CLEVELAND LEADERSHIP CENTER’S

MOVING CLE FORWARD ONE PITCH AT A TIME

FEBRUARY 23, 2023
Huntington Convention Center of Cleveland

WWW.CLEVELEADS.ORG/ACCELERATE
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*Tonight’s digital program is brought to you by* 

[oswald]  
[WESTFIELD]
Welcome

Most of the ideas presented tonight are in the early stage of development and the presenters do not have business plans or implementation timelines. The goal of Accelerate is to help them begin the process of bringing their ideas to reality.

If a pitch resonates with you, you can help bring it to life by connecting with the presenter(s) at the event or post-event to offer advice, funding, or a connection. You may be the deciding factor in bringing that project to reality.

Eight of tonight’s presenters have set up ioby fundraisers for their projects, these links are noted with their project listing in this program.

Wi-Fi
Username: Accelerate
Password: Cleveland2023

Share the excitement!

Feeling inspired and energized? Share the ideas and excitement with your social media friends and followers!

#AccelerateNEO | @cleveleads | @citizensbank
How it works

Pitch selection
Tonight’s 32 Accelerate and Technovation pitches were selected from all applicants by an independent selection committee.

Category Competition
Panels of community leaders judge the Category Competition pitches and select one pitch from each category to advance to the finals. Pitch order is alphabetical by last name for each category.

Finalist Competition
The six finalists will pitch their ideas to the audience members, who then vote to determine the $5,000 winner. The five runners-up each receive $2,000. All six finalists receive a spot in the 2023 NEO SEA Change Cohort and a one-year ECDI membership.

Technovation
A panel of community leaders will judge the five pitches and select the winner who will be announced at the end of the Finalist pitches. The Technovation winner receives $3,500.

Teen Accelerate
A panel of community leaders will judge the 12 pitches and select the winner ($1,000) and runner-up ($500) who will be announced at the end of the Finalist pitches.

Cast your vote!
The emcee will announce when voting is live. Voting is via text (Carrier rates may apply) and you can only vote once.

The voting information (number to text and category numbers) will be displayed on the screen in the ballroom during the polling time. Text ONLY the category number in the message space. If you add other characters or letters your vote will not count.
4:30 p.m. Category pitches

ROOM 20: Teen Accelerate (Round 1)

ROOM 21: Education:
   Dawn Arrington, Briana Cannada, Catherine Digel, JaPorshae Isom,
   Stephen M. Prewitt & Keenan Williams

ROOM 22: Technovation
   Odin Blak, Anycia Grady, Daniel Hess, Donte D. Jones, Rishi Narahari &
   Jacob Boyer

ROOM 23: Quality of Life
   Nancy Jones & Tracy Bellum, Valerie Mayén, Carl Shotwell & Ashley Davis,
   Sam Smucny, David Van Horn

5:45 p.m. Category pitches

ROOM 20: Teen Accelerate (Round 2)

ROOM 21: Social Change
   Donte D. Jones, Lucas King, Teresha Sims

ROOM 22: Health & Well-being
   Bridget Boardman, Mylin R. Cartwright, Anycia Grady, LaToya Kent,
   Jeffery Thompson III

ROOM 23: Economic Prosperity
   Odin Blak, Devin H. Cotten, Tyler Kohrt, Ronald Nelson, Erin Simmons

ROOM 24: Cleveland Experiences & Excursions
   Renee Carter, Shawn Lee Jones & Damion Maxwell, Brent W. Roach,
   Lacy Talley, Myesha Watkins

7:15 p.m. Finalist competition & Awards
   (BALLROOM 26 A, B, & C)

Reception throughout the evening
   (DOWN THE ESCALATORS)
   Dare 2 Believe Pop-Up Shops
   Past Presenters’ Row
Entertainment

Emcee  Courtesy of:  

MIKE POLK JR.  
(MikePolkJr.com)
Widely known for his viral, “Hastily Made Cleveland Tourism Video” series, Mike Polk Jr. has also authored a book, “Damn Right I’m From Cleveland,” performed across the country with the sketch comedy troupe, Last Call Cleveland, and has been recognized as Cleveland’s best comedian by both Cleveland Scene and Cleveland Magazine.

