

TAXI

The World's Leading Independent A&R Company



Driver's Ed Classes 2016

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

The Collaboration Lounge is OPEN on Thursday Night 8:30pm – 11:30pm; Friday 10:45am – 11:30pm; Saturday 9:00am – 11:30pm and Sunday 9:00am – 3:00pm. Westchester "A" Room (Lobby Level / 1st Floor)

This room is a dedicated space to meet your fellow members who want to collaborate. Use it as home base for meeting co-writers, jamming, finding a lyricist if you do tracks, finding people who create tracks that could work with your lyrics, finding fellow members who play instruments you don't, meeting somebody who lives near you and wants to collaborate, and just about anything else you could imagine collaborating on!

Friday, November 4th, 2016

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.
- **Fett's Mastering Masterclass: You CAN Master Your Own Material Like The Pros** with **Fett** – **O'Hare Room (Mezzanine Level / 2nd Floor)** Mastering is a very different process – and more importantly, requires a different mindset – than recording and mixing. Mastering is not about making a recording as LOUD as possible. It is about finesse and nuance, and emphasizing the strengths of an existing production. Many self-recording songwriters, artists, and film/TV composers “over-master” their material, or master without a defined process, ultimately hurting their chances with submissions and the listening public. In this class, veteran Nashville engineer/producer, Fett, sets the record straight about mastering, and tells you how to do it correctly. Topics include mastering mistakes and how to avoid them, evolution of mastering over the years, the MPS Mastering Framework, the 6 Major Components of Mastering, mastering with your existing DAW, building mastering plug-in chains, an overview of some major mastering software offerings, and tips for mastering different genres. Includes before-and-after, real-world audio examples so you can hear the results first-hand.
- **Under the Hood: Vocal Mechanics** with **Clare McLeod** – **Midway Room (Mezzanine Level / 2nd Floor)** Your sound is the result of a dynamic process in which several parts of your body interact. In this session, you'll deepen your understanding of the structures that make up the quality of your voice and strengthen both your consistency and versatility.
- **Fundamental Principles of Audio** with **Jeff Steinman** – **Logan Room (Mezzanine Level / 2nd Floor)** This class discusses the fundamental principles of audio in easy-to-understand terms, starting with a basic comprehension of loudness, energy, and power in audio waveforms. The myth of RMS being an accurate measure of power is exposed and replaced by the correct form, which also explains why limiting and compression work so well. This class then discusses how digitally sampled audio can be recreated from primary frequencies that are added together, why higher frequencies have more energy than lower frequencies, and how EQ processing is really artificial. Then, this class explains how noise, sample rates, bit precision, interpolation, and clipping relate to one another. How DAWs actually mix tracks is then addressed. The question, “Can you clip an audio signal during mixing?” is answered. Finally, this class delves into the emerging technology of virtual audio in 3D. The question, “How do we really hear audio in the real world?” is addressed.

Friday, November 4th continued

10:45am-12:15pm (continued):

- **Professional Vocal Production Techniques** with **Crē•8 Music Academy Director of Education Doug Fenske** - **La Guardia Room (Mezzanine Level / 2nd Floor)** Doug Fenske will show producers, artists and songwriters how to produce polished, professional vocals that separate your songs from the competition. Fenske is a GRAMMY-nominated, multi-platinum engineer, producer and mixer for artists such as: Frank Ocean, LL Cool J, The Wanted, Chris Brown, Jamie Foxx and Jordyn Sparks. Vocal coach to the stars Nick Cooper (Beyonce, Katy Perry, Jason Derulo, Jennifer Lopez) will be joining the presentation to discuss and demonstrate professional vocal coaching and production techniques.
- **Making Money Licensing Your Music in TV and Movies: Seven Steps to Licensing Heaven** with **Ed Hartman** - **Kennedy Room (Mezzanine Level / 2nd Floor)** What is Music licensing? Are you overwhelmed with information? Don't know where to start? Do you need an overview? For newbies, or anyone who is creating original music, this class will give you a quick, step-by-step guide to all aspects of music licensing. Ed will go over the basics, including: home studios vs. rental studios, self-motivation, organizing your music library/publishing, royalties (BMI/ASCAP), copyright, pitching to music libraries/clients, exclusive vs. non-exclusive contracts, placements, up-front splits, cue sheets, and backend royalties. There is nothing like hearing your own music on a TV show or in a movie theatre, and getting paid for it over and over again, for years to come.
- **Getting to the Next Level** with **Rob Chiarelli and Ron Harris** – **The Theatre (Mezzanine Level / 2nd Floor)** This class is for every artist, singer, songwriter, producer and engineer who wants to take their music to the next level. Rob and Ron will cover three important topics: Songwriting secrets, Production tricks and advanced Mixing techniques. This class is all about increasing your chances of success, making hits and getting licensing placements. If you want to get to the next level, this class is for you. Special guests include The Usual Suspects production/writing team (licensing placements with T-Mobile, Living Spaces, MTV, PetCo, Disney, etc.) As always, Rob will be bringing some very special classic multi-track masters to share.

