

TAXI ROAD RALLY 2009

Schedule of Events

Thursday, November 5th

- 5:30pm – 'til close:** **Rally Registration** – Hotel Lobby – next to Grand Ballroom – Must have your Photo ID to get your Road Rally badge!
- 6:00pm – 'til close:** **One-to-One Mentor Registration** – Grand Ballroom Foyer – next to the Rally Registration desk. Refer to the Mentor Bios sheet to make your selection. Members only, please. One Mentor per member. First-come, first-served basis. Must already be registered and have your Rally badge with you to sign up.
- 6:00pm – 8:30pm:** **Dinner** – Eat with the new friends you made during Rally Registration!
- 8:30pm – 11:30pm:** **Open Mic** – Grand Ballroom – Names are drawn at random to play in front of your fellow members and their guests. Members only on this stage – guests can accompany you. One song per performer, please. **2nd Stage Open Mic** in the Mezzanine Theater for members *and* guests!

Friday, November 6th

- 8:00am – All Day:** **Registration** – Continues at the Rally Registration desk near the Grand Ballroom.
- 9:00am – 9:05am:** **Opening Remarks** – Grand Ballroom – **Jason Blume**, Hit Songwriter and Author.
- 9:05am – 9:15am:** **Welcome** – Grand Ballroom – TAXI Founder, **Michael Laskow**.
Michael will draw a ticket stub (between 9:00 and 10:15), and one lucky person will win \$500 Cash to help pay for their Rally travel expenses. You must be in the ballroom and have your ticket stub to win!
- 9:15am – 10:15am:** **Jeffrey Steele; Lifetime Achievement Award & Keynote Interview** – Grand Ballroom – Mega-Hit Songwriter/Producer Jeffrey has had hits and cuts with Miley Cyrus, LeAnn Rimes, Tim McGraw, Faith Hill, Rascal Flatts, Montgomery Gentry, John Waite, Lynyrd Skynyrd, Gloriana, Phil Vassar, Heidi Newfield, Trace Adkins, Steve Holy, Keith Anderson, Craig Morgan, Collin Raye, Diamond Rio, Billy Ray Cyrus, Van Zant, Kevin Sharp, Gerald Levertt, John Michael Montgomery, Pam Tillis, Aaron Tippin, Joe Nichols, Chris Young, Little Feat, Steve Wariner, and many *more*.
- 10:15am – 11:15am:** **Broadcast Quality Demystified** – Grand Ballroom – It's *more* than just sound quality, and you don't need an expensive studio to get it. A solo piano piece *could* be Broadcast Quality, but a song recorded in a million-dollar studio might *not* be! Want to know why? We promise to take all the confusion out of it for you by playing examples, *including* some randomly picked music from the audience. Want to see your Forwards, Deals and Film/TV Placements increase dramatically? Don't miss this panel! (No drop box for this panel. Bring your CDs with you!)
Michael Laskow (Moderator)
Tanvi Patel – President, Crucial Music
Todd Parker – Director of A&R, TAXI

Friday, November 6th, continued

- 11:30am – 12:30pm:** **Writing & Pitching for the Country Market** – Grand Ballroom – *Some* randomly drawn songs from members will be played (No drop box for this panel. Bring your CDs with you!), plus examples from top Country writers. Audience questions taken as well!
Michael Laskow (Moderator)
Ralph Murphy – V.P., ASCAP Nashville
Cliff Audretch III – Sr. Dir., A&R/Producer, Universal South Records
Sherrill Blackman – Three time winner; Nashville’s Top Songplugger
Danny Wells – Hit Songwriter with cuts and hits by George Strait, Collin Raye, including “These Days” by Rascal Flatts and many more.
- 12:45pm – 2:30pm:** **Mentor Lunch #1** – Concourse Ballroom (Mezzanine Level / 2nd Floor) – You must already have pre-purchased your tickets to attend.
- 2:45pm – 4:00pm:** **Do You Have Music for My Film or TV Project?** – Grand Ballroom – Some of the top people in Film and TV Music listen to randomly selected TAXI members’ music and take questions from the audience.
Michael Laskow (Moderator)
Harry Garfield, Executive V.P., Music, Universal Pictures
Dave Trotter – Exec. Producer/Creative Director, Studio 51
P.J. Bloom – Music Supervisor/Partner, Neophonic, Inc.
Jon Weiss – Music Supervisor, Bunim-Murray Productions
- 4:15pm – 5:30pm:** **A&R Panel #1 - Listening/Q&A** – Grand Ballroom – Live critiques, music will be randomly drawn. Genres: World, Electronica, Folk, Blues, Roots, Jazz, Contemporary Christian, Gospel, New Age, and Alt-Rock. You must be a current TAXI member to submit your music for this panel. Some Q&A too!
Todd Parker (Moderator)
Peter Torres – V.P. of A&R, Thrive Records
Cindy Wilt Colville – Leading Indie Christian Music Publisher
Ted Myers – A&R Mgr., Concord Music Group
- 5:45pm – 7:00pm:** **Make Broadcast Quality Recordings in Your Home Studio** – Grand Ballroom – Apogee’s **Stephen Bright** and some *very* special guests will demonstrate how incredibly easy it is to record Broadcast Quality music in your home studio using just a Mac laptop, GarageBand and Apogee products like, *ONE*, *Duet* and *GiO*. This will blow you away!
- 6:30pm – 8:30pm:** **Dinner Break** – On your own.
- 8:30pm – 11:30pm:** **Open Mic** – Grand Ballroom – Names are drawn at random to play in front of your fellow members and their guests. Members only on this stage – guests can accompany you. One song per performer, please. **2nd Stage Open Mic** in the Mezzanine Theater for members *and* guests!

