

TAXI

The World's Leading Independent A&R Company



Driver's Ed Classes 2017

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

Friday, November 3rd, 2017

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

- **A Year In The Life Of A Song: From Creation to Placement** with **Scott Gerow – National Room (Mezzanine Level / 2nd Floor)** Are you an artist hoping to get your music in film, a writer wanting to get songs placed on TV, or a producer wanting to create music for media? Wondering what the path is to get there? Then come take a trek and follow a song from the unique perspective of creation to placement. Learn valuable songwriting tools that can help improve your chances at getting placed. Gain insight into the tips and tricks that top engineers and producers use to make recordings beyond broadcast ready. See what it takes to get your music through the doors and into the hands of people that use music in film/TV. Join producer Scott Gerow in an exploration of the writing, production, and pitching process with actual songs that have completed the journey to secure placements. This class takes a fresh look at the song production and placement landscape.
- **What the Hit Makers Are Doing That You Are Not** with **Ronan Chris Murphy – O'Hare Room (Mezzanine Level / 2nd Floor)** The difference between a good demo and a hit master has much more to do with production techniques than gear. Ronan will highlight some of the most common mistakes people make with their productions, and dissect recent hits to help you understand the strategies the hit makers are using that you can use in your own productions.
- **Secrets of Successful Songwriting** with **Jai Josefs – Midway Room (Mezzanine Level / 2nd Floor)** What's the difference between a song that you and your friends like and one that can reach an audience of thousands or even millions of people? In this workshop Jai will demonstrate exactly what that difference is both in music and in lyrics. He will begin by explaining the two underlying principles that are the key to mastering both areas. Then, using examples from classics to current hits, he'll show you in exact detail how successful writers have implemented those principles in each area, and how you can immediately begin applying them to your own songs.
- **Go Book Yourself** with **Joey Esquibel of GigSalad – Logan Room (Mezzanine Level / 2nd Floor)** Making a living doing what you love isn't always easy. But what if you could get booked to play private events that pay the bills? Forget the bar gigs! Join GigSalad veteran Joey Esquibel to learn how to get booked for weddings, corporate parties, community events, festivals, and more. As a singer/songwriter himself who earns extra money using GigSalad.com, he will share the best practices for promoting yourself and getting booked for those elusive higher-paying gigs.
- **The Pursuit of Excellence: Determining Winners From Others** with **Bob Mete – La Guardia Room (Mezzanine Level / 2nd Floor)** This class will illustrate the traits and qualities that separate Winners from all others. We will discuss topics such as: Fear of Risk, Failure and Criticism, Making Commitments, Fear of Change, Problem Solving, Setting Goals, Dealing with Feedback, and Doing a Personal Inventory. The topics above will be demonstrated using examples from the sports and music industry. The class is fast paced and entertaining. Attendees will come away with a positive attitude toward work, their craft and their daily life.
- **Music Business Dos and Don'ts** with **Cliff Goldmacher - Kennedy Room (Mezzanine Level / 2nd Floor)** This workshop covers dos and don'ts for songwriters planning on connecting with music business decision makers. The industry players include music publishers, record labels, music supervisors, attorneys and more. There will also be ample time for attendees to ask Cliff questions taking advantage of his over 25 years in the music business.

Friday, November 3rd continued

10:45am – 12:15pm (continued):

- **Mixing, Mixing & Mixing: A Master Class with Multi-GRAMMY® Award winning mixer Rob Chiarelli & Ron Harris – The Theatre (Mezzanine Level / 2nd Floor)** Rob has spent the last 3-decades mixing hits for everyone from Will Smith and Pitbull to P!nk and Christina Aguilera. For the first time, Rob will be sharing his secrets in this master class for TAXI. Topics include recording, mixing, compression, limiting, EQ, side chains, mix bus processing, software, plugins and mastering. If you work 'in the box', in a project studio or in a big studio, this class is for you. Rob will be joined by 14x platinum producer Ron Harris and they will also be bringing some very special multi-track masters to share.

