

# Imagination education: Creative Incubator all-new in BC3's Lifelong Learning lineup

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David DeMarco is shown Friday, Jan. 22, 2021, near his home in New Brighton, Beaver County. DeMarco, a former consultant to six-time Grammy Award winner Israel Houghton, will instruct The Creative Incubator, one of 47 new courses this spring on Butler County Community College's menu of Lifelong Learning opportunities in Butler County.

(Butler, PA) A former consultant to a six-time Grammy Award winner intends to "turn lights on inside of people, wind them up and watch them go," David DeMarco said of The Creative Incubator, one of 47 new courses this spring on Butler County Community College's menu of Lifelong Learning opportunities in Butler County.

DeMarco, formerly of Nashville, Tenn., has worked as the personal coach of singer and songwriter Israel Houghton, whose Recording Academy awards from 2007 to 2015 included two best pop/contemporary gospel albums, best traditional gospel album and best gospel album.

The life coach who said he advised Houghton to move his eclectic music style to one more easy to cover by other artists by simplifying the arrangements said his BC3 class will empower workers outside of traditional artistic labels to be creative. DeMarco will instruct The Creative

Incubator from 6 p.m. to 9 p.m. March 23 and March 30 on BC3's main campus in Butler Township.

BC3's Lifelong Learning this spring in Butler County will offer 113 noncredit courses in the areas of computers and technology; culinary arts; fine arts and crafts; outdoor adventure; personal and professional development; photography and video; sew, knit and crochet; special interests; and yoga, Pilates and fitness.

The college's spring lineup concludes with the return of A Wine Tour of Australia, which begins June 16.

The costs for courses range from \$525 for a 24-session certified pharmacy technician training class that begins Feb. 9 to a free two-session Veteran Suicide: Suicide Prevention is Everyone's Business class that starts March 10. BC3's longest-running course, an introduction to yoga, returns Feb. 8. The 10-session, \$85 class is being offered for a 20th year, said Paul Lucas, director of BC3's Lifelong Learning program.

BC3's Lifelong Learning program offers participants an opportunity to develop or increase skills, or to explore new hobbies and new experiences "for a very affordable price," Lucas said.

The six-hour The Creative Incubator costs \$49.

DeMarco earned bachelor's and master's degrees from Geneva College, Beaver Falls, and practices as a life coach at The Resurgent Life, New Brighton, where he also lives.

Participants in his course will be able to exercise ways to tap into the wellsprings of creativity and recognize roadblocks, said DeMarco, particularly those not employed in positions thought to require imaginative solutions.

"There are creative ways to use numbers, to organize numbers, to present numbers," DeMarco said. "Creative ways to inspire people, lead people, answer problems, invent products ... move water from Point A to Point B.

"Basically in any profession, creativity should be and is embraced. Without creativity, you have no problem-solving."

Physical distancing measures will be enforced to maintain a safe environment at all BC3 facilities. Additionally, face coverings, such as a face mask or face shield, must be worn in



David DeMarco, left, formerly of Nashville, Tenn., and six-time Grammy Award winner Israel Houghton are shown in this undated photograph. DeMarco, who worked as the personal coach of the singer and songwriter, will instruct The Creative Incubator, one of 47 new courses this spring on Butler County Community College's menu of Lifelong Learning opportunities in Butler County.

shared spaces inside BC3 facilities and cover the nose and mouth. Face masks are preferred, but face shields are acceptable.

For more information about BC3's spring 2021 Lifelong Learning courses, visit [bc3.edu/lifelong](http://bc3.edu/lifelong) or call 724-284-8504.