

Driver's Ed Classes

(Teacher bios are located at the end of the class descriptions)

Friday, November 6th

11:00am – 12:30pm: Seating is limited and on a first-come, first-served basis.

- **What Your Songs are Worth in \$: Today and Tomorrow** with **Todd and Jeff Brabec – National Room (Mezzanine Level / 2nd Floor)** The world of making money from music as a songwriter, composer or artist has changed dramatically in recent years and continues to do so. The Brabec Brothers, authors of the industry bible "Music Money and Success" will cover many of the new areas of songwriter royalties and deals as well as the traditional areas that still generate money. Areas covered include video games (*Guitar Hero* and *Rock band* licenses), television synch uses (*American Idol* and *Dancing With The Stars*), feature films (major studios and independents), internet streaming and downloads, the new mechanical rates in the U.S. and foreign countries, ringtones and ringbacks, songwriter and artist webcasting royalties and much more.
- **Leadership and Motivation: Driving Your Career to Success** with **Kenny Kerner – O'Hare Room (Mezzanine Level / 2nd Floor)** Can't get your career started? Do you come up with good ideas but don't do anything about them? Are you totally confused and ready to give up? Are you waiting for someone to kick you in the ass and inspire you? Let Kenny do it by teaching you 10 things you need to do as an Indie artist to achieve career success as a professional.
- **Crafting Music for Film & TV** with **Dave Trotter – Midway Room (Mezzanine Level / 2nd Floor)** Dave Trotter will lead a discussion on the basic construction of instrumental library music used in the Film and TV industry, with examples. Topics included will be: Why it is usually not best to use all three song components; Verse, Chorus, and Bridge; Drama, and Tension: How the intro, the build, and the stinger, are used as integral parts of all cues.; Titles: Why you may be passed over because your title just didn't tell what the cue was about; and lastly, Genres.
- **Enhancing Your Creativity** with **West L.A. Music – LaGuardia Room (Mezzanine Level / 2nd Floor)** How would you like to tap into your higher guidance to enhance your creativity? Learn how to build a creative space that will naturally enhance your creative workflow. Learn techniques for working through Writer's Block! West L.A. Music's recording expert, pianist and composer Noel Gould will work with you in an imaginative seminar that you're sure to find life enhancing. This is 45 minutes you do not want to miss!
- **No Rules, Just Tools: Songcraft Fundamentals** with **John Braheny – Kennedy Room (Mezzanine Level / 2nd Floor)** John is back with this popular class for beginners and you writers who started writing by instinct before you learned the *principles* of manipulating song structure and dynamics for maximum impact; if you keep getting TAXI critiques that say you need better structure or more contrast; if you need to brush up on what you missed and get more control over what you instinctively know, then this is the class for you. Increase your odds of getting your songs forwarded. Of the 3rd Edition of John's best selling book, *American Songwriter Magazine* says, "It's hard to conceive of a how-to book for songwriters that covers more territory — and does so more effectively — than *The Craft and Business of Songwriting*."
- **Improve Your Songwriting Insantly with MasterWriter 2.0** with **Barry DeVorson – The Theatre (Mezzanine Level / 2nd Floor)** Hit Songwriters like David Foster, Kenneth "Babyface" Edmonds, Gwen Stefani, Rob Thomas, Lionel Richie, Jimmie Webb, Jeffrey Steele and many more, all use MasterWriter. See a demonstration of the new revolutionary MasterWriter 2.0, the most powerful suite of songwriting tools ever assembled in one program. Attend any of the three demonstrations for a chance to win a copy of MasterWriter! Must be present to win.
- **Vocal Recording Master Class** with **Ronan Chris Murphy – Orly Room (Mezzanine Level / 2nd Floor)** Producer-Engineer Ronan Chris Murphy will teach you how to record and mix master quality vocals tracks in any recording situation. The class will share techniques for getting the most out of the vocalist and technical strategies for delivering broadcast quality vocal tracks on any budget.

Friday, November 6th continued

11:00am – 12:30pm continued

- **Stripping Down Your Demos and Getting Them Cut** with **Cliff Goldmacher – Sea-Tac Room (Mezzanine Level / 2nd Floor)** This workshop is for songwriters who would like to streamline the demo process, keep their demo budgets in check and maximize the return on their investment while still ending up with great sounding recordings of their songs. The workshop covers pre-production, studio/engineer selection, hiring/working with vocalists/session musicians, explaining the guitar/piano vocal, and demo examples along with tricks of the trade.

2:45pm-4:15pm: Seating is limited and on a first-come, first-served basis.

- **The Basics of Music Publishing** with **Robert Case – National Room (Mezzanine Level / 2nd floor)** This class will give an overview of what exactly music publishing is. Topics covered include Music Copyrights, ASCAP, BMI, Co-Writing, Production and more. This class is great for any songwriter to attend and gives a clear understanding of what publishers go through from beginning to end in the process of music publishing and that Robert uses in his day-to-day business operation.
- **Songwriting With Tools** with **Sonoma Wire Works – O'Hare Room (Mezzanine Level / 2nd floor)** An in-depth demonstration on how Sonoma Wire Works' software library can generate ideas, speed up work flow, and ultimately facilitate the creative process. Products demonstrated will include the award winning RiffWorks recording software, DrumCore, KitCore, Discrete Drums, and the popular FourTrack iPhone multitrack recording app.
- **Positive Projection: Networking Essentials for Songwriters** with **Dan Kimpel – Midway Room (Mezzanine Level / 2nd floor)** Songwriters, blessed with intuitive skills and sensitivity, might sometimes be overwhelmed in high-pressure social environments. Author, educator and motivational guru Dan Kimpel -- the music world's best-known authority in the crucial art of networking will deliver an upbeat and inspiring session on how to make an undeniable impact, increase your confidence, become aware of how others perceive you, and generate the valuable connections that can make the difference in your career. Among the topics: How to instigate a conversation with virtually anyone; Talk to me: attracting others to you; Body Language Basics; Word-wise: What a conversationalist is *really* saying; What to wear, where. Visual hints for the fashion-impaired; Handshakes and quick takes: social skills 2.0; Truth in the booth: maximizing music biz conferences; Going up? The art of the elevator pitch; Telephone tricks for the timid; Networking for the future; Where to *never* place a business card. You'll learn that while the music business is an ever-shifting panorama, what will remain constant is the power of upbeat and engaging personalities to connect to others. Who you know, what you know, who knows you -- this "Kimpelling" presentation is designed to motivate, educate and entertain.
- **Creating and Capturing Inspiration with Ovation Guitars** with **West L.A. Music – LaGuardia Room (Mezzanine Level / 2nd floor)** Inspiration comes at anytime. Find out how you can capture every time at the Ovation iDea Class. Featuring Nancy Sanchez and the Ovation iDea guitar - the first and only guitar with on-board recording. You will learn to record musical ideas, increase your skill by playing along with Jam Tracks, learn how you can take lessons anytime, anywhere, use backing tracks for solo gigs and much more!
- **Guerilla Marketing & Creating Buzz: The Secrets to Low Cost Music Promotion** with **Bob Baker – Kennedy Room (Mezzanine Level / 2nd Floor)** Join the author of "Guerilla Music Marketing Handbook," to get immediate answers to your most pressing music promotion questions. Find out how to make impact with your music for the least amount of money. Learn the latest and most creative Internet promotion strategies. Get feedback on the best way to market your unique sound to the industry (and especially to fans) around the world.
- **Hit Song Bootcamp** with **Robin Frederick – The Theatre (Mezzanine Level / 2nd floor)** What gives today's most successful hit songs their powerful appeal? Join Robin Frederick as she analyzes current hits in the Country, Rock, Pop, and R&B genres to show you what makes them tick. You'll learn how to use these techniques in your own songs and how to continue acquiring new insights and ideas by analyzing any hit song. This is the course that will teach you how to keep learning and growing, stay current and competitive, long after you leave the Road Rally!