Art installations  Sponsored by:  ((CENTRIC))

INGENUITY CLEVELAND  
(http://ingenuityclevelan.com)
Ingenuity ignites the creative spark among artists, entrepreneurs, and innovators through collaboration and joy to foster community progress.

Music  

DA LAND BRASS BAND  
(www.facebook.com/DaLandBrassBand)
Featuring a modern take on New Orleans street bands with a high energy funk sound, they are bridging the gap between musical tradition and a vision for the future. Boasting original tunes, funky adaptations of classic songs, and true roots New Orleans music, they have the versatility to satisfy any audience.
In 2018, Tory Coats won Accelerate with his pitch to teach teens how to, “do business by doing business.” A few of his young entrepreneurs are here tonight showcasing their products and services. The pop-up shops are located at the bottom of the escalators/elevators leading to the reception. Stop by and support these young business owners.

Past Presenters

Over the past eight years, Accelerate has given wings to a host of initiatives that are now creating positive change across the region.

Some of the past presenters have tables in the reception tonight. Stop by and learn about their progress and plans for the future.
Comics at the Corner’s goal is to increase community literacy by connecting people to reading through the distribution of free comic books. The comics that residents will receive feature BIPOC main characters (with an emphasis on Black and Brown characters). The goal is to focus on high-need communities where BIPOC residents are the majority, specifically the southeast area of Cleveland and neighboring inner ring suburbs.

FB: @dawn.arrington | IG: @Elisa304

ioby page: Comics Corner Literacy Lounge

Continued →
Dogs for Democracy
Catherine Digel

Dogs for Democracy aims to leverage the common ground of beloved pets to bring young adults together and preserve democracy by facilitating understanding and civil dialogue between those with different world views and political affiliations. Dogs for Democracy would kick off during orientation for college students and continue as an ongoing campus club. The program aspires to bring students together around their love of dogs to foster relationships, learn about democracy, and build civil dialogue skills. It will provide a space for people to learn from, engage with, and humanize people they may otherwise have tuned out or avoided.

LI: Cathy Digel  |  ioby page: Dogs for Democracy

Pre-K Picassos
Brianna Cannada

Pre-K Picassos will engage and keep early childhood learners excited about literacy and art based on the stories that are read. Each story will have an associated developmentally appropriate art or craft that meets the Ohio Early Learning and Development Standards. Each classroom will have the opportunity to add new literature to their libraries and foster opportunities for new experiences, teachable moments, and memories for the little ones.

IG: @nakedcanvascle
Social Emotional Learning Curriculum Workbook will provide coursework to teach social-emotional learning in schools as a part of the curriculum. The first two units, which cover two of the five social emotional learning competencies, are a 16-week learning pilot for students in grades three through eight.

FB: S.E.L With Pj  |  LI: JaPorshae Isom

Music can have a positive impact on a person’s mental health. SoundBender Institute is an initiative to help combat the rising rates of anxiety and depression by teaching inner city children the art of DJing and Hip Hop.

FB: @SoundBender Institute  |  IG: @SoundBender_institute

ioby page: SoundBender Institute
Presented in partnership with

Judges

India Birdsong Terry (LC 2022, CLC Board)
General Manager & CEO, Greater Cleveland Regional Transit Authority

Kip Bollin (LC 2020, CLC Board)
Partner in Charge, Cleveland Office, Thompson Hine, LLP

Michael Deemer (LC 2019)
President & CEO, Downtown Cleveland Alliance

Megan Lykins Reich (LC 2022, LC 2021, LC 2020)
Kohl Executive Director, Museum of Contemporary Art Cleveland

Dalithia Smith (LC 2020)
Senior Vice President, Chief Human Resources Officer, Oatey Co.
Valerie Mayén
Upcycled Fashion

Upcycled Fashion will be a sustainable way for people in our community to upcycle their clothing, keep fashion circular, and reduce the amount of textile and clothing waste that ends up in landfills. Individuals can supply unworn or damaged clothing through regular neighborhood clothing drops. A small team of professional sewers will convert the items into new wearable styles that can be resold and worn for years to come. There will also be quarterly or semi-annual clothing swaps, as well as a class to teach basic upcycling and mending techniques.