One-to-One Mentoring – Friday, Nov. 6th Only – A&R Execs, Producers, Hit Songwriters, Managers, and Industry Pros of all kinds will sit down and listen to your song, answer your questions, and give you real-world advice. Members only please, and by appointment only. Sign up in the Grand Ballroom Foyer (near TAXI Rally Registration) Thursday, Nov. 5th, starting @ 6:00 pm. As always, One-to-One mentoring is free, but on a first-come, first-served basis.

TAXI Drivers’ Ed Classes – Friday, Nov. 6th through Sunday, Nov. 8th – Many of our favorite music industry experts will be sharing their tips, techniques and secrets of success in these intimate “classrooms.” We’ve doubled up on some of the most in-demand classes to give you a better chance of attending the classes that best fit your needs! Seating is limited and on a first-come, first-served basis. See the Driver’s Ed sheet for class times, rooms, and descriptions.

Saturday, November 7th

- 9:30am – 10:45am:** **Writing Songs and Composing Instrumentals for Film & TV** – Grand Ballroom – Some of your most successful fellow members will show you how they write songs and instrumentals that get signed and licensed. They'll play examples and give you tips and techniques that have worked well for them!
Michael Laskow (Moderator)
TAXI Members: Matt Hirt, Suz Doyle, Dean Krippaehne, Chuck Schlacter, Ed Hartman, Martin Haene, Vikki Flawith, Dave Walton, Barry French, John Mazzei and Tracey Marino.
- 11:00am – 12:00pm:** **Give Your Songs the Competitive Edge** – Grand Ballroom – **Robin Frederick**, author of "Shortcuts to Hit Songwriting," gives 10 brand new Shortcuts to creating songs with the commercial appeal that attracts the music industry and turns listeners into fans. Learn Genre shortcuts, four secrets of successful Film & TV songs, plus three valuable tips for writing songs that get noticed by publishers and record labels!
- 12:15pm – 2:00pm:** **Mentor Lunch #2** – Concourse Ballroom (Mezzanine Level / 2nd Floor) – You must have pre-purchased your tickets to attend this luncheon.
- 2:15pm – 4:15pm:** **Major Label A&R** – Grand Ballroom – Your Golden Opportunity to get your best songs heard (drawn randomly during the panel) by top A&R people. We've added a half hour to this panel. It will be mostly listening with some questions interspersed. Good luck!
Michael Laskow (Moderator)
Cliff Audretch III – Sr. Dir., A&R/Producer, Universal South Records
Monti Olson – Sr. VP of A&R, Universal Music Publishing Group; A&R, Interscope Records; Owner, ORG Records
David "Touch" Wright – Dir. of A&R, Island Def Jam
Ken Komisar – President, Tenman Records (Justin Timberlake's label)
- 4:30pm – 6:00pm:** **Creating and Licensing Video Game Music** – Grand Ballroom – Want to learn how to create what Video Game Music Supervisors and Producers really need? Want to learn about the business side of the Video Game Music industry? We've got three World-Class Experts to give you answers to these questions and many more. Don't miss this!
Michael Laskow – (Moderator)
Inon Zur – Composer: *Prince of Persia, EverQuest, Crysis, Fallout 3, Dragon Age: Origins*, and much, much more!
Sascha Dikiciyan – Composer/co-composer: *James Bond: Tomorrow Never Dies, Quake III - Arena, Dark Messiah, Splinter Cell 4, Beowulf, Haze, Hellgate: London*, and *Mortal Kombat vs DC*, plus much more!
Bob Rice – CEO of Four Bars Entertainment. Leading agent for top Video Game Composers.
- 6:10pm – 7:00pm:** **Song Construction – Why It Matters and Getting It Right!** – Grand Ballroom – **Ralph Murphy**, Hit Songwriter/Producer, ASCAP Vice-President, and legendary analyst of why some songs are hits and others aren't. Ralph will help improve your songs and your odds of writing a hit in this one powerful session!
- 7:15pm – 8:30pm:** **Dinner** – By now, you should have tons of new friends to dine with. And in case you haven't noticed, the Westin's Lobby Bar rocks when TAXI's members come to town!
- 8:30pm – 11:30pm:** **Open Mic** – Grand Ballroom – Names are drawn at random to play in front of your fellow members and their guests. Members only on this stage – guests can accompany you. One song per performer. **2nd Stage Open Mic** in the Mezzanine Theater for members *and* guests!