Friday, November 6th continued

2:45pm-4:15pm continued

- **Beat Meets Melody with Jason Brawner – Orly Room (Mezzanine Level / 2nd Floor)** This class starts with breaking down the most popular beats of the day, continuing through placements of melodic phrases and ending with examples of where these two elements meet (often at the top of the charts!) You'll look at how the proper use of this topic launched the careers of Michelle Branch, Taylor Swift and The Eagles. Finally, you'll see how to apply the technique to every song that bears your name, past and future.
- **Becoming Rock Star Rich with John Battaglia – Sea-Tac Room (Mezzanine Level / 2nd floor)** Making money with your music depends on two things: How you hone your talent and how you deeply you're able to reach others. Join John Battaglia, author of *The Rockstar in You* and formerly the agent for Beyoncé, as he shares the steps that every artist must know in order to capitalize on your music and build a true fan base. Specifically, this workshop achieves: The secret to growing your fan base; How to have your live performance blow people away; How to have your image match your music; How to portray yourself to the media in the most compelling way; How to be seen in your best light with your photos and presentation materials; How to attract the right team around you; Lessons on how to be able to support yourself solely through your music; And much more!

4:30pm – 6:00pm: Seating is limited and on a first-come, first-served basis.

- **The Nuts and Bolts of Artist Management with Karl Louis and Rob “Blasko” Nicholson – National Room (Mezzanine Level / 2nd Floor)** Are you ready to take your career to the next level? If so, an artist manager is essential to your needs. As an artist, your main concern should be writing and performing your music. A good manager will handle all other aspects of the music business for you. In this class, take the time to learn when to hire a manager, what a manager can do for you, and numerous other topics related to the artist manager and their involvement in your career.
- **Melody Master Class with Jason Blume – O'Hare Room (Mezzanine Level / 2nd Floor)** Create melodies listeners *CAN'T* forget, publishers want to publish, audiences want to buy – *and artists want to sing*. Fifteen non-technical, concrete, easy-to-master tools to take your melodies to the next level. You'll *never* look at melody the same way. No knowledge of music theory or ability to play an instrument required for this class – *OR TO WRITE HITS!*
- **Reality 101: Getting Heard, Getting Seen, Getting Signed: Pursuing a Career in the New Music Business 2009 and Beyond with Bobby Borg – Midway Room (Mezzanine Level / 2nd Floor)** Are You Ready For That Big Recording Deal? Do you understand what getting signed really means? Do you want to find out how to leverage your career to get what you want? YES? Then this course is for you! Taught by a professional musician-for musicians. Learn invaluable tips for pursuing a successful career in music that only someone who's lived THROUGH IT can reveal. “Real-Life Stories” and in-class “Song Critique Sessions” enhance this presentation making it a true eye-opener. Bring your CDs and get heard!
- **Song Session with Pat Pattison – Kennedy Room (Mezzanine Level / 2nd Floor)** Pat Pattison, using a Master Class format, will listen to participants' songs, using them as fodder to talk about process and a host of writing and rewriting issues. They will work with each writer (playing live), making each song as strong as possible.
- **Pimp My Song with Ralph Murphy – The Theatre (Mezzanine Level / 2nd Floor)** Not *that* kind of pimp! Hit songwriter and ASCAP vice-president, Ralph Murphy does live, on-stage makeovers of TAXI members' songs. They go back to the woodshed and reappear later in the weekend to play us the results. This panel has been a huge hit at other gatherings.
- **The Kitchen Sink: Ask Me Anything with Chris “Hot Rod” Long – Orly Room (Mezzanine Level / 2nd Floor)** Feel free to ask Chris anything you want about A&R, Journalism, Concert Promoting, Bio Writing, Publicity, Marketing, Indie labels vs. Major labels, Management and much more. This industry veteran is open and ready to discuss whatever it is you need to know and is also ready to tell you about the mistakes you don't want to make!

Friday, November 6th continued

4:30pm – 6:00pm continued

- **Pitching Your Songs Correctly to TAXI Listings** with **Dude McLean – Sea-Tac Room (Mezzanine Level / 2nd Floor)** Have you ever been told by screeners that your song doesn't fit the listing you are pitching to? Dude will help you understand the terminology used within the listings so that you can bust through what it is really saying and avoid miscasting your songs. He will help you zero in on specific "buzz" words often used to set the tone of a listing and from there you will learn to better interpret what type of opportunities you should and shouldn't be submitting to. This important class can lead you in the direction of getting more Forwards and less Returns. Most importantly, he will discuss what happens when you are contacted by the company you were forwarded to and what to expect, what they will ask, and what you should do!

6:15pm – 7:15pm: Seating is limited and on a first-come, first-served basis.

- **Business Management for the Creative Mind** with **Debra Russell – O'Hare Room (Mezzanine Level / 2nd floor)** Do you think - "I'm a Musician! I'm just no good at business!" In this dynamic, interactive workshop, Debra dispels this common myth, so you can apply your unique talents to create a successful business without sacrificing your art or your integrity. Embracing that you are a small business owner is the key. See yourself at home in the music business and conquer the challenges that now seem overwhelming to you.
- **Advanced Record Production** with **Rob Chiarelli (with special guest Ron Harris) – The Theatre (Mezzanine Level / 2nd Floor)** Rob will tell you his hit-making tips & techniques that will make your project sound like a finished record; modern recording techniques, using plug-ins, recording vocals, drums, instruments & mixing; and working with artists, writers, A&R execs, producers, engineers, etc. *Don't miss this class as Rob will be bringing some very special classic multi-track masters – very rare, once in a lifetime kind of stuff!*

Saturday, November 7th

9:00am – 10:30am: Seating is limited and on a first-come, first-served basis.

- **Mastering the Music Row Formula** with **Jason Blume – Lindberg A Room (Lobby Level / 1st floor)** Country music is the genre with the most songs being recorded by artists who didn't write them—and those songs all share some crucial common denominators. Hit songwriter/best-selling author Jason Blume (more than 50 million album sales; one of the few writers to ever have hit singles on Billboard's Pop, Country, & Urban charts – *all at the same time*) will smash some misconceptions about current country music—and teach you exactly what you need for success in the lucrative country market.
- **How To Market Your CD and Create a Buzz: Putting Together A Marketing Plan of Attack** with **Bobby Borg – Lindberg B Room (Lobby Level / 1st floor)** Want to get to that next level of your career? In this class you'll learn step-by-step tips essential in putting together and initiating your own "Marketing Plan of Attack." And if money is tight, we'll do this from the perspective of having a "Zero To Limited Dollar Budget!" In-class marketing exercises and CD listening sessions make this course fast-paced, interactive session, and highly motivating. Make no mistake: Having no plan is like planning to fail! Having a plan, and failing to execute it, is equally as damaging. Bring your CDs!
- **Going to Extremes** with **Steven Memel – National (Mezzanine Level / 2nd Floor)** Most people do not "take it all the way." Everyone has so much more than they think they have. In this class we will explore pushing it to the limit. What does that mean? How do you get there? What holds us back from doing it? How do we know when we've done it? Is it always necessary? This class will be centered around voice and performance but will also cover *going to extremes* creatively in your writing, your playing, your level of dedication and ultimately your life!