Friday, November 4th, 2016

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

- **15 Essential Studio Tips to Make Your Track Sound Good Enough to Sell** with **Dean Palya of Westlake Pro - Westchester “B” Room (Lobby Level / 1st Floor)** Professional sounding tracks and cues are essential to getting your music noticed and placed. A poor sounding track can cause a huge missed opportunity. The good news? It's easier than ever to get incredible sounding tracks that are broadcast and release ready. In this class, you will learn the essentials to creating professional sounding tracks so that they will catch the ears of producers, directors, and artists. Join Dean Palya as he walks you through 15 essential studio tips that will enhance your recordings and make them broadcast ready. De-mystify the recording, mixing, and mastering process with this class so that you are prepared with high quality recordings of your music. This course features a step-by-step, easy to understand tips that will prepare you to start creating tracks that will sell.
- **Demystifying the Cue** with **Dean Krippaehne** – **National 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 that 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 in their ballpark. We'll talk about how to instantly make your productions sound "bigger" and get your virtual instruments sounding more "real." He'll play music examples of cues that worked for him, and some that did not – and he'll discuss the reasons why. Dean will also address why radio lyrics don't work well on TV and how to better craft your lyrics for those money-making placements. Lastly, he will take a look at a few other aspects of the biz including: Royalties, networking, writer's block, and the future of music.
- **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!

Friday, November 4th continued

2:45pm – 4:15pm (continued):

- **Instrumental Cue Listening and Live Feedback** with Adam Zelkind – Midway Room (Mezzanine Level / 2nd Floor) Get your instrumentals heard and get live feedback in this friendly, helpful, and live setting. Find out what's great, or what might need fixing and how to do it! First come-first served. Adam is an award-winning, world-class composer and songwriter who has had countless pieces on TV shows and films.
- **APOGEE Electronics Corp - Logan Room** (Mezzanine Level / 2nd Floor)

CLASS TO BE ANNOUNCED

- **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 4th, 2016

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

- **Is It Time to Get a Manager?** with Chris "Hot Rod" Long – National 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.
- **How to Get More Forwards from TAXI** with Karl Louis – O'Hare Room (Mezzanine Level / 2nd floor) Want to improve the accuracy of your song pitch? Well then this is the class for you. Welcome to this up close and personal conversation into what makes a successful listing pitch. You'll gain valuable insight regarding the distinctions between a Film, TV, and Commercial Ad pitch vs. pitching your music to Label and Publishing opportunities. Join us for this in-depth look at the industry from all angles. Karl is sure to entertain and enlighten you, but most importantly, he'll give you an honest assessment of what you need to maximize your focus on and help increase your forward ratio. Time permitting, audience member songs will be randomly selected and spot critiqued.
- **How to Build A Professional Band Website in Minutes with No Web Design Skills!** with Dave Cool – Midway Room (Mezzanine Level / 2nd Floor) This workshop will show how you can use Bandzoogie to easily build a professional mobile-friendly website where you can sell music, merch & tickets, sync with your social networks, and manage your mailing list. No coding or web design skills needed! Dave Cool (Director of Artist & Industry Outreach, Bandzoogie) will build a website from scratch and show off Bandzoogie's many easy-to-use tools for artists.

