



# DRIVERS ED CLASSES

Seating is limited and on a first-come, first-served basis.

(Teachers' bios are located on page 48)

## Friday, November 4th

**11:15am – 12:15pm:**

### Promoting Your Music in the Streaming Era

with **Sydney Alston** – National Room (Mezzanine Level / 2nd Floor)

In this class, you will learn techniques for promoting your music through micro-influencer playlists, PR campaigns, radio campaigns and social media marketing. You'll also learn how to read and understand the metrics on your Spotify for Artists profile.

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### Vocals for Film & TV

with **Juliet Lyons** – Midway Room (Mezzanine Level / 2nd Floor)

You don't need to be a great singer (hooray!) to get a placement. But you do need authenticity. This class will break down the difference between vocals that are *good*, and vocals that are *good for Film/TV*. We'll discuss what makes a vocal sound dated (which is often a reason a song gets passed on) and what makes a vocal sound contemporary or timeless. We'll dive into tangible vocal techniques and recording techniques that convey style, character, and artistry. We'll listen to examples of heavily placed songs and analyze why these songs work, particularly from a vocal perspective, but we'll also consider the lyrics, melody, and topline structures. Time permitting, we'll listen to songs from attendees and evaluate the sync-ability of the vocals we hear. I will also share my top 5 tips to improve the chances of getting your vocal song synced.

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### Lyric Writing Fundamentals - The Big Picture

with **Cliff Goldmacher** – La Guardia Room (Mezzanine Level / 2nd Floor)

Get an insider's perspective on the process of songwriting collaboration from a veteran of over a thousand co-writes. Some of the topics covered in this workshop are the advantages – and disadvantages – of co-writing: what to do before, during, and after your co-writing session, co-writing etiquette, and the business side of collaboration.

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### Nuts and Bolts of Singing

with **Steven Memel** – Kennedy Room (Mezzanine Level / 2nd Floor)

This is a stripped down, no fluff, nuts and bolts class about singing. You'll leave this class knowing what's REALLY going on. The hardcore truth. An end to the mystery. The only mystery will be wondering why they didn't tell you that in the first place. Up and over, above the soft palate, in the mask, pharyngeal... what the heck does all that

**Friday, November 4th**

REALLY mean? And how many registers are there really? Imagery and metaphors are great and even necessary. But those images and poetic descriptions double, even triple, their power when you couple them with concrete knowledge. The Nuts and Bolts. Do you understand why you do each exercise that you do? Are you just kinda nodding like you do, but still feel unsure? Are you running into the same problems time after time and frustrated with why you can't solve them? Then you need this class. Bring your toughest questions. Let's get into the stuff you've always been and still are confused about. We're going to untangle it. Get ready for revelation!

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**Friday 3:00pm – 4:00pm:**

**What is Hot in Music Production RIGHT NOW!  
And How to Apply That to Your Productions**

**with Ronan Chris Murphy – National Room (Mezzanine Level / 2nd Floor)**

The landscape of hit music production is constantly changing. In this workshop, Ronan will help you spot the current trends in production and engineering, and share tips and tricks on how to use these techniques in your own production work.

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**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. You are severely underpaid in the early years with the hope of being 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. Setting goals, time management, building trust in relationships, and dealing with rejection, in addition to many other topics 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.

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**Oh, Say Can You Hear...And The Science of Sound Today**

**with Sean Olive from HARMAN – Logan Room (Mezzanine Level / 2nd Floor)**

Sean Olive conducts a session on the latest scientific research into sound reproduction as we know it, profiling the recent advances in audio technology as well as what, and how, we might hear in the future. Senior Fellow at HARMAN International Dr. Sean Olive directs HARMAN's Corporate R&D Acoustics Group providing research and leadership in improving the sound quality and benchmarking of the company's consumer, professional and automotive audio systems. His expertise relates to the perception and measurement of sound quality in audio recording and reproduction systems including microphones, loudspeakers, headphones, amplifiers, listening rooms, automotive audio systems, and binaural and spatial audio algorithms. An industry expert and renowned educator, Olive is a regular speaker and chair for international scientific conferences, industry events, and universities.

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**Intro to Recording in Pro Tools**

**with Mihai Boloni & Jenna Drey from Pro Tools – La Guardia Room (Mezzanine Level / 2nd Floor)**

Want to learn how to record vocals and music in Pro Tools? From setting up your microphones, recording vocals and instruments, punch-ins and overdubs, to creating comps, this class will show you how you can improve your music by improving your recording techniques. This class is led by Pro Tools Expert Instructor, Mihai Boloni, who has over 20 years of experience working with singers, songwriters, and musicians, as an Audio Engineer and Music Producer. Learn how to use fundamental production techniques in Pro Tools used by music professionals across the industry. All attendees will be provided a link for Avid's Free Basic Version of Pro Tools for your own personal use.

## Friday 3:00pm – 4:00pm:

### Extreme Makeover: Performance Edition

with Nancy Moran – Kennedy Room (Mezzanine Level / 2nd Floor)

As a performing artist, band, or songwriter, one of the best ways to connect your song with an audience is through LIVE performances. You can make an audience member FEEL what you are trying to communicate by how you deliver your song. But if you're not careful, you can confuse and bore your audience too! In this workshop, we will discuss fundamental, intermediate, and advanced skills to take your delivery to the next level. If you'd like the possibility of having a makeover, bring a guitar, and be prepared to have some fun and change your thinking.

### MONEY BALL: Production, Mixing, Songwriting and Money Collection in the World of Sync Music

with 4x GRAMMY® Award-winner Rob Chiarelli and multi-platinum producer Ron Harris – The Theatre (Mezzanine Level / 2nd Floor)

This will be a 75-minute crash course on finding success in the world of Sync music. The guys will be diving into everything from production and mixing to money collection. Special guests Nate & Kaelie Highfield will be taking your questions on the subject of songwriting and Aaron Overton will answer questions on where to find your money and how to collect it.