Saturday, November 7th continued

9:00am – 10:30am continued

- **Mix It Like A Pro** with **Fett – O'Hare Room (Mezzanine Level / 2nd Floor)** Quality recording has become more accessible and affordable than ever for home studio owners. But recording is only the first step in the audio production process. The real art begins at the mixing stage. In this class, veteran producer/engineer Fett teaches you a process that industry pros use to get great-sounding mixes. Topics include the six primary mixing tools, strategic placement of instruments and vocals in a mix, differences between amateur and pro mixes, and pro secrets to getting ear-catching sounds in today's market. When you leave this class, you'll have the techniques you need to immediately take your mixes to a higher, more competitive level. Includes real-world audio examples.
- **Becoming Rock Star Rich** with **John Battaglia – Midway Room (Mezzanine Level / 2nd floor)** Making money with your music depends on two things: How you hone your talent and how you deeply you're able to reach others. Join John Battaglia, author of *The Rockstar in You* and formerly the agent for Beyoncé, as he shares the steps that every artist must know in order to capitalize on your music and build a true fan base. Specifically, this workshop achieves: The secret to growing your fan base; How to have your live performance blow people away; How to have your image match your music; How to portray yourself to the media in the most compelling way; How to be seen in your best light with your photos and presentation materials; How to attract the right team around you; Lessons on how to be able to support yourself solely through your music; And much more!
- **Get Out of Your Own Way: How to Reach Your Music Career Goals Faster** with **Bob Baker – Kennedy Room (Mezzanine Level / 2nd Floor)** Do you ever feel frustrated that you aren't making as much forward progress with your music as you'd like? Are you even losing more ground than you're gaining? In this class you'll learn the secrets of effective goal setting from a successful music biz pro. Bob Baker, author of "*Guerrilla Music Marketing Handbook*," has achieved the impossible. Bob is a prosperous author, a sought-after speaker, a member of Berkleemusic.com's online faculty, and a recognized indie music marketing expert. In this class, he shares the steps he took and reveals the CCSS Model for overcoming obstacles, the 5 Success Questions you must ask yourself, the right way (and wrong way) to set goals, and more.
- **Improve Your Songwriting Insantly with MasterWriter 2.0** with **Barry DeVorson – The Theatre (Mezzanine Level / 2nd Floor)** Hit Songwriters like David Foster, Kenneth "Babyface" Edmonds, Gwen Stefani, Rob Thomas, Lionel Richie, Jimmie Webb, Jeffrey Steele and many more, all use MasterWriter. See a demonstration of the new revolutionary MasterWriter 2.0, the most powerful suite of songwriting tools ever assembled in one program. Attend any of the three demonstrations for a chance to win a copy of MasterWriter! Must be present to win.
- **Vocal Recording Master Class** with **Ronan Chris Murphy – Orly Room (Mezzanine Level / 2nd Floor)** Producer-Engineer Ronan Chris Murphy will teach you how to record and mix master quality vocals tracks in any recording situation. The class will share techniques for getting the most out of the vocalist and technical strategies for delivering broadcast quality vocal tracks on any budget.
- **The Songwriters Guide to the Demo Process** with **Cliff Goldmacher – Sea-Tac Room (Mezzanine Level / 2nd Floor)** This workshop is for songwriters who would like to streamline the demo process, keep their demo budgets in check and maximize the return on their investment while still ending up with great sounding recordings of their songs. The workshop covers pre-production, studio/engineer selection, hiring/working with vocalists/session musicians, explaining the guitar/piano vocal, and demo examples along with tricks of the trade.

Saturday, November 7th continued

2:30pm-4:00pm: Seating is limited and on a first-come, first-served basis.

- **Yeah, You Can Sing and Play, But Do You Have Rhythm?** with **Ed Hartman – Lindberg A Room (Lobby Level / 1st floor)** Rhythm is in the bass, chord, melody and percussion parts, yet very few musicians know how to master it. Taught by Ed Hartman, YAMAHA Percussion Artist, this class will teach you how rhythm is used in pop, rock, Latin, and world music, live and in the studio. Rhythm is as important a part of a hit song as the "hook" is. Feel free to bring a shaker, cowbell or small hand drum.
- **Social Networking (Twitter and Facebook) + Internet Marketing = Success** with **Ariel Hyatt – Lindberg B Room (Lobby Level / 1st Floor)** This 90-minute talk focuses on how to leverage social networking sites and online communities to create fans that will pay you much more than they already are. It includes a complete overview of Web 2.0, what it is and how to use it to your advantage.
- **Vocal Performance Workshop** with **Steven Memel – National Room (Mezzanine Level / 2nd Floor)** Whether you're a novice singer or a polished professional performer you won't want to miss this exciting workshop. In this intense five-hour interactive session participants will be introduced to the "Memel Method", an integrated system of vocal and performance techniques covering every aspect of the performer's experience. Vocal technique, stagecraft and movement, talking with the audience, rehearsal, mental preparation and much, much more!
- **Turning Your Inner Critic Into Your Staunchest Ally** with **Debra Russell – O'Hare Room (Mezzanine Level / 2nd floor)** Are you plagued by internal **doubts** and **self-criticism**? We all carry an **internal critic** in our heads, and **it never shuts up!** The more we fight against it ... the louder and more insistent it gets. Fortunately, there's a better way. You can actually learn to **befriend that voice**, and turn it from your worst enemy to your most **steadfast and supportive ally**. Debra will teach you a range of different **tools and techniques** to do this, and lead you through some of them **live**.
- **Take A Deep Breath: You're Only One Song Away From Being Relevant in the Music Business** with **Guy Marshall – Midway Room (Mezzanine Level / 2nd floor)** This extremely motivating class will help you tap into & keep the passion for producing original music and what brought you to the Road Rally in the first place. It's time to take control of your destiny! You'll learn how to keep focused on generating new product, eliminate unnecessary road blocks-both spiritually & emotional, take advantage of negativity & rejection, (didn't the Beatles get turned down buy every Record Label they approached?), make a lasting "professional" impression on producers, music supervisors, managers, publishers & record labels & help you put into perspective the much misunderstood expression "Overnight Success". If you've ever felt that the only thing that would make you happy in life is having a career in the music industry, then you should not miss this class, it can be your "back-story" when you're interviewed by Rolling Stone Magazine and asked: "What was the turning point in your career"!
- **Creating and Capturing Inspiration with Ovation Guitars** with **West L.A. Music – LaGuardia Room (Mezzanine Level / 2nd floor)** Inspiration comes at anytime. Find out how you can capture every time at the Ovation iDea Class. Featuring Nancy Sanchez and the Ovation iDea guitar - the first and only guitar with on-board recording. You will learn to record musical ideas, increase your skill by playing along with Jam Tracks, learn how you can take lessons anytime, anywhere, use backing tracks for solo gigs and much more!
- **Pimp My Song Reveal** with **Ralph Murphy – The Theatre (Mezzanine Level / 2nd Floor)** Join us to hear the miraculous transformations from the live on-stage make-overs that Ralph did earlier this weekend. A great learning experience!
- **Courting the Producer** with **Jason Brawner – Orly Room (Mezzanine Level / 2nd Floor)** So you think it's time to get your stuff to the producer who will make it all happen for you? Prove it! Acclaimed L.A. producer Jason Brawner gives you the inside scoop on exactly how to catch the attention of music industry professionals. Hear the demos that caught his ear and lead artists *in your shoes* to major label deals. Bring your demo, photos, bio and press kit for consideration and critique as time permits.

Saturday, November 7th continued

2:30pm-4:00pm continued

- **Singer Troubleshooting Tips – Q&A** with Lis Lewis – **Sea-Tac Room (Mezzanine Level / 2nd Floor)** As a lead singer, you have very specific problems and concerns. No one else in the band, none of your business associates, not even your producer can really help you. Who can? Other singers of course. Bring your vocalist problems to this discussion and we will explore solutions. For that matter bring your solutions. And let's not leave out background vocalists. We will talk about all kinds of vocal problems such as pitch, range, volume, tone, strength and endurance. But also what about stage fright, recording studio issues, band problems, charisma, auditioning, in ear monitors, fronting a band, choosing the right style, comping vocal tracks and much more. Come with questions; we'll find answers.

4:30pm – 6:00pm: Seating is limited and on a first-come, first-served basis.