Friday, November 4th continued

4:30pm – 6:00pm (continued):

- **Crowdfunding and Tribe Building: Find Your Belivers + Fund Your Projects** with **Alyse Black - Logan Room (Mezzanine Level / 2nd Floor)** Have you ever felt like you could make an amazing record if you just had a little cash to do it with? Ever wanted to have a large, incredible group of people who truly believe in you and your art? Come explore ways to bring a larger group of people together over your purpose and art. Also explore how to use that powerful platform to get the funds you need to make your art!
- **Playing By Ear and Choosing the Right Chords** with **“The 7 Theory” Jordan Biel - La Guardia Room (Mezzanine Level / 2nd Floor)** Have you always wanted to learn how to play by ear? Want to learn the Nashville Number System? Want to write better songs? Songwriter and Producer, Jordan Biel, created The 7 Theory Teaching after noticing how many of his students were learning much faster than normal. It's an easy-to-learn method so you can play by ear using the Nashville Number System. You'll learn to associate a sound or a feeling with each # as you hear them in a song, even your own songs. You'll finally know the secret of studio session players! You'll strengthen your songwriting, your ability to lead your band and improvisation skills GUARANTEED! Don't miss this unique opportunity to finally learn how to play by ear! By the way, YES, I actually CAN train you to play by ear in ONE session!
- **Songwriting Tools and Strategies** with **Pat Pattison – Kennedy Room (Mezzanine Level / 2nd Floor)** This seminar will show you tools and techniques to make your song stronger and more focused, by using structure and phrasing to highlight important ideas and deepen emotional impact. Whether you're a beginner or seasoned writer, this will help you structure your lyrics more effectively.
- **Get Feedback on Your Song from a Hit Songwriter** with **Barry DeVorzon – The Theatre (Mezzanine Level / 2nd Floor)** In the music business, *good* is rarely *good enough*! Finding a way to consistently craft *exceptional* songs is the only true recipe for success. If you don't want to settle for *good* let this Hit Songwriter, Producer, and Publisher share the tools and techniques that will help *you* go from *good* to *great*. Don't miss this if you feel stuck at a certain level. **Barry will be giving away a FREE, One-Year License to MasterWriter, and 2 FREE 20 Minute Song Consultations. Must be present to win.**

Saturday, November 5th, 2016

The Collaboration Lounge is OPEN Saturday 9:00am – 11:30pm and Sunday 9:00am – 3:00pm.

Westchester “A” Room (Lobby Level / 1st Floor) This room is a dedicated space to meet your fellow members who want to collaborate. Use it as home base for meeting co-writers, jamming, finding a lyricist if you do tracks, finding people who create tracks that could work with your lyrics, finding fellow members who play instruments you don't, meeting somebody who lives near you and wants to collaborate, and just about anything else you could imagine collaborating on!

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

- **How to Run Your Music Business as a BUSINESS** with **Debra Russell – National Room (Mezzanine Level / 2nd Floor)** “I’m a musician/composer! I’m no good at business!” In this dynamic, interactive workshop, Debra Russell will dispel this myth, so you can apply your unique talents to create a successful business without sacrificing your art or your integrity. In this Workshop you can expect to learn: Five Hats of the Business Owner; How to overcome the Five Biggest Challenges; The three Keys to Your Success. Embracing that you are a small business owner is fundamental. See yourself at home in the business side of your art and use your innate skills to conquer the challenges that now seem overwhelming to you.
- **Invincible Singing for Stage & Studio** with **Steven Memel – O’Hare Room (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 5th continued

9:00am – 10:30am (continued):

