

# IMAGINE

WHERE CURIOSITY BECOMES A CAREER

WEDNESDAY, MARCH 25, 2026

SCHEDULE

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.

### **Success Stories in the Creative Industries**

#### *PERFORMING ARTS*

**Tara Middleton:** International Jazz Musician & Grammy Award Nominee

#### *MANUFACTURING & SOFTWARE*

10:00 AM **Patricia Hume:** Industry Executive & Board Member of the American Manufacturing Association

#### *ARCHITECTURE & DESIGN*

**Maria N. MacDonald:** Instructor of Practice, School of Architecture at Marywood University  
**Dr. Jodi L. La Coe:** Director, School of Architecture at Marywood University

11:00 AM **Behind the Career: Creativity that Makes it Work**  
An interactive, audience-driven session featuring video insights from international, national, state, and regional creative career experts, led by **Joey Zarcone** and **Tony Bartocci** of Posture Interactive.

11:55 AM **Lunch**

12:40 PM **Passion to Profession**  
**Gabrielle Ruiz:** Film, Television, & Broadway Actor  
**Dawn Leas:** Published Poet & Writer  
**Arielle Lane:** Wildlife Photographer & Adventurer

1:30 PM **Kofi Donkor and Sankofa:** Prince from Ghana & the African Drumming and Dance Troupe

1:50 PM **Closing Remarks**