- **Transforming the Tune: Secrets of Musical Rewriting** with Jai Josefs – **Lindberg A Room (Lobby Level / 1st Floor)** Most songwriters know the importance of rewriting lyrics til they're in the best possible shape, but far fewer are aware of the wide range of possibilities for rewriting the music of a song so it becomes more compelling to the listener (as well as more marketable!). In this workshop Jai will break down the four key musical elements of a song – melody, structure, chord progression, and groove – and show specifically how making changes in each of them can transform a song from ordinary to extraordinary. Using before and after examples from real life successes, he'll then show you how you can immediately begin applying these techniques to your own writing.
- **Film & TV Licensing: How to Make Money in Music Without Selling a Single CD** with Ted Lowe – **Lindberg B Room (Lobby Level / 1st Floor)** Music Industry vet Ted Lowe will share everything he knows about creating and getting your music in to films, television shows, advertisements, video games and movie trailers. He'll discuss the various types and styles of music that are used in these mediums, how these songs are getting placed there, and he'll play you some music samples and discuss WHY they work and what you can do to compete.
- **Why I Love That Song!** with John Braheny – **National Room (Mezzanine Level / 2nd Floor)** – What you DON'T want is a lyric that reads like a software manual. What you DO want are lines that come alive with alliteration, assonance, onomatopoeia, similies, metaphors, hyperbole and very tasty rhyme - ingredients that all add their distinctive flavors without calling too much attention to themselves. Does content trump perfect rhyme? Is rhyme necessary? What are your options? Bring your favorite examples of all the above to share.
- **Achieving Success with Your Music** with Sydney Alston – **O'Hare Room (Mezzanine Level / 2nd floor)** Making CDs is easy. Making them successful is exceedingly difficult. Join one of the industry's most insightful leaders for this interactive seminar chock-full of actionable information to make your next CD project a success. Among others you'll learn: How to avoid the 6 most common mistakes that make a CD project crash and burn; How to dramatically increase your CD sales; Is it possible for independent artists to get radio airplay; How to get distribution and not get burned; and much more. Bring a notepad and a pen. You're guaranteed to pick up some great tips.
- **Ear Candy 101: Why Production Matters** with Guy Marshall – **Midway Room (Mezzanine Level / 2nd floor)** Learn the various ways that production can further enhance your creativity and help you transform your songs beyond what you imagined they could be!
- **Enhancing Your Creativity** with West L.A. Music – **LaGuardia Room (Mezzanine Level / 2nd Floor)** How would you like to tap into your higher guidance to enhance your creativity? Learn how to build a creative space that will naturally enhance your creative workflow. Learn techniques for working through Writer's Block! West L.A. Music's recording expert, pianist and composer Noel Gould will work with you in an imaginative seminar that you're sure to find life enhancing. This is 45 minutes you do not want to miss!

Saturday, November 7th continued

4:30pm – 6:00pm continued

- **The 10 Rules of Songwriting and How and Why to Break Them** with **Paul Zollo – Kennedy Room (Mezzanine Level / 2nd floor)** Paul Zollo, a songwriter, recording artist and author of several books including *Songwriters On Songwriting* and *Conversations with Tom Petty* will lead this class that will explore all aspects of the art and craft of songwriting, focusing on the 10 rules songwriters need to know about and how and why to break them. Weaving in the wisdom and inspirations of the legendary songwriters he has interviewed, including Bob Dylan, Leonard Cohen, Paul Simon, Randy Newman, James Taylor, Carole King, Laura Nyro, Frank Zappa, Townes Van Zandt and Neil Young, Zollo will lead you on a journey into that place where great songs come from. That place that, as Leonard Cohen said, he would go to all the time if he just knew how to get there. This class is all about how to get there.
- **Songwriting With Tools** with **Sonoma Wire Works – The Theatre (Mezzanine Level / 2nd Floor)** An in-depth demonstration on how Sonoma Wire Works' software library can generate ideas, speed up work flow, and ultimately facilitate the creative process. Products demonstrated will include the award winning RiffWorks recording software, DrumCore, KitCore, Discrete Drums, and the popular FourTrack iPhone multitrack recording app.
- **Writing Songs for Your Original Act** with **David Cat Cohen – Orly Room (Mezzanine Level / 2nd Floor)** This is a workshop that helps you focus on writing custom songs for yourself as a performer by asking important questions to define who you are as an original act from a listener's point of view. Who is your audience? What is your core message? What makes you original? How would you describe your genre or style? Who will identify with you as a performer? When one thinks of your act, what would someone say about you? Who are you a spokesperson for? Where on the radio, TV, or internet would someone find you?
- **Pitching Your Songs Correctly to TAXI Listings** with **Dude McLean – Sea-Tac Room (Mezzanine Level / 2nd Floor)** Have you ever been told by screeners that your song doesn't fit the listing you are pitching to? Dude will help you understand the terminology used within the listings so that you can bust through what it is really saying and avoid miscasting your songs. He will help you zero in on specific "buzz" words often used to set the tone of a listing and from there you will learn to better interpret what type of opportunities you should and shouldn't be submitting to. This important class can lead you in the direction of getting more Forwards and less Returns. Most importantly, he will discuss what happens when you are contacted by the company you were forwarded to and what to expect, what they will ask, and what you should do!

6:15pm – 7:15pm: Seating is limited and on a first-come, first-served basis.

- **Secrets of Successful Demos** with **Jason Blume – The Theatre (Mezzanine Level / 2nd Floor)** Hit songwriter/best-selling author Jason Blume (more than 50 million album sales; one of the few writers to ever have hit singles on Billboard's Pop, Country, & Urban charts – *all at the same time*) shows you what it takes to successfully compete. Listen to demos of hits and learn about "song" vs. "artist" demos; budgets; scams; whether you can do it at home; and more.

Sunday, November 8th

9:00am – 10:30am: Seating is limited and on a first-come, first-served basis.

- **Radio Airplay: Still the Quickest Way to Reach Music Fans** with **Jon Flanagan – Lindberg A (Lobby Level / 1st Floor)** Not selling many CDs on the Internet? Radio airplay still sells music better than anything. Find out how to get your song on the radio! John Flanagan, founder of Radio & Retail Promotions, will lead you through topics such as: The Best Methods for Dealing with Radio & Getting Your Music On Air; Radio & Tour Support; and On-Air Interviews, Features, Contests & Prize Giveaways. If your goal is to build your fan base and increase your CD sales, concert attendance, and Music Industry recognition, then this is the class for you.
- **Taking the Mystery Out of Audio Mastering** with **Fett – O'Hare Room (Mezzanine Level / 2nd Floor)** Whether you record your own songs or have them produced at a pro studio, your recordings need to have punch, clarity and polish to be noticed in today's competitive market. Often, the difference between a good recording and a great recording is audio mastering. In this class, veteran producer/engineer Fett takes the mystery out of the mastering process, explaining what it is and how it's done, and the difference it can make in your own recordings. Topics include how to think like a mastering engineer, the seven essential steps in the mastering process, and mastering hardware and software tools. Includes real-world, before-and-after audio examples.
- **How to Sign with a Publisher Who Loves Your Songs: YOU** with **Jason Blume – Midway Room (Mezzanine Level / 2nd Floor)** Hit songwriter/best-selling author Jason Blume (more than 50 million album sales; one of the few writers to ever have hit singles on Billboard's Pop, Country, & Urban charts – *all at the same time*) explains what publishing really means—and walks you step by step through the process of successfully pitching and placing your music—while retaining 100% of the rights and \$\$\$).
- **Creating and Capturing Inspiration with Ovation Guitars** with **West L.A. Music – LaGuardia Room (Mezzanine Level / 2nd floor)** Inspiration comes at anytime. Find out how you can capture every time at the Ovation iDea Class. Featuring Nancy Sanchez and the Ovation iDea guitar - the first and only guitar with on-board recording. You will learn to record musical ideas, increase your skill by playing along with Jam Tracks, learn how you can take lessons anytime, anywhere, use backing tracks for solo gigs and much more!
- **Improve Your Songwriting Insantly with MasterWriter 2.0** with **Barry DeVorson – The Theatre (Mezzanine Level / 2nd Floor)** Hit Songwriters like David Foster, Kenneth “Babyface” Edmonds, Gwen Stefani, Rob Thomas, Lionel Richie, Jimmie Webb, Jeffrey Steele and many more, all use MasterWriter. See a demonstration of the new revolutionary MasterWriter 2.0, the most powerful suite of songwriting tools ever assembled in one program. Attend any of the three demonstrations for a chance to win a copy of MasterWriter! Must be present to win.
- **Directing Vocalists In the Studio to Get What You Want** with **Jan Linder-Koda – Orly Room (Mezzanine Level / 2nd Floor)** This class is for vocalists, producers and engineers. Do you know to work together to get the best performance in the studio? How many times have you been in the studio stuck on a spot and without a language between the performer and the producer? This class will show singers how to access the feelings inside when under pressure to do so. Producers will benefit knowing how to get the singer to have emotional intention. It's a win win for everybody.
- **Maintaining Artistic Integrity While Running Your Career As a Business** with **Ravi – Sea-Tac Room (Mezzanine Level / 2nd Floor)** This seminar is divided into two components. It's partly a spirited analysis of why "integrity" is so important, not only for artistry but also for our society, and the positive changes that artists can inspire. Ravi shares his own professional evolution in the context of personal achievement; complete with a hindsight perspective that has lead him on the mission of integrity. He also outlines his top ten rules for success (personal and professional), combining introspective philosophy and practical business methodology. The second component is a discussion on the fundamental components of a business: Creating/Establishing the product, Distributing/Marketing that product, and Financing the entire operation. Ravi redefines traditional methods that seemingly lack integrity in the context of "art," allowing the audience to incorporate steadfast business strategies into their own artistic ventures, and maintain artistic integrity throughout.