FB: @yellowcakeshopcle | IG: @yellowcakeshop

Nancy Jones & Tracy Bellum
Clean and Beautiful Cleveland... Block2Block

Clean and Beautiful Cleveland... Block2Block will significantly reduce litter and beautify Cleveland through a two-pronged approach. One prong pilots a litter reduction and beautification program within the Cleveland Metropolitan School District that inspires, empowers, and motivates students to envision the kind of city they wish to live in and take steps to bring their ideas to fruition. Students engage in hands on activities; cleanups, experiments to reduce litter, planting flowers, etc. The goal is for each school to “adopt” their own building. The second prong is to launch a city-wide litter reduction and beautification project by organizing key stakeholders around a central theme to work collectively based on best practices worldwide.
Quality of Life (continued)

4:30 P.M. | ROOM 23

CARL SHOTWELL & ASHLEY DAVIS
Cleveland Community Wood Fired Oven

Cleveland Community Wood Fired Oven aims to build an open and accessible wood fired oven for use by the community. This oven will serve as a cornerstone piece for a neighborhood and will provide an outdoor gathering place for new ties to be formed, engage the hungry through shared food and cooking, and provide event space for potlucks, performances, and educational events.

SAM SMUCNY
The CLE: An Online Public Square

The CLE: An Online Public Square will be an all-inclusive Cleveland-centric social media and news aggregator platform. Residents and visitors can connect, stay up to date with all the different things going on in the area, and improve their quality of life by fostering real life social connections. Content can be generated by a mix of individuals posting information they want to share and organizations posting information to keep people up to date about current news, events, and promotions. It will be a hub for city information and connection without being restricted to any single information source.

LI: Sam Smucny | WEB: https://thecle.land | ioby page: TheCLE.Land

DAVID VAN HORN
Art Block

Art Block is a free neighborhood pop up arts and crafts program. Throughout the summer, an artist on an electric bicycle and a bicycle cart filled with a bin of supplies (donated or purchased from the Upcycle Parts Shop) turns the neighborhood into a pop-up arts and crafts table. Art Block has a fee for service program that uses sustainable materials to engage the community in two or three designated crafts.
BLK BLVD connects small BIPOC businesses and the wider community. BLK BLVD will be a trusted source for BIPOC entrepreneurship – the more the BIPOC community sees themselves in the open market, the more confident they will be in creating their entrepreneurial endeavors. Through YouTube reviews, website promotion, event hosting, financial literacy sessions, business summits, and apps to locate BIPOC businesses geographically, BLK BLVD will help BIPOC entrepreneurs bypass gatekeepers, intermediaries, and systemically oppressive systems, and create genuine relationships with like-minded individuals.

* Odin is also pitching in the Economic Prosperity competition. *
**ANYCIA GRADY, MSSA, LISW-S**

Seeking Supervision

Seeking Supervision will be an online centralized platform for all clinicians seeking a qualified supervisor, according to the Ohio CSWMFT (Counselor, Social Worker, Marriage, and Family Therapist) Board. Because of barriers to accessing a qualified supervisor, many mental health professionals are unable to fulfill this requirement. Seeking Supervision will allow them to obtain their credentialing hours within the required time frame, resulting in more independently licensed practitioners who are able to advance their scope of practice and their salaries, as well as support our community through advanced care.

*Anycia is also pitching in the Health & Well-being competition.*

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**DANIEL HESS**

Teacher Engage Connect

Teacher Engage Connect (TEC) endeavors to disrupt the textbook industry and create dynamic learning environments by bringing the style, humor, and communication skills of effective, seasoned teachers to schools across the U.S. through video. Textbooks are heavy, overpriced, and dated, and the video content produced by big publishing houses is often substandard. TEC will help dynamic educators across Ohio organize and format their content, write scripts for videos, and prepare the final product for a nationwide market. TEC will shoot and edit these videos.
DONTE D. JONES
Peer Support Student Services

Peer Support Student Services will be an app connecting students with peer supporters who have lived experience of the challenges ranging from housing and food insecurities, financial illiteracy, and drug dependency, to physical and/or mental health crises that students deal with. Peer supporters will identify areas of need, and educate clients about opportunities, agencies, and resources available to them. In collaboration with the network of already existing resources to serve those in need, Peer Support Student Services seeks to be the compass for our fellow students in need of this crucial guidance. “If not now, then when, if not this, then what?”

ioby page: Peer Support Student Services

* Donte is also pitching in the Social Change competition. *

RISHI NARAHARI & JACOB BOYER
Verum Movement

Verum Movement aims to shepherd in a new age of health and wellness by personalizing fitness using digital technology that takes real-time 3D models of individuals and analyzes those models for deficiencies. If a deviation is found, the algorithm provides actionable insights into how the user can improve. Combining this with a gamified experience and personalized data, Verum will engage the user like never before in fitness, optimize movement to prevent injuries, and help users achieve their wellness goals.