- **The World Is Your Recording Studio with Ronan Chris Murphy – Midway Room (Mezzanine Level / 2nd Floor)**
With advancement in recording technology, artists and producers are no longer limited to just using traditional recording studios to create broadcast quality recordings. Ronan has spent the last two decades making records all around the world using everything from multi-million dollar studios to living rooms and outdoor alleyways. He will show you how you can transform any space, indoors or out, into a usable recording and mixing space.
- **Finding Time, Making Time: Juggling Life, Productivity, and Inspiration with Russell Landwehr - Logan Room (Mezzanine Level / 2nd Floor)** TAXI Member Russell Landwehr juggles a full time day-job, family life, and a music production career, yet somehow he has hundreds of pieces of music signed to top notch music libraries around the world. Find out his secrets to managing a busy life while still being musically productive and inspired. One of the most talked about subjects among TAXI Members is how to “get it all done.” Many artists struggle with the responsibilities of every-day life while knowing they should also be Communing with the Muses and progressing in their music career. You may be surprised to learn the counterintuitive tricks to successfully building a music career in your “spare” time. In this class, Russell will share time proven techniques handed down from the masters as well as special insights he’s learned from tweaking his own life-schedule.
- **How to Be a Touring Artist Now! with Alyse Black - La Guardia Room (Mezzanine Level / 2nd Floor)** Have you ever wondered how people route their tours? How they find their venues? How indie artists can play 100 to 200 shows every year around the United States? Let me walk you through tour planning and execution from end to end. And, before you know it, you can add “Touring Artist” to your “Recording Artist” status!
- **“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.
- **Playing By Ear And Choosing The Right Chords - The 7 Theory with Jordan Biel – The Theatre (Mezzanine Level / 2nd Floor)** Have you always wanted to learn how to play by ear? Want to learn the Nashville Number System? Want to write better songs? Songwriter & Producer, Jordan Biel, created The 7 Theory Teaching after noticing how many of his students were learning much faster than normal. It's an easy-to-learn method so you can play by ear using the Nashville Number System. You'll learn to associate a sound or a feeling with each # as you hear them in a song, even your own songs. You'll finally know the secret of studio session players! You'll strengthen your songwriting, your ability to lead your band & improvisation skills GUARANTEED! Don't miss this unique opportunity to finally learn how to play by ear! By the way, YES, I actually CAN train you to play by ear in ONE session!

Saturday, November 5th, 2016

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

- **Twitter Secrets Revealed with Peter Malick of Westlake Pro - Westchester “B” Room (Lobby Level / 1st Floor)**
In this class Westlake Pro Chief Marketing Officer Peter Malick reveals the secrets to building your music business with Twitter. Peter, @silvertone, has been a verified Twitter user since 2008. He has used Twitter to build relationships that have resulted in ongoing work as a songwriter, engineer, and producer. Twitter has helped him find clients here in the US, as well as Asia, Australia, and Europe. This class dives into how best to grow your following, with tips for user engagement, as well as common techniques that are best to avoid. He will also discuss how and when to “Close the deal”, how to get a commitment and get paid.

Saturday, November 5th continued

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

- **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.
- **The Pursuit of Excellence: Determining Winners From Others** with **Bob Mete** – **O'Hare 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.
- **23 Ways Musicians Can Make Money** with **Dave Cool** – **Midway Room (Mezzanine Level / 2nd Floor)** One of the biggest challenges facing musicians is generating income. Gone are the days when you could rely solely on music sales and touring to earn a living. So part of the reality of being a working musician today is the need to diversify your revenue streams. Join Bandzoogle's Director of Artist & Industry Outreach, Dave Cool for this workshop about the different ways to earn income from your music!
- **APOGEE Electronics Corp** - **Logan Room (Mezzanine Level / 2nd Floor)**

CLASS TO BE ANNOUNCED

- **The Six Keys To A Competitive Home Studio** with **Crē•8 Music Academy Director of Education Doug Fenske** - **La Guardia Room (Mezzanine Level / 2nd Floor)** Doug Fenske will outline the six components required to produce competitive recordings from your home studio. Find out the best gear for your budget and production approach. Discover weak spots in your current configuration and see how you can turn them into strengths. Mike Lizarraga from LA Sound Panels will explain how to arrange acoustic treatment in your creative space. This seminar is perfect for anyone wanting to achieve more powerful recordings from home.
- **Artist Development Class: For The Artist, Producer, Songwriter** with **Jan Linder-Koda** – **Kennedy Room (Mezzanine Level / 2nd Floor)** Essential Class for the Performing and/or Songwriter! Grammy-nominated Jan Linder-Koda taps into the truth of the storyteller in you. Deliver riveting performances. Create characters that come from a deeper understanding and use that knowledge in your writing process. Develop and brand your act, from the songs to the business side of your career. Work with a Grammy-nominated songwriter/actor/performance coach whose understanding of emotional truth and whose championing of artists leads to profound breakthroughs. Special guests will enhance the class with some of the industry's most respected developers of talent.
- **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 5th, 2016