Friday, November 3rd, 2017

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

- **“Just Get Out There” – How To Be Your Own Successful Artist/Songwriter Entrepreneur ‘Start Up’ with Gilli Moon – National Room (Mezzanine Level / 2nd Floor)** In this new dawn of the music business, achieving success means being an Artist that is unique, in charge of your own destiny and entrepreneurial. Gilli shares her experience, strategies, tips and tools on getting out there as an Artist and Songwriter and maintaining a self-sustaining, successful career as your own entrepreneurial music business ‘startup’. If you want to own your own destiny, be known and successful, on your terms, as an in-charge independent artist and/or songwriter, this class is for you.
- **Give "Frightless" Performances Every Time You Sing! with Steven Memel – O'Hare Room (Mezzanine Level / 2nd Floor)** Wouldn't it be great if when we were born they handed us a manual on how to operate this thing called "you?" Well they didn't. Staying in the dark about what's happening when you get anxious and uptight leaves you wide open to negative self-judgment, self-criticism and other yucky stuff that makes the situation worse. Learn techniques and strategies on what to do to turn that around, and find out how "it's not your fault, but it is your responsibility." Steven Memel will take you through the ins and outs of operating your mind and emotions so that they support you rather than undermine you. Be there! You'll be glad you were!
- **Activate Your Inner Music Mogul: Mindsets And Strategies for a Successful Career with Nancy Moran – Midway Room (Mezzanine Level / 2nd Floor)** The difference between highly successful artists, composers, producers & writers and their struggling counterparts is rarely talent. The difference is that the highly successful ones have learned to access their entrepreneurial skills—or what artist development coach, Nancy Moran, calls their “inner music mogul”—to keep them on track, attract opportunities, and propel them to the top of their market. The good news is that YOU already have these same entrepreneurial skills within you. You just need to tap into them! In this workshop, Nancy teaches you to do that by walking you through specific strategies, techniques, mindsets and concepts that she uses regularly with her own, successful Music Mogul Academy clients. Be prepared to write and participate because this workshop is about YOU. You've got the talent. Now, let your inner music mogul show you what you can do with it!
- **Professional Vocal Recording & Tuning with Doug Fenske of Crē•8 Music Academy – Logan Room (Mezzanine Level / 2nd Floor)** Rule #1 of music for commerce: IT'S ALL ABOUT THE VOCAL. Proper vocal recording, comping and tuning methods are paramount to the professionalism of a song. Vintage tube microphones provide that sound but are out of reach for many music professionals. Not to worry: Slate Digital has revolutionized vocal recording with their top-selling Virtual Microphone System featuring the ML-1 Ultra-linear Large Diaphragm Modeling Mic, VMS One Ultra-linear Preamp, and Classic Tubes Mic modeling software. Comping and tuning methods used after the vocal has been recorded are equally important. Crē•8 Music Academy Director of Education Doug Fenske will demonstrate how to nurture a vocal recording using professional comping techniques and tuning practices, including the use of Melodyne and Auto-Tune. Join Slate Digital and Crē•8 Music Academy for a live demonstration of professional vocal recording, comping, and tuning.

Friday, November 3rd continued

2:45pm – 4:15pm (continued):

- **Don't Get Screwed! How to Protect Yourself as an Independent Musician** with **Erin M. Jacobson, Esq. La Guardia Room (Mezzanine Level / 2nd Floor)** An explanation of the most common types of ways independent musicians and songwriters get screwed and how to protect yourself before it happens. This class will include real examples from artist's careers, as well as a discussion on what contracts are necessary to prevent these scenarios, along with an opportunity for Q&A with music attorney Erin Jacobson.
- **Turning Pro: Treating Your Music Like a Business** with **Michelle Lockey – Kennedy Room (Mezzanine Level / 2nd Floor)** This class will help you understand the difference between treating your music business like an amateur or a professional. In order to succeed you must act like a professional and treat your music as a business.
- **Murphy's Laws of Songwriting: Part I** with **Ralph Murphy – The Theatre (Mezzanine Level / 2nd Floor)** You're a singer/songwriter. You're doing *two* jobs! There's the artist on one side, and the songwriter on the other. Are both really doing their job? Find out before it's too late for *both* of you! This class is much more than Murphy's Law... It's what *really* happens to us all when consumers judge your work! In the first (of two) seminars, participants will be encouraged to play a song, get feedback, rewrite it overnight, then bring it back to be reviewed during the *second* half of the seminar on Saturday.