IG: @verummvmt  |  LI: Verum Movement
Teen Accelerate (Round 1)

4:30 p.m. | ROOM 20

Hosted by

and supported by the Burton D. Morgan Foundation

Judges

Heather Englander
Managing Director, Business Engagement, Business Volunteers Unlimited

Juan Carlos Gamarra
Business Mentor, Subject Matter Expert, and Presenter, SCORE

Dawud Hamzah
Youth transformational speaker, serial entrepreneur, & Creator, HYPE (Helping You Produce Excellence) Program

Brandon Lipford
Founder, Lightbox Sacred Innovations

Jowan Smith
CEO, 1,000 Ties and Getting Our Babies to College 101, & 2020 Accelerate Winner

Teen Accelerate will happen across two rounds. The first six pitches will take place from 4:30-5:30 p.m. and the final six pitches will take place from 5:45-6:45 p.m. The judges will determine the winner of the $1,000 grand prize, and the $500 runner-up who will be announced at the end of the Accelerate Finalist competition.

See full Teen Accelerate pitch descriptions >

Round 1 pitches >

Round 2 pitches >

Continued →
Teen Accelerate (Round 1)
4:30 P.M. | ROOM 20

See full pitch descriptions >

**REPRESENTATION IN RESEARCH**
Zaid Ashruf, *University School*

**THE ANTI-GROOMING INITIATIVE**
El Braunsdorf, *Shaker Heights High School*
Isabel Mearini, *Shaker Heights High School*

**SCHOOLSWAP**
Ben Elliot, *University School*
Matthew McMahon, *University School*

**OHIO FOR EQUITY**
Jason Folk, *Stow-Munroe Falls High School*
Sasha Turner, *Hawken School*
Jaxon Farmer, *Howland High School*
Ashton Spradling, *Hawken School*

**ECO-BRICKING**
Alyssa Valentine, *Hawken School*
Gabby Robinson, *Hawken School*
Jahna Harris, *Hawken School*

**OCCASIO JOBS**
Seth Wojnar, *Saint Ignatius*
Young Kim, *Saint Ignatius*
Colin Schnitter, *Saint Ignatius*
Poetry is the Biz takes youth ages five to 13 through an exploration of poetry. The experience will consist of three events at the St. Clair Superior Development Corporation. The first two events will be hands-on experiences for writing poetry and developing stage presence in preparation for participation in the third event – a poetry slam. Locals and visitors will be invited to the poetry slam to hear the poetry pieces each youth chooses to share. Local poets and authors, as well as those from neighboring cities and states, will also perform and guests will engage in a variety of family-friendly activities.

IG: @mustardseedfaithpublishing
Explore and Capture is a unique tour experience that highlights hidden gems within the St. Clair-Superior neighborhood. While the tours will include some of the popular and most-visited locations, they will specialize in showing people beauty beyond the skyline, specifically revealing scenery that is often overlooked yet offers beautiful views to remember. Local businesses with unique property attributes will serve as photo landmarks and others will showcase signature foods or items in a creative way as part of the interactive exploration.

IG: liquidvfilm + lifescapesphoto

ioby page: The Creative Healing Foundation Phase one

Urban Vibez will help visitors and locals experience Cleveland through food and entertainment. Guests will tour the city and explore select foods from the best restaurants, bars, and lounges in the St. Clair-Superior neighborhood. Guests will also have the option to extend their package to include a Night of Urban Vibez where they can take in the beautiful views with music on the lakefront.

LI: Brent Roach
The Crystal Gardens will be a 360-degree immersive experience that features ceramic pieces living in a crystal garden ecosystem. Each ecosystem features a QR code detailing the crystals’ properties, a candle scent, and a curated playlist. Attendees will be captivated through multiple senses – beautiful scenery, sensual scents, and calming sounds of the curated pieces. Each piece will be inspired by the African women of South Ndebele to honor their strength, resilience, and fearlessness.