Sunday, November 8th continued:

10:45am-12:15pm: Seating is limited and on a first-come, first-served basis.

- **Master Class** with **Pat Pattison – Lindberg A Room (Lobby Level / 1st Floor)** Use a few participants' songs (played live), this class will deal with a variety of issues commonly faced by songwriters, using the techniques and process found at <http://patpattison.com/videos/>. We'll address such issues as verse development, productive repetition, phrasing, effective matching of lyric and melody, structure and prosody. Learn how to polish those bumps in the road that distract the listener and let air escape from the song's tires.
- **Advanced Record Production** with **Rob Chiarelli (and special guest Ron Harris) – Lindberg B Room (Lobby Level / 1st floor)** Rob will tell you his hit-making tips & techniques that will make your project sound like a finished record; modern recording techniques, using plug-ins, recording vocals, drums, instruments & mixing; and working with artists, writers, A&R execs, producers, engineers, etc. *Don't miss this class as Rob will be bringing some very special classic multi-track masters – very rare, once in a lifetime kind of stuff!*
- **Songwriting that Gets You Heard, Covered or Purchased** with **Harriet Schock – O'Hare Room (Mezzanine Level / 2nd Floor)** The recipe? 6 main ingredients: Truth, clarity, craft, visuals, melody and harmony. Hands-on fun exercises that will give you tools you can use immediately to raise your songwriting to the next level. If there's time, song feedback with lyric sheet for Harriet.
- **A&R: It All Begins With The Music** with **Don Grierson – Midway Room (Mezzanine Level / 2nd Floor)** A focused look at the responsibilities of A&R (Artist & Repertoire) personnel, whether at a major label or in the active independent marketplace. Insight into how major and independent music company A&R staff function. How they handle this creative and vital responsibility and deal with artists, managers, producers and publishers/songwriters. Finding, developing and signing talent in the new millennium.
- **Social Networking (Twitter and Facebook) + Internet Marketing = Success** with **Ariel Hyatt – Kennedy Room (Mezzanine Level / 2nd Floor)** This 90-minute talk focuses on how to leverage social networking sites and online communities to create fans that will pay you much more than they already are. It includes a complete overview of Web 2.0, what it is and how to use it to your advantage.
- **15 Minutes: How to Become a Star and Stay a Star** with **Legendary Producer Michael Lloyd – The Theatre (Mezzanine Level / 2nd Floor)** (Shure Instrument Microphone giveaway during this class!) Learn from a Mega-Producer the Ins and Outs and Ups and Downs of the Music Business. Hear how everything you do impacts your dream. Learn about and discuss the new music business world to maximize your opportunities. Michael will give you real world advice for real world issues.
- **Pitching Your Songs Correctly to TAXI Listings** with **Dude McLean – Sea-Tac Room (Mezzanine Level / 2nd Floor)** Have you ever been told by screeners that your song doesn't fit the listing you are pitching to? Dude will help you understand the terminology used within the listings so that you can bust through what it is really saying and avoid miscasting your songs. He will help you zero in on specific "buzz" words often used to set the tone of a listing and from there you will learn to better interpret what type of opportunities you should and shouldn't be submitting to. This important class can lead you in the direction of getting more Forwards and less Returns. Most importantly, he will discuss what happens when you are contacted by the company you were forwarded to and what to expect, what they will ask, and what you should do!
- **Songwriting Basics** with **Frank Fuchs – Sea-Tac Room (Mezzanine Level / 2nd Floor)** Please bring a CD for possible review. Frank will be choosing several tunes at random. Stretching from oral history of Woodie Guthrie, Bob Dylan, Lennon/McCartney, Stevie Wonder and more, this class will review elements of songwriting, including Melody (motif, chord motion, basic theory, building a melodic path, pop/rock, song structure, chord vocabulary), Lyrics (narrative form, cultivating references from personal experiences, phrasing) and Rhythm (crafting lyrics, melodies to a groove, samples, loops, drum machines).

Sunday, November 8th continued:

1:45pm – 3:15pm: Seating is limited and on a first-come, first-served basis.

- **Musical Rewriting Part II with Jai Josefs – Lindberg A Room (Lobby Level / 1st Floor)** *When we think about* After a brief review of his Saturday workshop, Jai will listen to songs from participants and actually work with you to illustrate how to apply the techniques he presented Saturday to your own songs. To be eligible, you must bring a double spaced lyric sheet with chord symbols written above the lyrics along with a CD of the song you want him to work with. Don't miss this opportunity to hear for yourself how musical rewriting can immediately impact a song and to get personal feedback from one of the top coaches in the business!
- **The 5-Year Plan: A Film/TV Music Business Plan with TAXI Members Matt Hirt, John Mazzei and Dave Walton – National Room (Mezzanine Level / 2nd Floor)** This class will focus on the production music library side of Film and TV as well as the Underscore/Indie film side. Meet three TAXI members who are all at different stages in the "5-year plan" or beyond. There will be a brief overview of what production music libraries do, the various models that exist, where the money comes from and when, and how much is realistic. Some of the questions that will be answered are: What are the different markets that use library music? How to build your catalog and how big should it be? Should you specialize in one style or do as many different things as possible? How do you "research" a library to know if they do a good job? Should you find one library and sign all your tracks with them or put your eggs in many different baskets? Don't miss this class to learn from your fellow members who have been there and done that!
- **How to Be a Successful Artist Entrepreneur with Gilli Moon – O'Hare Room (Mezzanine Level / 2nd floor)** Topics covered include music production, promotion, marketing, touring, image and artist development, surviving the industry, staying motivated, defining success on one's own terms, how to develop the right relationships, overcoming obstacles, and many more. Practical steps in harnessing one's creative abilities to succeed and survive in the music business and enjoy one's artistry at the same time, with key business principles and spiritual nourishment. Join Gilli Moon, Artist, Entrepreneur and empowering community builder, for an impactful, insightful and inspiring seminar, plus check out her book, "I Am A Professional Artist - the key to survival and success in the world of the arts" which will certainly change the thinking of any professional artist who may doubt themselves or their music, who may feel pressured by the industry, or may feel the hardship of the roller coaster ride.
- **Get That "Professional" Sound From Home Recordings – And Why You Need To! with Scott Leader – Midway Room (Mezzanine Level / 2nd Floor)** Today's affordable and powerful recording technologies has made it extremely easy for every songwriter to produce polished and well produced music right from their home computers. However, just because you have the tools do not mean you know how to use them! Many producers, record company reps, and artist have openly began to criticize the amount of poorly mixed and presented music...In other words, if you want your music to stand out it must be produced and mixed correctly...For the very reason that this technology is readily available, the tolerance for anything less than perfect has gone away! In this class we will explore how to combine the use of home technology with pro studio resources that are out there to help you achieve the sound you need to succeed without breaking the budget. We will discuss the realistic expectation for budgeting for a song, demo, or album. Finally, we will look at some resources where you can gain the engineering skills needed to be successful.
- **Songwriting With Tools with Sonoma Wire Works – The Theatre (Mezzanine Level / 2nd Floor)** *Country, Pop, and Pop/Rock are the largest mainstream, commercial music genres. Writing for these markets can be lucrative and creative! Today's hit melodies and lyrics are exciting, fresh, and challenging. Learn the songwriting shortcuts the pro's use to turn your songs into today's Hot AC and Country hits!*
- **Securing Sponsorship and Endorsement Deals with Ravi – Orly Room (Mezzanine Level / 2nd Floor)** The hardest thing for most artists is funding their career. Tour support is non-existent and traditional recording revenue is diminishing. There is funding out there that can help an independent artist's career, but the trick is knowing where to find it and how to secure it. In this seminar, Ravi--an independent artist who spends 150 days/year on the road--teaches how to seek out products and companies that are best aligned with you as an artist, and how to go after those relationships to make them healthy, long-lasting, and mutually beneficial. He tells you what companies look for in alternative advertising and how you can demonstrate that you will deliver. Discover some "outside of the box" approaches as well as how to create added value in what you bring to the table. While many may feel that such alliances are a form of "selling-out," this seminar will change your mind and help pave the road to success.