Friday, November 3rd, 2017

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

- **10 Reasons Why Your Recordings Aren't Making an Impact (And How To Fix Them)** with **Fett – National (Mezzanine Level / 2nd Floor)** In this class, veteran Nashville engineer/producer, Fett, focuses on 4 areas of Music Production that may be the cause of your music not gaining traction with industry insiders (and probably with music listeners and fans as well): Arrangement, Recording, Mixing, and Mastering. All 4 of these areas are critical to creating finished recordings that are both technically sound AND emotionally impactful. Examples of mistakes discussed include: inappropriate implementation of instrumental and vocal parts, improper mic selection and placement, lack of "fullness" and "air" in recordings, misapplication of compression, EQ and other plug-ins, inadequate use of automation, and "sledgehammer mastering" (aka, Fett's Law of Diminishing Returns). This class includes before-and-after, real-world audio examples of mistakes and their fixes, so you can hear the results first hand.
- **Composing for Production Music Libraries: Techniques and Strategies** with **Peter Neff – O'Hare Room (Mezzanine Level / 2nd Floor)** This class examines what makes for successful music library tracks. We'll cover topics such as how to make your track edit friendly, common structures, ways to increase your usage, and the various terminologies used in this field. Peter Neff has composed hundreds of music library tracks, of which 100% of them have found placement in commercials, film, and over 1700 episodes of television.
- **Simple Song Structures That Sell** with **Casey Hurowitz – Midway Room (Mezzanine Level / 2nd Floor)** Struggling to get more songs forwarded and attract the ears of A&R people? Often it's all about song structure and beginner songwriters (and some experienced folks!) often miss the basics. Verses? Pre-Choruses? Choruses? Bridges? Casey Hurowitz, who has had many music placements and songs signed with music libraries, will talk about all those sections from both a musical and lyrical point of view. The class will listen to examples of popular songs and discuss what makes them tick as far as structure. Casey will also try to take CDs from the class and play some songs for discussion. So bring CDs and lyric sheets! Class participation strongly encouraged!

Friday, November 3rd continued

4:30pm – 6:00pm (continued):

- **“Building A Catalog Is A Marathon, Not A Sprint”** with **Chuck Schlacter – Logan Room (Mezzanine Level / 2nd Floor)** Creating a catalog of music takes many years of hard work. A composer is severely underpaid in the early years, but hopes to be well paid at a future date. Many people quit before they reach the "critical mass" of music in the marketplace to generate an income stream. Chuck will discuss how he has stayed focused and on track to develop a catalog of 1,500+ music cues over the last ten years. Setting goals, time management, building trust relationships and dealing with rejection are among the many topics that will be discussed. If you are new to production music or a longtime pro, you will find a renewed sense of direction and focus.
- **Fundamental Principles of Audio for Musicians** with **Jeff Steinman – La Guardia Room (Mezzanine Level / 2nd Floor)** This class explains the fundamental principles of audio in simple terms with the goal of helping anybody recording, mixing, and mastering their own work. The class starts by first correcting a fundamental error that is widely taught within the music community that RMS measures audio power. You will understand from first principles why this cannot be right, what RMS really measures, and how to actually determine true audio power. Among other topics, this class then explains why higher frequencies sound louder than lower frequencies, why higher sample rates reduce noise and simply sound better, how frequencies are artificially manipulated by EQ and filters, mixing strategies with plugins for large ensembles, how dithering works when reducing bit rates, how lossless audio compression works, and why compression/limiting sounds so good when used in moderation. Finally, the class delves into next-generation recording, mixing, and playback techniques for producing virtual reality audio (i.e., sound in 3D) with 2-speaker headphones.
- **Multiple Streams of Music Income** with **Debra Russell – Kennedy Room (Mezzanine Level / 2nd Floor)** Everyone complains that it's no longer possible to make money from music. But if all the old ways of monetizing what you do are gone, the question is how? Multiple Streams of Music Income is a powerful, comprehensive approach to creating income doing what you love. You'll learn the 8 steps to build your business, how to turn existing music into additional income streams, how to harness the power of today's technology to expand your audience and create customers who will buy from you over and over.
- **It's ALL About the Song** with **Jason Blume – The Theatre (Mezzanine Level / 2nd floor)** A great song can make the worst artist in the world a star." (Quincy Jones) Did you know that Quincy Jones went through eight hundred songs to find what ended up on Michael Jackson's "Thriller?" In this class Jason Blume, multi-genre hit songwriter (50 million album sales) and author of This Business of Songwriting and 6 Steps to Songwriting Success (Billboard Books), will look at the tools and techniques that propelled hit songs to the top of the charts in various styles. You will learn (10) concrete tools to take your songs to the next level—tools to make your songs jump out of the pile and demand attention; ways to burn your melodies into listeners' brains; and lyric techniques to evoke emotion and connect to listeners. Note to Artists: It doesn't matter how great you sing or how good you look if you don't give your listeners a SONG they love and connect to!