LI: Lacy Talley | IG: @lacerrrr

Another Homegirl offers women the experience of comradery. Local and visiting women will have the opportunity to participate in intentionally designed experiences that range from a night out to relaxing spa treatments, as well as music, art, and food explorations. These experiences will curate friendships, whether it’s with other Clevelanders or a visitor just stopping through.

TW: @mygirlmyy
BLK BLVD is a company that connects small BIPOC businesses and the wider community. BLK BLVD will be a trusted source for BIPOC entrepreneurship – the more the BIPOC community sees themselves in the open market, the more confident they will be in creating their entrepreneurial endeavors. Through YouTube reviews, website promotion, event hosting, financial literacy sessions, business summits, and apps to locate BIPOC businesses geographically, BLK BLVD will help BIPOC entrepreneurs bypass gatekeepers, intermediaries, and systemically oppressive systems, and create genuine relationships with like-minded individuals.

* Odin is also pitching in the Technovation competition. *
Economic Prosperity (continued)

5:45 p.m. | ROOM 23

DEVIN H. COTTEN
UBE

UBE (Universal Basic Employment & Opportunity) is a public policy initiative formed in 2022 to create a pathway to economic prosperity through a thriving wage jobs guarantee. UBE is demonstrating the benefit of reimagining public spending beyond social safety net programs that rarely result in sustained economic prosperity. This pilot program will provide a guaranteed income of $50,000 to 100 Black women and mothers working in the direct care and healthcare industries (i.e. home health aide, childcare worker, STNA) for 24 months.

WEB: www.ubemployment.org

TYLER KOHRT
Cultiv[AI]te

Cultiv[AI]te is a software platform that leverages Natural Language Processing to help increase access and lower barriers to entry for local entrepreneurs and innovators. Cultiv[AI]te walks a budding entrepreneur through a guided prompt-based process to develop a holistic picture of the entrepreneur’s innovative idea. This results in a collection of words and tags that allow the software to begin to *cultivate* online information and resources. This information can help the entrepreneur move their business beyond the idea stage. The final step combines the inputted information with the data collected by Cultiv[AI]te into a slide presentation format so the entrepreneur can present their “Cultiv[AI]ted” idea effectively to others.

LI: Tyler Kohrt

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RONALD NELSON
TastesZ CLE

TastesZ will offer quality food options at affordable prices using unique and visually appealing custom kiosks in three or more locations within Cleveland’s downtown business district. Phased expansion includes serving surrounding Cleveland communities and eventually other cities, as well as diversifying distribution methods throughout the area.

YT: The Food Buggy is a Great Option

ERIN SIMMONS, M.A.
Enhancing Financial Families

Enhancing Financial Families will provide underserved communities with basic financial literacy skills with an emphasis on building a financial legacy. The initiative will help individuals make sound decisions about their finances through interactive programming and will connect them to community resources to increase employment, education, and financial wellness.

LI: Erin Simmons
Bridget Boardman
Making the Complainable Sustainable

Every day, hundreds if not thousands of usable goods are taken to landfills across the country. Yet, there are hundreds, if not thousands, of people who cannot access or afford the items they need, specifically children’s items that are outgrown swiftly yet have a lot of use left. Making the Complainable Sustainable will be the intermediary between decluttering a client’s space and destigmatizing the notion that all things baby must be brand new.

FB: @YourTurnConsignmentSale  |  IG: @yourturnconsignmentsales
ioby page: Changing the Complainable to Sustainable

Back to the Table of Contents >
In the Key of Culinary would fuse the culinary arts with music therapy by introducing communities to music from various cultures while preparing and eating healthy foods from the same culture. Music and food build togetherness, which is therapeutic. By teaching participants how to cook healthy versions of familiar cuisines offered in our communities, including Farm-to-Table, vegan, vegetarian, and low-carb recipes, participants can improve both their mental and physical health.

Seeking Supervision will be an online centralized platform for all clinicians seeking a qualified supervisor, according to the Ohio CSWMFT (Counselor, Social Worker, Marriage, and Family Therapist) Board. Because of barriers to accessing a qualified supervisor, many mental health professionals are unable to fulfill this requirement. Seeking Supervision will allow them to obtain their credentialing hours within the required time frame, resulting in more independently licensed practitioners who are able to advance their scope of practice and their salaries, as well as support our community through advanced care.

