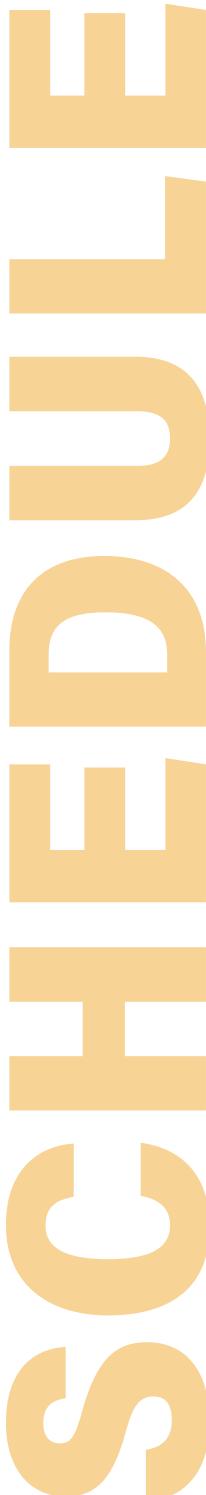


# IMAGINE X

WHERE CURIOSITY BECOMES A CAREER

WEDNESDAY, MARCH 25, 2026



9:00 AM **Registration**

9:15 AM **Welcome**

## 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.

## 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*

10:00 AM **Break**

## Advice from Experts in Creative Industries

11:15 AM 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**

## 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**