Saturday, November 4th, 2017

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

- **METADATA EXPLAINED! How Using Metadata Will Get You & Your Music Noticed** with **Michelle Lockey – National Room (Mezzanine Level / 2nd Floor)** Look professional and increase your odds of getting a placement by understanding WHAT metadata is and HOW to use it properly! Learn why having the appropriate metadata for your music is vitally important for making your music visible within an industry professional's catalog as well as for your own purposes. This class will define what metadata is, what types of metadata you need, how to title your files as well as embed the data properly into your music files. Learn how to use the data when submitting to Music libraries and Music Supervisors. We will also discuss metadata tagging software/services & the best Internet sites for sharing music with industry professionals.

Saturday, November 4th continued

9:00am – 10:30am (continued):

- **Demystifying the Cue** with **Dean Krippachne – O’Hare Room (Mezzanine Level / 2nd Floor)** Gain insight into writing, recording and producing quality music for Film and TV and learn the secret tips, tricks and strategies pros use to create music cues quickly. Discover the difference between writing a "song" and creating a "mood." Learn what music libraries and supervisors are looking for and how to get your music into their ballpark. We’ll talk about how to instantly make your productions sound “bigger” and get your virtual instruments sounding more “real.” I’ll play music examples of cues that worked for me, and some that did not and we’ll discuss the reasons why. We’ll also address why radio lyrics don’t work well on TV and how to better craft your lyrics for those money-making placements. Lastly, we will take a look at a few other aspects of the biz including: Royalties, networking, writer’s block, and the future of music.
- **10 Essential Elements You Need To Book Better Gigs** with **Nancy Moran – Midway Room (Mezzanine Level / 2nd Floor)** As a performing singer/songwriter or band, one of the best ways to increase your fan base, raise your profile, and get your music heard is to perform in front of a live audience. And with online CD and download sales declining, it’s also a great way to make money and boost your income. But let’s be serious. There are GOOD gigs...and not-so-good gigs. And the competition is tough for those good gigs! In this class, veteran touring artist and Artist Development Coach, Nancy Moran will identify the 10 Essential Elements that you need to set yourself apart from thousands of other bands and artists. By the end of this interactive session, you’ll know where you are succeeding, just getting by, and/or where you need to put in more time and effort. Happy Giggling!
- **Critical Listening in Audio** with **Dr. Chandler Bridges – Logan Room (Mezzanine Level / 2nd Floor)** Critical Listening This class focuses on developing critical-listening skills from an engineering perspective through listening to recorded music from studio sessions, live concert material, and audio post-production mixes as the subject of analysis. Class topics include the physics of sound, acoustics and psychoacoustics, sound analysis, and the identification of various production techniques. You will hone your critical-listening skills with technical ear training exercises that enable you to identify specific frequencies and various production effects.
- **Nothing But The Truth** with **Jeff Freundlich - La Guardia Room (Mezzanine Level / 2nd Floor)** TAXI Members: You set the agenda for a Q&A with songwriter and Music Executive, Jeff Freundlich. What do you want to know but have been too afraid to ask? Topics could include: • Which is better: BMI or ASCAP? • How do I get a manager or booking agent? • Is Spotify good or bad for indie artists? • Where is the music library industry headed? It’s your call. TAXI Members set the scope of the class and will get nothing but THE TRUTH.
- **A Day in the Life of a Demo** with **Cliff Goldmacher - Kennedy Room (Mezzanine Level / 2nd Floor)** This workshop follows the progression of a song from rough recording in the writing room, to a polished demo to a Billboard-charting cut (with a few surprises along the way). The workshop covers pre-production, studio/engineer selection, hiring/working with producers, session musicians and vocalists, an explanation of the guitar/piano and vocal recording, before/during/after demo examples and tips for pitching and song submission.
- **Invincible Singing for Stage & Studio** with **Steven Memel – The Theatre (Mezzanine Level / 2nd Floor)** A tap on the shoulder from the gods of singing is usually what we hope for when we walk on stage. You may be rolling the dice like that every time or maybe you feel pretty dang confident. But no matter what you feel, you *know* there’s something more. Something transcendent. Something inside that’s hard to express, but when you hit it, you feel 80 feet tall. What would you feel like if you knew, beyond the shadow of a doubt that you could do that each and every time? That your voice would soar and your performance would take your audience into that “could hear a pin drop” silence or send them “over the top” into a wild frenzy of screams and cheers. Steven Memel says that can be true for you! Join this fun and exciting session to find out how.