IG: cabel_ohio  |  LI: Anycia Grady  |  ioby page: Seeking Supervision

* Anycia is also pitching in the Technovation competition. *
LaToya Kent
One and a Half Miles from Home is Freedom

Mindfulness can help individuals deal with high blood pressure, anxiety, depression, low self-esteem, and other mental health issues. One and a Half Miles from Home is Freedom intends to bring these benefits to the underserved populations in East Cleveland through free public mindfulness sessions. By hosting these sessions at the East Cleveland Public Library, moCa Cleveland, the Cleveland Museum of Art, The Sculpture Center, and the Cleveland Institute of Art, it also brings attention to the arts and their ability to serve as a remedy through release and creativity. Paired with mindfulness, this will provide a double dose approach to wellness.

Jeffery Thompson III
F.A.R. from the E.R.

F.A.R. (Food Allergy Restaurant) is an initiative to sell desserts that are free from the top eight allergens. Many people, including eight percent of children, are unable to enjoy mainstream desserts because of food allergies. F.A.R. will create treats that taste like “regular” desserts so everyone can enjoy them.
Peer Support Student Services will be an app connecting students with peer supporters who have lived experience of the challenges ranging from housing and food insecurities, financial illiteracy, and drug dependency, to physical and/or mental health crises that students deal with. Peer supporters will identify areas of need, and educate clients about opportunities, agencies, and resources available to them. In collaboration with the network of already existing resources to serve those in need, Peer Support Student Services seeks to be the compass for our fellow students in need of this crucial guidance. “If not now, then when, if not this, then what?”

ioby page: Peer Support Student Services

* Donte is also pitching in the Technovation competition. *
Social Change  (continued)

5:45 p.m.  |  Room 21

**LUCAS KING**
Impact Academy, Impact Ventures, Impact City

Impact Academy will be a low-cost four-week program that introduces youth to social enterprise as a career path. Students will engage in lectures and discussions, as well as formulate a social enterprise idea and create a business model. The second phase, Impact Ventures, will invest a portion of Impact Academy’s tuition into social ventures across Cleveland. In the early stages, investments will be determined by the revenue generated through Impact Academy, however, Impact Ventures will eventually become self-funding through the returns made on the investments. As these two initiatives progress, Cleveland will become the first to join a planned network of Impact Cities.

**TERESHA SIMS**
East Cleveland Impact HACK

East Cleveland Impact HACK will invite high school students who reside in East Cleveland to participate in a community, team-based event to address community issues and present creative solutions in front of judges. Students will form teams around the areas of STREAM (science, technology, reading, engineering, art, math), education, personal and mental wellness, equity and social justice, economic empowerment, and community improvement and beautification. The program will help them drive equity and social change in their community by giving them a platform to voice creative solutions for social and civic issues.

LI: Teresha Sims

Due to unforeseen circumstances, Tommy Brennan (Limitless Research) and Zuggie Tate (The Trans Archival Project) are unable to present this evening. If their ideas sparked your interest, please contact Rachel Ciomcia (216-592-2280) to be connected with them.
Teen Accelerate (Round 2)
4:30 P.M. | ROOM 20

See full pitch descriptions >

The judges for Round 2 are the same as for Round 1.

RUBY’ S RETREAT
Ruby Raichart, Shaker Heights High School

HEALING THROUGH HARMONIES
Anshul Sharma, University School

MENTAL HEALTH MATTERS
Samantha Sunderhaft, Kenston High School

I’M FINE - PODCAST
Gabrielle Williams, Hawken School

SHOOT FOR A CHANGE
Isabella Williams, Hubbard High School

[CODHERS CLE]
Ella Witalec, Laurel School

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Thank you, to the more than 100 volunteers who have given their time to ensure Accelerate is a success. This event would not be possible without you!
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Senior VP and Managing Director, Fifth Third Private Bank
Chair, CLC Board of Trustees

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Orion Bell (LC2 2022, LC 2021), The Benjamin Rose Institute on Aging
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Colleen O’Neil (LC 2016), Calfee

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Cecilia Render, Nordson Corporation Foundation

Kim Riley (LC 2017), Hylant Group

Jim Rollins (LC 2020), Meaden & Moore Ltd.

Stuart Rosenberg (LC2 2014, LC 2013, CLC Board), Westfield

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