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.
- **Using Structure to Help Your Songwriting with Michael Anderson – O'Hare 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.
- **Rhymecology: The Art of Rhyming in Hip-Hop with J.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).
- **Writing for Live Performance with Harriet Schock – Logan Room (Mezzanine Level / 2nd Floor)** Writing songs for live performance is often different from writing songs to pitch to other artists. First of all, songs for live performance have to stand alone with one instrument because many venues and showcases can't support bringing your whole band. So the song has to be killer with just you and a guitar or you and a keyboard. It also has to capture and hold the attention of the audience. Songs you may pitch to a top forty pop artist might be highly repetitive over one riff and one set of chord changes. Unless your audience has heard this particular song on the radio, you might truly lose them if you do that live. Bring your best live performance song and a lyric sheet. I'd like to hear it. I've been hosting showcases for two decades and I know what works.
- **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!
- **The Songwriters Blueprint – Turning a Great Idea into a Successful Song with Jai Josefs - Kennedy Room (Mezzanine Level / 2nd Floor)** Songwriters tend to write from the heart with emotion – which is the way it should be. But too often the emotional effect a song has on the listener won't be as powerful as it was for the writer. The Songwriters Blueprint is a new workshop created by renowned songwriting coach Jai Josefs to help you turn your inspired lyrics into well crafted professional products that will successfully communicate your message to a wider audience and generate industry attention while maintaining the integrity of your original inspiration. Using examples from successful writers in the pop, indie, singer/songwriter, and country idioms whose work has touched millions, he will analyze the process of how they make sure their personal lyrics speak to a broad range of listeners in a meaningful way. He'll then show you a step by step method for how you can immediately apply that process to your own writing.
- **How to Get Lucky with Jason Blume – The Theatre (Mezzanine Level / 2nd Floor)** How do you get that elusive lucky break? What steps can you take to maximize your chances for success? Hint: you'd be amazed at how "lucky" you can get when your songs go beyond "good" and into the realm of "WOW!" But you've *got* to give your listeners (including decision-makers in the biz) a compelling reason to choose your work over the competition. It's not luck that makes some lyrics and melodies burn into listeners' brains (while others fail to do so). This class will include a detailed examination of the melodic and lyric considerations--*and the specific rewrites*--that led to more than 50 million album sales for Jason. You'll learn how to make your songs demand attention; how Jason (and more than ten of his students) landed staff-writing deals; how to choose the right deal; and much more!

Sunday, November 6th, 2016

The Collaboration Lounge is OPEN on Sunday 9:00am – 3:00pm.

Westchester “A” Room (Lobby Level / 1st Floor) This room is a dedicated space to meet your fellow members who want to collaborate. Use it as home base for meeting co-writers, jamming, finding a lyricist if you do tracks, finding people who create tracks that could work with your lyrics, finding fellow members who play instruments you don't, meeting somebody who lives near you and wants to collaborate, and just about anything else you could imagine collaborating on!