Saturday, November 4th, 2017

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

- **Are You a Hit Song Maker?** with **Gilli Moon – National Room (Mezzanine Level / 2nd Floor)** Let's analyze the song structure of some of today's Top 10 tastemakers, what makes a song commercially successful, and what you need to do to make your song, a hit song. The term 'hit song' often gets a bad rap amongst the independent music scene, but for better or worse, it can jettison your career. We'll look at that reasoning together, and whether you're up to playing the game to be successful in the music business today. Interactive class: Come with your best songs and find out if you have what it takes. We'll also talk about some strategies to get your songs in the right hands today!

Saturday, November 4th continued

2:30pm-4:00pm (continued):

- **Successful Music Dissected** with **TAXI Members: John Mazzei, Matt Hirt and Dave Walton – O'Hare Room (Mezzanine Level / 2nd Floor)** Mad musical scientists, Matt, John and Dave, will bring their most used and most successful music tracks to the audio autopsy table for instrument-by-instrument dissection and examination.
- **What's Your Next Step?** with **Debra Russell – Midway Room (Mezzanine Level / 2nd Floor)** You're here at this wonderful conference. You're meeting amazing people, learning tons from classes. It's a bit overwhelming isn't it? How many times have you left an event, all pumped up, only to crash and fizzle when you get home. This class will help you create a plan to implement what you're learning so that you use what you're learning this weekend to up-level your music business. (Bring your notes from your other classes and your calendar with you!)
- **How to Build A Professional Website in Minutes with No Web Design Skills!** with **Allison Sharpe – Logan Room (Mezzanine Level / 2nd Floor)** This class will show how you can use Bandzoogle to easily build a professional mobile-friendly website where you can sell music and merch (commission-free), sync with your social networks, and manage your mailing list. No coding or web design skills needed! Allison Sharpe (Education and Events Specialist, Bandzoogle) will reveal the best practices for artist websites, then build a website from scratch to show off Bandzoogle's many easy-to-use tools.
- **Know Who You Are (And Why It's Important!)** with **Derek Nakamoto - La Guardia Room (Mezzanine Level / 2nd Floor)** Veteran producer and musical mastermind behind the careers of some of the most eclectic artists (Keiko Matsui, etc.) shares his secrets on positioning yourself uniquely in today's marketplace. If you want to be the next Beyonce, you should avoid this class at all cost. But if you don't mind being different and have a unique voice in this world, don't miss this interactive and highly impactful class with one of the most versatile and eclectic producers/arrangers working today.
- **Studio Skills For Women (And Men Who Work With Women)** with **Fett - Kennedy Room (Mezzanine Level / 2nd Floor)** Let's face it: recording and music production are a male-dominated industry. However, women are increasingly becoming top players in the field, and for good reason: they bring unique abilities and perspective to the process that men don't. In this class, veteran Nashville producer/engineer, Fett, who has specialized in producing and teaching women in his 35+ years in the music business, discusses recording and producing facets that are specific to women, and why being a woman in the recording studio – on either side of the glass – is a strength and not a weakness. This class is for: women who are or want to become recording engineers or producers; women songwriters and artists who want to understand the recording process better to be more effective in the studio; and anyone who wants to work with women in the recording environment and be aware of and sensitive to their unique talents and needs.
- **Murphy's Laws of Songwriting: Part II** with **Ralph Murphy – The Theatre (Mezzanine Level / 2nd Floor)** This is Part II, when the Singer/Songwriters who had their work reviewed on Friday bring their re-written songs *back* to show how they fixed them overnight! If time permits, Ralph will also give more live feedback on songs from people who weren't able to attend the first session!

