

IMAGINE

WHERE CURIOSITY BECOMES A CAREER



WEDNESDAY, MARCH 25, 2026

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9:00 AM **Registration**

9:15 AM **Welcome**

9:30 AM **Keynote Presentation: Gerard Durling**
From First Reps to Big Steps: How Creativity Opens Doors
Gerard's journey shows how stacking creative reps (big ones, small ones, and the unexpected ones) can open doors you never saw coming.

10:00 AM **Success Stories in the Creative Industries**
PERFORMING ARTS
Tara Middleton: *International Jazz Musician and Emmy Award Nominee*
MANUFACTURING & SOFTWARE
Patricia Hume: *Industry executive and Board member of the American Manufacturing Association*
MARKETING & ADVERTISING
Joey Zarcone: *Vice President, Posture Interactive*
ARCHITECTURE & DESIGN
Maria N. MacDonald: *Instructor of Practice, Marywood University School of Architecture*

11:00 AM **Break**

11:15 AM **Advice from Experts in Creative Industries**
An interactive, audience-driven session featuring video insights from international, national, state, and regional creative career experts, led by Joey Zarcone, Vice President, Posture Interactive.

12:00 PM **Lunch**

12:30 PM **Passion to Profession**
Gabrielle Ruiz: *Film, Television and Broadway Actor*
Dawn Leas: *Published Poet and Writer*
Ariel Lane: *Wildlife Photographer and Adventurer*
Kofi Donkor and Sankofa: *Prince from Ghana and the African Drumming and Dance Troupe*

1:45 PM **Closing Remarks**