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

- **Adding Human Feel to Sound Authentic** with **Richard “The Crowdaddy” Dance – National Room (Mezzanine Level / 2nd Floor)** Groove and feel are important in all music, even stripped down singer-songwriter pieces. Film/TV publishing libraries are always looking for authentic sounding tracks that feel right. Film/TV composer Dance will show you how to create real deal groove, whether you are writing instrumental cues or full songs with lyrics. Learn *Crowdaddy's Seven Rules for Creating Feel*. Learn how to make strong and simple musical statements that work well for Film/TV. Learn clever tricks that make tracks with pre-made drum patterns sound more like a live band. Many of Dance's signed songs were actually created with an old hard disc recorder and a drum machine, proving that it's not the gear - it's the ear. With journeyman skills and decades of experience, Crowdaddy will help you focus on the details that give your songs authentic human feel and help get you signed.
- **Get Seen, Get Heard, and Get Signed** with **Bobby Borg – O'Hare Room / (Mezzanine Level / 2nd floor)** Have you been pursuing a career in the music industry by “doing it all yourself” but now feel like you’re trapped in a rut and getting nowhere? Looking to advance your career to that next level and attract team players like producers, managers, and agents? Are you confused by basic business skills like what you’re supposed to get paid as a working musician? If you need a boost of motivational, down-to-earth advice from a fellow musician who stuck it out and succeeded, then this interactive, personable gathering is for you! A long-time music educator and author, Bobby Borg shares crucial “lessons learned” along the path to success that will enable you to steer around inevitable obstacles and forge forward with the utmost optimism. Borg then moves quickly into what all young musicians want most (to get seen, get heard, and get signed)—he provides a few ideas about what managers, record labels, music publishers, agents, and other key players look for in your music and career, and he navigates an engaging critique/feedback session among the entire audience. Bring your music! This is a fast-paced, energetic, fun, and down-to-earth congregation that makes the invisible “walls” between the “artist” and the “industry” penetrable. Be sure to arrive early and bring your music.
- **Staying the Course and Enjoying the Journey** with **Chuck Schlacter – Midway 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 control, building trust relationships and dealing with rejection are among the many topics, which will be discussed. If you are new to production music or a longtime pro, you will find a renewed sense of direction and focus from attending Chuck's presentation.
- **Successful Music Dissected** with **TAXI Members: John Mazzei and Matt Hirt - Logan 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.
- **Studio Skills For Women (And Men Who Work With Women)** with **Fett - La Guardia 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.

Sunday, November 6th

9:00am-10:30pm (continued):

- **Online Marketing for Musicians: How to Gain More Fans And Generate More Income for Your Career** with **Dave Cool – Kennedy Room (Mezzanine Level / 2nd Floor)** There's no shortage of online promotional tools for musicians, so it can be daunting to figure out just how to use them effectively to promote your music. On which social media sites should you be active? Do you still need your own website? Are mailing lists outdated? This workshop will show you how to use all of these tools in a cohesive strategy to gain more fans and generate more income for your career. Dave Cool is the Director of Artist & Industry Outreach, Bandzoogle.
- **No Cost Recording Hacks for Major Impact** with **Ronan Chris Murphy – The Theatre (Mezzanine Level / 2nd Floor)** This fun and entertaining class will show you free and simple tricks that you can use in almost any production to make huge improvements in your recordings, and get you one step closer to broadcast quality. From technical tweaks to arrangement strategies, Ronan will help you take your productions to the next level.

Sunday, November 6th

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

- **Wrestle Any Song To The Ground: Know What's Happening in a Song and What to Really Call It** with **Bill Gordon and James Kocian - National Room (Mezzanine Level / 2nd Floor)** Want to improve your songs AND better understand song structure, composition, and useful music jargon as well as get solid, current production and commercial viability tips? Then come to this intense, nuts and bolts class that starts with a blitz review of music fundamentals (way beyond some dull-ass, put-you-to-sleep *theory* lecture), song structure and production values, and uses that info to deconstruct a current hit song. The fun gets even better when industry vets and inspired teachers Bill Gordon and James Kocian listen to and dissect YOUR song (as many as time allows) to uncover its biggest strengths and weaknesses. You'll get concrete, honest feedback and doable suggestions for improvements that'll make your song much more how you want it to be. And free prizes, too!
- **How To Get Where I Am/What To Do With Your Music When It's Done** with **Jason Brawner – O'Hare 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.
- **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 and 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!
- **Songwriting Simplified: How To Make Your Song Say Exactly What You Want It To Say (In Any Genre)** with **Marty Dodson - Logan Room (Mezzanine Level / 2nd Floor)** If you have ever struggled to make your songs communicate clearly the message you are trying to get across, this class is for you. SongTown Co-Founder and Hit Songwriter Marty Dodson will throw out the "rules" of songwriting and give you a simple framework that will make communicating through song easier than ever before.
- **Music Production Essentials** with **Crē•8 Music Academy Director of Education Doug Fenske - La Guardia Room (Mezzanine Level / 2nd Floor)** If you feel intimidated by the phrase “music production”, this seminar is for you! Crē•8 Music Academy Director of Education Doug Fenske will outline the basics of music production from start to finish. These steps are easy to learn, from composition all the way to mastering, and are the best first steps to understanding music production. Perfect for beginners.