Saturday, November 4th, 2017

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

- **Hit The Road: How To Get Your Road Ready Act Out On The Circuit** with **Ryan Gaughan – National Room (Mezzanine Level / 2nd Floor)** As an artist, gigging is an essential yet frustrating part of the business. This class will dive deep into proven strategies to jump-start your local impact, taking those principles regionally, nationally and even internationally. Covering the entire process from initial contact with a talent buyer all the way to effective and up to date promotional tools will be covered. After this class you will have the fundamentals to work effectively towards booking, promoting and making a living playing live. There will be plenty of time allotted for Q&A to get more specific, and entertaining stories from the road pointing out successes and failures every DIY artist should look for. All from a teacher active in the international, DIY booking world.
- **How to Get from Here to There** with **Jason Blume – O’Hare Room (Mezzanine Level / 2nd Floor)** In this class Jason Blume, multi-genre hit songwriter and author of *This Business of Songwriting* and *6 Steps to Songwriting Success* (Billboard Books), shares the considerations that led him to rewrite songs that resulted in more than 50 million album sales. Jason will share the specific lyric and melodic techniques that resulted in an end-credit major film placement, a Backstreet Boys cut, and two Britney Spears releases. You will learn WHY and HOW he made those life-changing revisions—and how to incorporate those tools and techniques into YOUR songs.
- **Rhymecology: The Art of Rhyming in Hip-Hop** with **Jeff Walker – Midway Room (Mezzanine Level / 2nd Floor)** Whether you are a hip-hop aficionado or just testing the waters, The Rhymecologist will help you step up your lyric writing skills in just one session. The hip-hop based Rhymecology techniques will improve song writing in any genre and give you that unique edge to stand out. This interactive class will expand your creative writing tool kit through a multitude of exercises and games as you learn about multi-syllabic rhyming, wordplay and other rhyming secrets. Bring your pen and paper and create on the spot rhymes with J.Walker! (Seriously, bring some paper).
- **Professional Sound Selection** with **Doug Fenske of Crē•8 Music Academy – Logan Room (Mezzanine Level / 2nd Floor)** In the world of modern music production, poor sound and synthesizer selection virtually eliminates any opportunity to monetize a song. How can professional sounds be identified in order to compete in Pop, Urban, EDM and high-profile film/television cues? Discovering the most important characteristics of sounds and instrumentation can dramatically increase the production value of a song -- and its ability to get placed, licensed or forwarded. Join popular instructor and Crē•8 Music Academy Director of Education Doug Fenske for a presentation that covers professional sound identification, selection, sourcing, design, enhancement, and software.
- **Understanding Music Library Agreements** with **Erin M. Jacobson, Esq. – La Guardia Room (Mezzanine Level / 2nd Floor)** Music attorney, Erin M. Jacobson will talk about the types of deals offered and explain what contract terminology and certain clauses mean. You may bring printouts of particular clauses that have you stumped and Ms. Jacobson will read them and explain what they mean! This panel could save you a world of hurt down the road. It’s a Do-Not-Miss session if you’re pitching to music libraries!
- **“Sounds” Like a Winner** with **Darlene Koldenhoven – Kennedy Room (Mezzanine Level / 2nd Floor)** Learn how to capture that winning vocal "Sound" from Darlene, who brings her many years of experience and expertise on working from 'both sides of the glass' as she addresses the solutions in technique and dual communication to achieve that 'platinum' vocal sound. Focusing on the voice, vocal production, and the voice/ear/brain connections, this class is full of inside information and sound advice to help you achieve your goals as a singer, songwriter, or producer working with singers. Did you know that the singer will only ‘sing’ the frequencies that their ears can hear and that the ear provides the food for the brain? Learn what frequencies will boost creativity, motivation, quick thinking and a strong memory and which ones will help be a better singer, speaker, and songwriter. Learn how to tune your ear, tune your voice, and tune yourself to become a more powerful singer, speaker, songwriter, musician, performer, producer, and engineer. Her many accolades and book with 7 CDs, Tune Your Voice: Singing and the Mind’s Musical Ear, that is endorsed by everyone from Juilliard to "American Idol," says it all ... Stop by for a listen.

Saturday, November 4th continued

4:30pm-6:00pm (continued):

- **Say Goodbye to Writer's Block and Take Your Songwriting to a New Level** with **Barry DeVorzon – The Theatre (Mezzanine Level / 2nd Floor)** MasterWriter CEO, Barry DeVorzon is a highly successful songwriter in his own right. He will share some of his experiences and the essential things you need to know if you want to be a successful songwriter. He will also show you the best way to come up with unique hooks and how to take your lyric writing to a new level. There's a reason why Gwen Stefani, Rob Thomas, Trent Reznor, David Foster, Babyface and many others all use MasterWriter. It's simply the most powerful suite of songwriting tools ever assembled in one program. **Barry will be giving away a FREE, One-Year License to MasterWriter, and 2 FREE 20 Minute Song Consultations. Must be present to win.**