Sunday, November 8th continued:

1:45pm – 3:15pm continued

- **Crafting Music for Film and TV** with **Dave Trotter – Sea-Tac Room (Mezzanine Level / 2nd Floor)**
Dave Trotter will lead a discussion on the basic construction of instrumental library music used in the Film and TV industry, with examples. Topics included will be: Why it is usually not best to use all three song components; Verse, Chorus, and Bridge; Drama, and Tension: How the intro, the build, and the stinger, are used as integral parts of all cues.; Titles: Why you may be passed over because your title just didn't tell what the cue was about; and lastly, Genres.

3:30pm – 5:00pm: Seating is limited and on a first-come, first-served basis.

- **How To Get Tax Breaks For Musicians (The Things YOUR Accountant May Be Missing)** with **Allan Rosenthal, CPA - National Room (Mezzanine Level / 2nd floor)** Is your accountant taking all the deductions that you're legally entitled to? Did you know that you can probably deduct your cable bill from your income? Find out what other legal deductions your accountant might not be finding for you in this class that makes accounting actually seem fun!
- **Hit Song Bootcamp** with **Robin Frederick – Midway Room (Mezzanine Level / 2nd floor)** What gives today's most successful hit songs their powerful appeal? Join Robin Frederick as she analyzes current hits in the Country, Rock, Pop, and R&B genres to show you what makes them tick. You'll learn how to use these techniques in your own songs and how to continue acquiring new insights and ideas by analyzing any hit song. This is the course that will teach you how to keep learning and growing, stay current and competitive, long after you leave the Road Rally!
- **You Can Give the Industry What It Wants and Still Be Creative** with **TAXI Members (Vikki Flawith, Suz Doyle, John Mazzei and Chuck Schlacter) – Kennedy Room (Mezzanine Level / 2nd floor)** Long-time TAXI members talk about how successful composers stay inspired in the face of conflicting instructions, industry-defined 'must haves', & time constraints. If you aren't as prolific as you'd like to be, or if you can't get your head around writing “commercial music” - this class is for you!

DRIVERS ED TEACHER BIOS

Sydney Alston has 20 years of experience in all facets of the music business which has made him an in-demand music resource for artists in L.A. and around the country. He started his career at sixteen years old playing with The Tramps and touring with Maynard Ferguson and stayed on the road as a professional trumpet and bass player for the next ten years. In 1999 he opened a management company called NuPop Entertainment and in 2001, he was hired at Discmakers and is currently a Product Specialist. He has produced songs for TV and Film, set up major label showcases and produced and promoted independent records throughout the country.

Bob Baker is an author, musician, actor and artist who is dedicated to helping creative people of all kinds get exposure, connect with fans, and increase their incomes through their artistic passions. Bob's books include *Guerilla Music Marketing Handbook*, *Unleash The Artist Within*, *Branding Yourself Online*, and more.

John Battaglia is the Founder and President of Rockstar Image, an image-building and personal coaching firm for artists. Author of the book, *The Rockstar in You: The 7 Keys to Creating a Rockstar Mindset, Building a Rockstar Image and Having a Rockstar Life*. Formerly the imaging and marketing agent for Beyonce, Usher, Collective Soul, Jessica Simpson, Brandy and Eve.

Jason Blume is a Hit Songwriter who has had singles on the Pop, Country, and R&B charts -- *all at the same time*. His songs are on three Grammy nominated albums, have sold more than 50 million copies, and have been recorded by artists including Britney Spears, the Backstreet Boys, Jesse McCartney, John Berry, the Oak Ridge Boys, and more. Author of three best-selling songwriting books and teaches acclaimed songwriting workshops throughout the US and internationally.

Bobby Borg is a Major label, independent and DIY recording/touring artist, serves as a music business educator at Musician's Institute and UCLA, and is an A&R consultant to music supervisors, labels and producers. He is also feature magazine columnist and the author of Billboard Publications bestseller: *The Musician's Handbook, A Practical Guide to Understanding the Music Business*.

Todd Brabec is co-author of *Music, Money and Success: The Insider's Guide to Making Money In the Music Business* (6th Edition/Schirmer Books/505 pages) and is an Adjunct Associate Professor at the USC Thornton School of Music where he teaches the course on music publishing, licensing of music and film, television and videogame song contracts. Formerly Executive Vice President for the American Society of Composers Authors and Publishers (ASCAP) where he was in charge of all of the Society's membership operations throughout the world, Brabec is the current Budget Chair as well as former Division Chair for the American Bar Association's Forum on the Entertainment and Sports Industries. A graduate of New York University School of Law, he lectures extensively on all aspects of the business, legal and money side of music at universities, conventions, conferences, seminars, law firms, management firms, songwriter associations, business and law schools, and ad agencies, both in the U.S. as well as in foreign countries.

Jeff Brabec is Vice President of Business Affairs for the Chrysalis Music Group (representing the catalogues of OutKast, David Bowie, My Morning Jacket, Blondie, Paul Anka, Billy Idol, Jethro Tull, The Yeah Yeah Yeahs, A3 ("The Sopranos" theme) Cy Coleman, Dan Wilson, TV on the Radio, Ray LaMontagne, Danger Mouse, Gnarls Barkley and Andrew Bird). Brabec is the co-author with his twin brother Todd (Executive Vice President of ASCAP) of the book "MUSIC, MONEY, AND SUCCESS: The Insider's Guide To Making Money In The Music Industry" (Schirmer Trade Books/Music Sales) and has been awarded the Deems Taylor Award for excellence in music journalism. Previously, he has been Vice President of Business Affairs for The PolyGram Music Group and Director of Business Affairs for both The Welk Music Group and Arista-Interworld Music Group. A graduate of New York University School of Law, he has also been a government legal services attorney. Brabec, a former recording artist and songwriter, is an adjunct professor at USC Thornton School of Music/Music Business Department and contributing editor to the *Entertainment Law & Finance Magazine*.

John Braheny is a top consultant/critiquer for songwriters, writer/artists and industry entrepreneurs. He is the author of *The Craft and Business of Songwriting*, which has sold over 75,000 copies (now in its 3rd edition). John co-founded and ran the Los Angeles Songwriters Showcase for 25 years. He is the past President of California Copyright Conference and former board member of the L.A. chapter of NARAS. Has interviewed more than 600 songwriters and industry pros.