Sunday, November 6th

10:45am-12:15pm (continued):

- **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!
- **Platinum A&R Pitch Panel** with **Rob Chiarelli & Ron – The Theatre (Mezzanine Level / 2nd Floor)** If you want your music to be heard, this is your chance to pitch a song to a panel of multi-platinum producers and music licensing experts. The entire 90-minutes will be dedicated to rapid-fire listening with feedback on writing and production. Bring your best song on a flash drive or bring your guitar and sing it live. Rob and Ron will be moving fast and the feedback will be direct, so this class is definitely not for the faint hearted. Very special guests include Mike Mavrolas and Maria Lyons from Genuine Representation and Pete Amato (Ricky Martin, LeAnn Rimes, Miley Cyrus and over 1,000 network TV cues and licensing placements). As always, Rob will be bringing some very special classic multi-track masters to share.

Sunday, November 6th

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

- **Getting Radio Airplay - Guerrilla Techniques That Work!** with **Jon Flanagan – National Room (Mezzanine Level / 2nd Floor)** Radio Promotion expert Jon Flanagan has helped hundreds (thousands?) of bands and artists get radio play over the last two decades. Getting radio play exposes your music to huge audiences, resulting in more downloads, YouTube views, Spotify and Apple streams - ultimately more income from your music! Music supervisors also prefer to license songs from artists and bands that are creating a buzz. If you want to rise above the noise on Twitter and Facebook, then do what your competition *isn't* - get radio airplay! Join Jon to learn easy, inexpensive techniques that can help you get on radio in small to mid-size markets that really add up!
- **Personalities, Positivity & Possibilities: Power Networking for Songwriters** with **Dan Kimpel – O'Hare Room (Mezzanine Level / 2nd Floor)** In a blazingly energetic presentation, the author/educator and first call interviewer presents a power packed forum on increasing social communication skills to interact with industry contacts in both professional and social situations. He will draw a blueprint on the most effective ways to strengthen presentation skills, increase social visibility, understand what is perceived as "charisma" (and utilize techniques to practice its development) and how to influence your new contacts so they can become key allies in advancing your career. The music business is a people business: Join Dan Kimpel for a "Kimpelling" event guaranteed to stoke your networking fire.
- **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 structure. Beginner songwriters (and some experienced folks!) often miss the basics. Verses? Pre-Choruses? Choruses? Bridges? Casey, 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!
- **Master Class** with **Pat Pattison - Logan Room (Mezzanine Level / 2nd Floor)** Pat's Master Classes are legendary. In these events, watch him take already strong songs and put them through a workout until they emerge trim and toned. Pat will look at selected songs, taking time to work out any kinks, focusing on prosody between the intent of the song and structure, rhyme, rhythm, point of view, phrasing and many other tools that have proven so useful to Grammy winners John Mayer and Gillian Welch and seminar participants across the globe. No one demands more of a song than Pat, and he can show you how to take it all the places it could go to cross the "finished" line, while millions cheer.

Sunday, November 6th

1:45am – 3:15pm (continued):

- **Composing for Production Music Libraries: Techniques and Strategies** with **Peter Neff – La Guardia 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 film and television productions.
- **How To Make Sure Your Song Will Not Violate The New Loudness Laws** with **Chas Ferry – Kennedy Room / (Mezzanine Level / 2nd floor)** Many people do not realize that, as a result of the loudness wars and an increase in compression over the last 15 years, new laws are in place governing how loud your music will be played on the radio. The government stepped in and now your loud record may end up quieter than the Jim Croce CD from 1973 on all online and terrestrial broadcasts. Maste3ring Engineer Chas Ferry will explain how the loudness laws affect your song when it is broadcast and how to properly prepare your song for Radio.
- **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!