Sunday, November 5th, 2017

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

- **Power Marketing For The DIY Musician** with **Bobby Borg – Midway Room / (Mezzanine Level / 2nd floor)** Are you looking for a systematic approach to getting to that next level of your career? Do you want to make music that matters, and music that gets heard? Are you confused by all of the fly-by-night companies and tools that flood the marketplace? Then this engaging presentation of practical ideas is for you! A former major label, Indie, and DIY recording/touring musician turned artist advocate, Bobby Borg clearly reinterprets tried-and-tested marketing concepts used by the most successful and innovative companies, and breaks them down into powerful steps that you can immediately use to set your career on the right course. This down-to-earth, fun, and uplifting gathering will leave you supercharged with new ideas that help you to attract the attention of those that can help you by first helping yourself. Feedback and critique methods will also be examined using a few select audience members. Bring your music and get heard first
- **S.O.S. "Significant Others Space"** with **James Kocian– Logan Room (Mezzanine Level / 2nd Floor)** Being a musician, artist, writer, and/or producer requires a LOT of time and dedication. Often relationships suffer, and the wives/husbands/boyfriends/girlfriends of an aspiring professional musician feel cheated on by a cruel mistress ... MUSIC! This class will be co-led by JILL & James Kocian - using real-life scenarios, strategies for navigating the difficult waters, and a Q&A session to help us achieve the balance between music, work, family, and relationships that we are all seeking. If you're a Significant Other, or if you want to help your significant other, come along and carve out the space you both deserve and desire!
- **How To Know If You Are Ready For a Manager Class** with **Chris "Hot Rod" Long – La Guardia Room (Mezzanine Level / 2nd Floor)** Why do some artists get great management and others do not? What can I do to make sure I am doing what needs to be done to attract the attention of management? Are you aware of the fact that before being able to ask the question "What should I expect from you as my manager" that you need to be prepared to answer the question. What are you doing on your own to make me want to manage you? With experience as an A&R Rep, a record label "jack of all trades" (promotions, publicity, marketing), music journalist, concert promoter, and manager of an artist with several #1 singles and a platinum plus album, Chris "Hot Rod" Long will try to help you understand how Artist Management is a two-way street, and what you can do to make your side of the street as appealing for a talented manager as possible.
- **Using Structure to Help Your Songwriting** with **Michael Anderson - Kennedy Room (Mezzanine Level / 2nd Floor)** A look at using structure in your songwriting as a key to help develop your ideas and build a song that tells a compelling story.

Sunday, November 5th continued

9:00am – 10:30am (continued):

- **You Love Compression! This is How You Master It** with **Ronan Chris Murphy – The Theatre (Mezzanine Level / 2nd Floor)** Compression is one of the most powerful creative tools we have available to us in the studio, yet it remains one of the most misunderstood and mysterious parts of the recording and mixing process. Ronan will show you how crucial compression is to broadcast quality recordings and share techniques for unlocking the creative power of compression.

Sunday, November 5th

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

- **Reverse Engineering Instrumental Cues** with **Dean Krippaehne – Midway Room (Mezzanine Level / 2nd Floor)** Learn how to build simple yet effective instrumental cues that can create real income! Listen to examples and discover the detailed recipes for some of the most sought after and commonly used instrumental cues in the market today. In this workshop we will talk about common cue formulas, genre specific progressions, stereotypical instrumentation, chord structure, style parameters and more. You will learn how to listen to a piece of music in any genre, deconstruct its various elements (chord, melody, vibe, instrumentation, FX and mix) and reconstruct those elements creating your own original piece of music. We will also explore lyric vernacular and vocal vibe on a few songs for those who write and record vocal cues. Gain insight to “lift,” “underscore,” “rhythm interplay,” “real instruments vs. virtual instruments,” and uncover the secret to decoding the basic DNA of cue writing.
- **Think Like an A&R Guy** with **James Kocian – Logan Room (Mezzanine Level / 2nd Floor)** If only someone could hear my song, I just KNOW it’s a hit, and they would sign it” - that’s a myth that many aspiring pros buy in to. What do A&R people do? Who are they? Are they important? What do they want? Do you need them? Come to this class to hear from a VP of A&R (James Kocian) and what his job entails working with Street Lamp Records. More importantly, hear insider tips on WHAT A&R PEOPLE WANT, and how to give it to them! Don’t miss this one if you’re looking to take a major leap forward in your career!
- **How To Get Where I Am/What To Do With Your Music When It’s Done** with **Jason Brawner – La Guardia Room (Mezzanine Level / 2nd Floor)** Multi-Award Winning Producer Jason Brawner reveals how you get on the other side of the proverbial desk with simple techniques that work in any town. You’ll also learn eye-opening ear-catching ways to make your music make your dreams happen.
- **SongShop Live!** with **Jai Josefs – Kennedy Room (Mezzanine Level / 2nd Floor)** Jai Josefs’ renowned Northern California SongShop has produced record deals, production deals, and dozens of film and TV placements for its members. Now Jai brings the format of this breakthrough group to the TAXI Road Rally. Jai will listen to songs from participants and use them as a springboard to share all aspects of his knowledge of songwriting in the areas of melody, lyrics, chords, groove, structure, and marketing. Each participant will not only learn what he or she needs to improve the song they brought, but SongShop members report they learn even more from what Jai says during his feedback on others’ songs. Anyone may attend, but to be eligible to have your song chosen, you must bring a double spaced lyric sheet with chord symbols written above the lyrics along with a CD (or live performance) of the song you want Jai to work with. Don’t miss this opportunity to get personal input on your music from one of the top coaches in the business!
- **Producing Hit Records - A Master Class** with **Ron Harris, Rob Chiarelli & Two Special Guests – The Theatre (Mezzanine Level / 2nd Floor)** Rob & Ron will be joined by two Grammy nominated, #1 chart topping producer-writers-hit-makers: Emile Ghantous (Pitbull, Chris Brown, Charlie Wilson, TI, Prince Royce) and Gregg Pagani (LeAnn Rimes, Babyface, New Edition, Charlie Wilson). They will take questions and will share their insight and knowledge on producing hit records. Topics will include production secrets, songwriting, creating tracks & beats, lyrics and melody, arranging, and making hits. If you are a singer, a songwriter or a producer, this is a once in a lifetime chance to talk with 4 hit makers for the entire 90-minutes. This panel will be moderated by multi GRAMMY® award winner Rob Chiarelli and 14x platinum producer Ron Harris.

