soon-to-be)  
Women**  
**1:30 p.m.**



**Luke Turner**  
**Concerts for Joy**  
**1:45 p.m.**



**Emma Torija & Chandler Olson**  
**Seahorse & Co.: Making Biodiversity  
Accessible**  
**2:00 p.m.**



**Garrett Kennedy, Delanie Williams  
Amelia West, & Dania Botello**  
**UA ECo Free Market**  
**2:15 p.m.**

**LEVITETZ LEADERSHIP  
SEED GRANT RECIPIENTS  
SOCIAL ENTREPRENEURSHIP DIVISION**



**Caty Dalton, Jake Pietroniro, & Kasey Calebaugh  
Bach at the Rock  
2:30 p.m.**



**LEVITETZ LEADERSHIP  
SEED GRANT RECIPIENTS  
FOR-PROFIT DIVISION**



**Daryl Deeter  
Daryl's Pops  
1:30 p.m.**



**James Edwin Pemberton  
Making a Brand Out of Me  
1:45 p.m.**

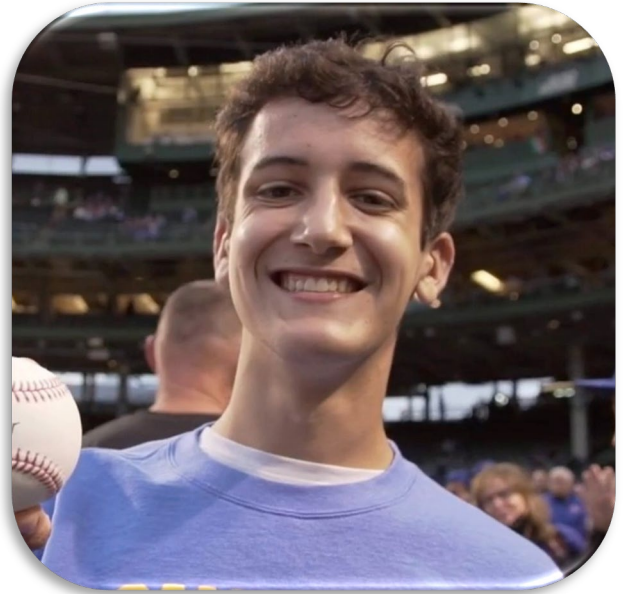


**DeAndra Gauntt  
Nocturnal Impression  
2:00 p.m.**

**LEVITETZ LEADERSHIP  
SEED GRANT RECIPIENT  
FOR-PROFIT DIVISION**



**Ian C. Jobst**  
**3D – Daemon’s Digital Designs**  
**2:15 p.m.**



**James White**  
**James White Pressure Washing**  
**2:30 p.m.**



**LEVITETZ LEADERSHIP  
SEED GRANT RECIPIENT  
LARGE GRANT DIVISION**



**Jacob Noordhoek  
Pole Pouch  
1:30 p.m.**



**Olivia Bruno & Sydney Ringold  
NephSol Inc.: Innovative Brain  
Monitoring for Dialysis  
1:45 p.m.**



**Hannah Berry  
The Food Farmacy at the Good Samaritan Clinic  
2:00 p.m.**

**LEVITETZ LEADERSHIP  
SEED GRANT RECIPIENT  
LARGE GRANT DIVISION**



**Corban Walsh, Ashleigh Woods, & Kaitlyn Shelver  
Sanoe  
2:15 p.m.**



**LaKisha Cargill  
R.I.B.S. – Real Inspiring Black Sista -  
An Apparel Company  
2:30 p.m.**



**Divya “Mona” Anchan  
DRAMATHINK: Building Math Intuitions,  
Fostering Drama Artistry, & Developing  
Life Skills.  
2:45 p.m.**

# Levitetz Leadership Program

Housed in New College at The University of Alabama, the Levitetz Leadership Program was founded in 2018 through the generous gift of Jeff Levitetz, New College alumnus and owner of Purity Wholesale Grocers. Every year, the LLP awards \$80,000 in scholarships, innovation grants, research grants, and stipends for unpaid internships to UA students.

**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. Levitetz'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 Levitetz 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 Levitetz Family Foundation has been fulfilling its mission through its commitment to supporting charitable organizations and communities across the country. The Levitetz Family Foundation has granted over \$3.9 million to 111 different charitable organizations nationwide.

# ACKNOWLEDGEMENTS

## THANK YOU

To our Judges:

Rob Alley  
April Benetollo  
Bruce Blair  
Dan Daly  
Andrew Dewar  
Barkley Garrett  
Amanda Hahn  
Kerry Kennedy  
Lin Moore  
Rachel Mosness  
Jim Trotter  
Katherine Zobre

Guest Speaker:

Catherine Roach

Levitetz Leadership Advisory Committee:

Natalie Adams, Coordinator  
Julia Cherry  
Holland Hopson  
Jennifer Kunz  
John Miller  
Amy Pirkle  
Ashley Wilder  
Vincent Willis