DRIVERS ED TEACHER BIOS CONTINUED:

Jason Brawler artists have signed with Sony, Warner Music Group, Warner/Chappell, CBS Records, American Idol Underground, Still Working Music, BME, Magna Carta Records, Illumina Records, The Bravo Network, and Music Central Management. His productions have been featured on NBC, CBS, BBC, and Bravo. He has worked tours with Tom Petty, Steely Dan, and The Eagles. Oxford University Alumni. He also devotes his time teaching at California Music Studios.

Robert Case is the President of New Pants Publishing, Inc., Old Pants Publishing, Inc. and New Pants Music. His client's songs have appeared in TV show placements including Lions Gate Pictures, CW Network, Discovery Channel, A&E, Fox Sports, NBC, CBS, VH1, Universal HD Show Love Monkey, One Life to Life on ABC Daytime, the Soap Network and South Park on Comedy Central in the US and Internationally in Canada, Mexico, Europe and Asia.

David Cat Cohen is an experienced ASCAP and NARAS Recording Artist and Songwriter with song cuts by major Pop, R&B, Jazz and Blues artists such as Cheryl Lynn, Syreeta, Freddie Hubbard and Bo Diddley. Cat is also a teacher in Songcraft at UCLA Extension and a Songwriting and Artist Development instructor at Musician's Institute.

Rob Chiarelli is a Producer, Mixing Engineer and/or Re-Mixer of over 70 RIAA Certified Gold and Platinum; Multi-platinum albums include Will Smith, Quincy Jones, Madonna, Christina Aguilera, Hilary Duff, Luther Vandross, Puffy, Jesse McCartney, LeAnn Rimes, Yolanda Adams, Ray Charles and Janet Jackson, as well as numerous Motion Picture Soundtracks including *Men In Black I & II*. Rob is the owner of Final Mix, Inc.

Barry DeVorson is a veteran songwriter & composer who has had a remarkable career spanning nearly 50 years in the music industry. Although he's probably best known for writing the classic, instrumental hits "Nadia's Theme" and "Theme From S.W.A.T.," he's had many other notable achievements, as a songwriter (both in pop and country music), as a composer of major films and TV shows, as a recording artist, and as a record producer, music publisher and A&R executive. He has won a Grammy award, six Emmy awards, and was nominated for an Oscar. In most recent years, DeVorson has created the pioneering software program for songwriters, called MasterWriter.

Fett is an independent producer and engineer with more than 40 albums to his credit, owner of Azalea Studios in Nashville, former Technology Editor for Performing Songwriter magazine, and contributing technology author for the Country Music Association's CMA Close Up magazine. His clients include Davy Jones of the Monkees, Grammy-winning songwriter Don Henry, and international guitar virtuoso Tommy Emmanuel.

Jon Flanagan founded RADIO & RETAIL Promotions 12 years ago and has been interviewed 5 times in Music Connection Magazine as an expert in achieving Radio Airplay & Artist Development & has spoken at Music Industry Conferences all across the country. Jon worked at Columbia Records, Capitol Records, EMI Records, Morgan Creek Records, A&M Records, Tower Records & he was a Radio Music Director himself. The company's goal is to build a Band's Fan Base, Increase CD Sales, Concert Attendance & Music Industry Recognition.

Robin Frederick has a twenty-five-year career in the music industry and has written more than 500 songs for television, records, theater, and audio products. A former Director of A&R for Rhino Records and Executive Producer of over 60 albums, she currently oversees the screeners on TAXI's A&R Team. Robin is the author of *Shortcuts to Hit Songwriting*.

Frank Fuchs is a Musician/Producer/Songwriter and two-time Grammy nominated Producer of over 50 Woodie Guthrie songs with various artists like Taj Mahal, Joe Ely, Billy Bragg and more. Frank has recorded and written over 40 songs for Film and Television shows. He has also played guitar with Cissy Houston, Whitney Houston and many more.

Cliff Goldmacher is the owner of recording studios in both Nashville and New York City. A multi-instrumentalist, he has recorded, played on and produced over forty independent albums. Cliff has worked as a staff songwriter for Wrensong Music Publishing in Nashville and has recorded hundreds of demos for most major and independent publishers in Nashville and NYC. The songs he has demoed and performed have appeared on such films as *Serendipity* and *The Runaway Bride*, along with such television shows from *Dawson's Creek* to *Touched By An Angel*. As a teacher/instructor, he has served on panel at NAMM, as well as taught his workshops for BMI, ASCAP, The Songwriters Guild and NSAI. He is a contributor to EQ Magazine.

DRIVERS ED TEACHER BIOS CONTINUED:

Don Grierson is a Legendary, Veteran A&R man. He acted as Sr. Vice President of A&R at Epic, Capitol and EMI. Don was directly responsible for signing some of the world's biggest artists including Celine Dion, Heart, Iron Maiden, Sheena Easton, Joe Cocker, Wasp, Bad English, George Clinton, J. Geils Band, Kate Bush and many others. He has also worked with Gloria Estefan, The Jacksons, Duran Duran, Tina Turner, Queen, Indigo Girls, Kenny Rogers, Alice Cooper and an extensive list of other hit artists.

Ron Harris is a former A&R Executive for Epic and Sony Records and Producer whose credits include Christina Aguilera, Hoku, Christopher Williams and Adina Howard.

Ed Hartman has scored music for T.V., radio and even a planetarium. His music has been heard on television including Big Love (HBO), Passions (NBC), Doc-Block (MSNBC), Greek (ABC Family), Nature (PBS) and many more. His scores have also been used in films such as Surviving Christmas by Dreamworks, Scooby Doo, The Mystery Begins and many more. He is currently touring nationally as a YAMAHA performing artist and clinician.

Ariel Hyatt founded Ariel Publicity 12 years ago in Colorado and her company has since publicized thousands of dates for touring bands, hosted hundreds of special events, launched countless record release campaigns and served as the PR director to several live music venues and festivals. An aggressive cheerleader for independent musicians, Ariel Publicity built its reputation by working primarily with indie artists.

Jai Josefs is a nationally renowned songwriting coach whose students have been signed to major label deals and is the author of Writing Music for Hit Songs, the definitive text on modern music writing endorsed by hit writers including Diane Warren. Jai has taught songwriting at UCLA, as well as dozens of seminars and conferences throughout North America. He is also a successful songwriter/producer in his own right, whose credits include more than 30 songs recorded by artists like Jose Feliciano and with such companies as MCA, RCA, Motown and Disney. His songs have been used in TV shows on every major network (CSI, Brothers and Sisters, Monk, Cold Case and more) as well as over a dozen major motion pictures.

Kenny Kerner discovered and produced KISS! Also produced Badfinger, Gladys Knight, Jose Feliciano, and many more. Was Senior Editor at *Music Connection* magazine, and as a music journalist has interviewed such artists as John Lennon, Cher, Stevie Wonder, Michael Jackson and Ringo Starr. Currently, Kenny is Director of the Music Business program at Musicians Institute in Hollywood.

Dan Kimpel is a Music Journalist who has recently interviewed Usher, Alicia Keys, Jason Mraz, and the Black Eyed Peas. Writes, interviews, and produces music programs segments for TED Airlines, Regal Cinemas, and Air Force One and Two! Author of *Networking Strategies for the New Music Business* and *Networking in the Music Business*. On faculty at Musician's Institute and lectures across the U.S. and Canada.

Scott Leader has been an engineer and producer for 10 years with three successful indie albums selling over 10,000 copies and is one of the top performers of original Jewish Rock music in the country. He is Pro Tools certified and has his Masters in Education from Arizona State University.