Sunday, November 5th

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

- **Listening and Critique of Your Instrumental Composition** with **Mike Greene and Jeff Steinman – Midway Room (Mezzanine Level / 2nd Floor)** Jeff Steinman and Mike Greene are hosting a listening and critique class for instrumental composers. Bring a CD or mp3 player with your best musical composition produced with sample libraries. You will have a chance to briefly explain what sample libraries, software programs, and plug-ins you used to create the musical composition. We will then play your composition as time permits, followed by constructive feedback from Jeff, Mike, and of course the class participants. The purpose of this class is not to primarily focus on how to write catchy hooks, how to get more forwards, or how to market your music, but rather to focus on production techniques using sample libraries. We hope that this class will be a wonderful opportunity for everyone to share their knowledge of sample libraries as we listen and critique each other's music in a friendly and constructive environment.
- **How to Update Your Songs with the Sounds of Modern EDM** with **Dr. Chrispy (AKA Chris Boshuizen) – Logan Room (Mezzanine Level / 2nd Floor)** Electronic music is all over the charts, but if you've never created it before, getting started can be daunting. In this hands-on 101 class, we will cover the basic terminology and techniques of EDM, introducing elements such as kick layering, 808s and 909s, subs, sidechaining, supersaws, sound design, and more. *Live in the class* we will take an acoustic rock track with a classic vibe, and recreate it as a high-energy, contemporary dance track, discussing each of the elements as we go. If you are new to electronic music and want to get the most out of the other EDM-focused sessions at the Road Rally, this workshop is the perfect place to start. By the time we are done, you should be ready to start creating your own electronic tracks, or be comfortable and confident working with any electronic producer.
- **Radio or TV: Your Songs & Image Must Be Strong!** with **Jon Flanagan – La Guardia Room (Mezzanine Level / 2nd Floor)** The Full CD is a Waste for Indies so is Your Single's Hook Strong Enough? Does Your Image Work for Pros & YouTube? Whichever platforms you choose, key marketing principles apply. All questions invited & answered in this interactive session. Learn shortcuts to bigger exposure from Radio Promotion & Image Branding Expert Jon Flanagan.
- **How Loud Should My Music Be?** with **Chas Ferry – Kennedy Room / (Mezzanine Level / 2nd floor)** Mastering Engineer Chas Ferry goes over what the best loudness standards are for iTunes, Broadcast Radio, Spotify, submission to Music Supervisors, etc. and shows you some tools for correctly measuring loudness.
- **Live Feedback Master Class** with **Michael Lloyd – The Theatre (Mezzanine Level / 2nd Floor)** Legendary Producer Michael Lloyd has made more than 100 Gold and Platinum Records, produced countless hit singles, music supervised over 175 films and TV shows, and has used songs from TAXI members numerous times over the last few years. This is the second time Michael is going to do a live feedback class at the Road Rally, and if you're lucky enough to get your CD drawn randomly from the box during that session, you're going to be learning from a true master of the craft. Blow him away, and you never know what could happen. This is a class you do not want to miss!

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