Sunday, November 8th

- 9:30am – 11:15am:** **Film & TV/Publisher Pitch/Q&A Panel** – Grand Ballroom – Your randomly selected songs get played and your questions get answered. Lots and lots of members have had Publishing deals and Film/TV placements happen as a result of this panel!
Michael Laskow (Moderator)
Ted Lowe – President, ChoiceTracks
Marina Mena – Dir. Film & TV Music, FirstCom/Universal
Aaron Davis – V.P., Music Licensing, MusicBox
Dave Trotter – Executive Producer/Creative Director, Studio 51
Robert Case – President, New Pants Music Publishing
- 11:15am – 12:30pm:** **Hit Songwriters and Composers Q&A Panel** – Grand Ballroom – The world's best songwriters and composers share their songwriting tips, techniques and career advice.
Michael Laskow (Moderator)
Andy Goldmark – Hit Songwriter with huge hits by Michael Bolton, Jennifer Paige, Jeffrey Osborne, and many, many more.
Adam Watts and Andy Dodd – Mega-Hit Songwriters/Producers with 45 Million CDs sold, including Jesse McCartney, Kelly Clarkson, High School Musical I, II, and III, Camp Rock, Hannah Montana, Billy Ray Cyrus, Jeremy Camp and more.
Danny Wells – BMI Million-Air Award Winning Hit Songwriter with cuts and hits by George Strait, Collin Raye, Rascal Flatts and many more.
Steve Dorff – Multi-Award-Winning Hit Songwriter and Composer with Grammy *and* Emmy nominations. Fifteen Top 10 hits with Kenny Rogers, Anne Murray and many more. Composer for "Every Which Way But Loose," "Murder She Wrote," and "Murphy Brown."
- 12:30pm – 2:00pm:** **Lunch** – No Mentor Lunch today; you're on your own.
- 2:00pm – 3:15pm:** **Song, Performance and Vocal Makeover with Kara DioGuardi** – Grand Ballroom – Mega-Hit Songwriter, Producer, Warner Bros. Records V.P. of A&R, and *American Idol* judge Kara DioGuardi will do live song, vocal, and performance makeovers for TAXI members who will join her on stage. Some performers (TAXI members only, please) will be drawn randomly for this once-in-a-lifetime opportunity.
- 3:30pm – 4:30pm:** **Marketing Your Music Online** – Grand Ballroom – Not selling as much of your music as you thought you would? This is the panel for you. Top experts show you how to use the Internet to market and sell your music.
Dan Kimpel (Moderator)
Tony van Veen – CEO, Discmakers and CD Baby
Ariel Hyatt – President, Ariel Publicity
Debra Russell – Life Coach, marketing specialist
Bob Baker – Author, Guerilla Music Marketing Handbook
- 4:30pm – 6:00pm:** **Producers Looking for Hits/Pitch Panel** – Grand Ballroom – This panel of All-Stars will listen to randomly selected songs *and* answer questions on this extremely popular panel.
Michael Laskow (Moderator)
Michael Lloyd – Legendary mega-producer with more than 100 Gold & Platinum records.
Denny Diante – Mega-producer/arranger for Paul Anka, Barbra Streisand, Henry Mancini, Elton John, B.B. King, Neil Diamond and many more.
Rob Chiarelli – Mixer, engineer and producer with 100 Gold & Platinum credits.
Ron Harris – Producer whose credits include Christina Aguilera, Hoku, Christopher Williams and Adina Howard.
Beau Dozier – Producer for Joss Stone, Avant, JoJo, B2K and more.