Jan Linder-Koda is an award winning Songwriter/Producer. Jan created the original piece "Damaged" for the new Ralph Lauren Polo web site campaign and has performed and composed music for some of the most influential artists in the entertainment industry. Clients and collaborators include: DJ Ashba, Tim Fagan, Lou Rawls, Penn Badgley, David Hasselhoff, Taryn Manning, Kathy Griffin, Pia Zadora, The Temptations and Narada Michael Walden.

Michael Lloyd was a Vice President of MGM Records by the age of 20, and for more than 35 years has been producing hit records and soundtracks, earning more than 100 gold and platinum records along the way. Some of the artists he's worked with include, Lou Rawls, Barry Manilow, Dionne Warwick, The Moody Blues, The Monkees, The Osmonds, Donny and Marie Osmond, Sammy Davis, Jr., The Righteous Brothers, Debby Boone, Pat Boone, Air Supply, and Frank Sinatra, just to name a few. Was also the Music Supervisor for the film "Dirty Dancing" and produced the "Dirty Dancing" soundtrack album. He's also done the scoring, music supervision, or had songs placed in 38 feature motion pictures.

DRIVERS ED TEACHER BIOS CONTINUED:

Chris “Hot Rod” Long manages two bands he found through TAXI – Platinum-selling, Crossfade (Columbia) and Jonah, among others. He’s the Director of Creative Development for new music portal fuzz.com. Former A&R at Chameleon Records where he was responsible for signing Kyuss, and has worked with such bands as Stone Temple Pilots, Rage Against the Machine, and Ice T’s Body Count.

Karl Louis is the Owner of Moral Compass Management. Previously with Warren Entner Management, whose clients include Deftones, Faith No More, and Rage Against the Machine. Karl was also Limp Bizkit's first A&R representative at Flip Records and also held positions at KROQ-FM, *Hits Magazine* and *Album Network*. He is currently teaching at Musician’s Institute.

Lis Lewis is a voice teacher and performance coach in Los Angeles, CA. She has been training recording artists for over 30 years. Lis is the author of the books *The Singer’s First Aid Kit* and *The Pop Singers Warm-Up* both published by Hal Leonard and she is the publisher of the online ezine for pro singers, the *Angel City Voice*. In addition to private coaching, she has worked in collaboration with managers, record labels, producers, bands and songwriters in the recording and rehearsal studio to get the best performances from their artists with such clients as Britney Spears, Gwen Stefani (No Doubt), Jimmy Eat World, Jack Black, No Secrets, Herbie Hancock, Bobby McFerrin, Rus Martin (Hotwire), eastmountainsouth, Trapt, Michelle, Syreeta Wright, Richard Elliott, Lowen & Navarro and Mark Beeson.

Guy Marshall is a Hit Songwriter and Producer whose credits include Pat Benatar and The Tuesdays and such film & TV productions as *Baywatch*, *Lionheart*, *Cobra*, *Shop Erotic TV* along with various shows on TNT. Has also teaches at the Musicians Institute, UCLA, the Los Angeles Recording School, and The Songwriters Guild.

Dude McLean is a veteran Music Publisher with over 35 years in the industry. Formerly West Coast Dir. of Creative Services for MCA/Universal, former President and founder of Legendsong Music and Dudes Golden Touch Music representing such acts as Abba and Lionel Ritchie. Was VP of CMI – a music publishing admin company that represented artists like Stevie Ray Vaughn, Twisted Sister, Emmylou Harris and more. Currently founder of Songconsultant.com and Author of the soon to be released book *The Songwriters Survival Guide to Success*.

Steven Memel is an internationally acclaimed vocal technique and performance coach. His clients have won Grammys, Emmys and Tony Awards and have been nominated for Academy Awards and Golden Globes. His clients have also recorded on Sony, BMG, Jive, Epic, J Records, Dreamworks, A&M, Atlantic, Warner Bros. and more. Steven has also lectured and taught at various conferences across the country as well as international programs and has coached actors, public speakers and presentation skills for business professionals.

Gilli Moon is a Singer/Songwriter/Artist/Producer. Has worked with highly respected artists such as Simple Minds, Placido Domingo and Eric Idle. Is a songwriting award winner in the Netherlands, U.S. and Australia. Her songs have been featured in independent films and network U.S. television programs. Co-founder, President and CEO of Songsalive!

Ralph Murphy is a Hit Songwriter/Producer/Publisher. His credits as a songwriter include cuts by Ronnie Milsap, Crystal Gayle, Ray Price, Jeannie C. Riley, Kathy Mattea, Randy Travis and more. He is a past president of NSAI and past president of The Nashville Chapter of NARAS and currently serves on the board for Canadian Country Music Association. He now resides as ASCAP Vice President International & Domestic, Membership Group and works on many committees and teaches seminars held throughout North America.

Ronan Chris Murphy is a Producer/Mixer/Artist who has worked with artists such as King Crimson, Terry Bozzio, Steve Stevens and many more. Contributing writer for the Grammy newsletter, *Fuse Magazine* and Just Plain Folks.

Rob “Blasko” Nicholson is the widely recognized bass player for such hard rock acts as Ozzy Osbourne, Rob Zombie and Danzig. He is also the co-founder of Mercenary Management, Inc., an artist management company dedicated to the underground Metal and Hardcore markets.

DRIVERS ED TEACHER BIOS CONTINUED:

Pat Pattison is a Professor at Berklee College of Music where he has developed three online lyric writing courses and is the author of three books, *Writing Better Lyrics*, *The Essential Guide to Lyric Form and Structure*, and *The Essential Guide To Rhyming*. He has written over 30 articles for *Home & Studio Recording Magazine*, and *Performing Songwriter*. Continues to present songwriting clinics across the US, Canada, and internationally. Several of his students have won Grammys, including John Mayer and Gillian Welch.

Ravi is an artist whose credits span from the dives of Manhattan to the Oval Office, tours the country performing original music, conducting guitar clinics, and lecturing on crucial issues facing the music industry. The singer-songwriter and guitarist has performed on Letterman, Leno, Saturday Night Live, Today Show, Good Morning America, etc., and at the most prestigious venues including Madison Square Garden, Louisiana Superdome, and a White House Christmas party.

Allan Rosenthal, CPA is the auditor for NAMM's annual report, he also counts many top Producers, Artists, Songwriters, and Record Executives as his clients.

Debra Russell is the founder of Artist's *EDGE*, a company which combines her two passions-- the world of entertainment with facilitating growth. A Certified Artist's Success Coach, workshop leader and keynote speaker, Debra helps artists shape their success in their chosen field, making a prosperous living, doing what they love on their terms.

Harriet Schock is a Gold and Platinum recording artist who wrote the Grammy-nominated # 1 hit song "Ain't No Way to Treat A Lady". Her songs have also been recorded by Roberta Flack, Nancy Wilson, Johnny Mathis, Smokey Robinson, and more. Has scored the last three Henry Jaglom films and is featured in the next, yet to be released, "Irene in Time". Her film and TV placements include *The New Adventures of Pippi Longstocking*, *Matters of the Heart*, *Secret Garden* and the Emmy-winning series theme song "Jakers! The Adventures of Piggley Winks". She also offers consultation and song critiques, as well as instruction.

David Trotter is the Co-Founder and Music Producer for Studio 51, which provides television background and theme music for Harpo Productions and currently represents a large percentage of the entire Harpo Sounds Music Library (over 1,800 cues), averaging between 8 and 10 drops per show. Since it's inception, Studio 51 has relied exclusively on TAXI for it's growing need for composers in all genres. Currently is in the process of adding 5 new TAXI composers bring their total to 25. Prior to creating Studio 51, David was Marketing Director at PowerHouse Music Library.

Paul Zollo is a Songwriter/Recording Artist/Author of several books including *Songwriters On Songwriting* and *Conversations with Tom Petty*. He has interviewed such legendary songwriters as Bob Dylan, Leonard Cohen, Paul Simon, Randy Newman, James Taylor, Carole King, Laura Nyro, Frank Zappa, Townes Van Zandt and Neil Young. Currently Senior Editor at *American Songwriter Magazine*.