## Friday 6:00pm – 7:30pm:

### Song, Career, and Production Bar

with James Kocian (Song), Liz Redwing (Career) and Ronan Chris Murphy (Production) – National Room (Mezzanine Level / 2nd Floor)

These sessions are similar to the One-to-One Mentor Sessions, but open to TAXI members *and* guests. They're free and on a first-come, first-served basis. **Please bring your Music on a CD or Mobile Device.**

### 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? 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 will help you 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.

### Know Who You Are (And Why It's Important!)

with Derek Nakamoto – La Guardia Room (Mezzanine Level / 2nd Floor)

A veteran producer and musical mastermind behind the careers of some of the most eclectic artists (Keiko Matsui, etc.) shares his experiences on the importance of finding your own unique voice, to positioning yourself uniquely



Friday, November 4th

in today's marketplace. If being different and having a unique voice in this world makes you feel alone, don't miss this interactive and highly impactful class with one of the most versatile and eclectic producers/arrangers working today.

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**Friday 6:00pm – 7:30pm:**

## **Women in The Studio: Roles and Critical Skills**

**with Fett – Kennedy Room (Mezzanine Level / 2nd Floor)**

Do you work with women in the studio? Did you know that women and men have different hearing and each bring unique perspectives to the music production process? Did you know that women are increasingly becoming a major force in the audio industry? Are you a woman who wants to improve your recording and production chops? Using examples of some of today's leaders in the field (who just happen to be women) veteran Nashville producer/engineer, Fett (founder/host of Empowering Women In Audio clinics), discusses two primary areas that are pertinent to women in audio production: 1) the changing role of women in the studio today and 2) specific, critical skills that are required to compete. A list of audio resources for women is included. Whether you're experienced or just starting out, if you have an interest in recording and production, this class is for you.

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## **Demystifying the Cue**

**with Dean Krippaehne – The Theatre (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 music supervisors are looking for, and how to get your music into their ballpark. We'll also 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 well for me (and some that did not), and we'll discuss the reasons why. In addition, we'll address why "radio" lyrics don't work well on TV and how to better craft your lyrics for those money-making sync 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.

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## **Saturday, November 5th**

**9:15am – 10:30am**

### **The 5 Steps To Go from "Feast or Famine" To A Profitable And Sustainable Career**

**with Bree Noble – National Room (Mezzanine Level / 2nd Floor)**

You'll discover the 5 reasons you're not making the money you want from music and 2 ways you may be stalling your momentum and sabotaging your own success. Using The Musician's Profit Path system, you'll uncover the missing pieces in your musician business so you can get off of the "feast or famine rollercoaster" and start creating stable, predictable revenue streams.

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## Saturday 9:15am – 10:30am

### Song Structures That Sell

with Charles (Casey) Hurowitz – Midway Room (Mezzanine Level / 2nd Floor)

Struggling to get more songs forwarded and attract the ears of A&R people? Many times it's all about song structure and beginner songwriters (and some experienced folks!) often miss the basics. Verses? Pre-Choruses? Choruses? Bridges? What makes song sections different from each other and stand out? 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 start with some older songs and then go through more contemporary ones. Class participation is strongly encouraged!

### Activate Your Inner Music Mogul: Mindsets for a Successful Music Career

with Nancy Moran – La Guardia 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 skills within you. You just need to tap into them! In this workshop, Nancy teaches you to do that by walking you through 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!

### The Pursuit of Excellence - Determining Winners from Others

with Bob Mete – Kennedy Room (Mezzanine Level / 2nd Floor)

The Pursuit of Excellence – Determining Winners from Others, is a one-and-a-half-hour presentation that illustrates the traits and qualities that separate Winners from all others. During this presentation 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 walk away with a positive attitude toward work, their craft, and their daily life.

### Music in Video Games: Its Creation and Implementation

with Ronan Chris Murphy – The Theatre (Mezzanine Level / 2nd Floor)

Music in video games is one of the most exciting areas for music and audio, from both a technical as well as a financial perspective. Ronan, a former audio lead for Microsoft and current engineer on multiple game projects, has recorded, mixed, and mastered both indie and AAA games. He will share insight into understanding this unique side of the music business, and the opportunities and challenges it presents.



Saturday, November 5th

## Saturday 12:30pm – 1:30pm:

### How to Make Full-Time Income with Keynote Concerts, Custom Songs, & Private VIP Concerts

with **Tiamo DeVettori of Musicpreneur Academy – The Theatre (Mezzanine Level / 2nd Floor)**

Discover how to perform on large conference stages by combining live music with speaking to deliver “Keynote Concerts” for sold-out audiences, get paid to write custom songs for influencers and other high-end clients, and get booked for private VIP concerts. You will gain very practical knowledge about how to realistically make great income (even 6-figures) with music in new ways that are wide open and full of opportunity right now.

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## Saturday 2:30pm – 3:30pm:

### Composing for Production Music Libraries: Techniques and Strategies

with **Peter Neff – National Room (Mezzanine Level / 2nd Floor)**

This class examines what makes a successful music library track. 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 5,000 episodes of television.

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### The Do’s and Don’ts of Co-writing

with **Cliff Goldmacher – Midway Room (Mezzanine Level / 2nd Floor)**

Get an insider’s perspective on the process of songwriting collaboration from a veteran of over a thousand co-writes. Some of the topics covered in this workshop are the advantages – and disadvantages – of co-writing: what to do before, during and after your co-writing session, co-writing etiquette, and the business side of collaboration.

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### Modern Artist Development

with **Sydney Alston – Logan (Mezzanine Level / 2nd Floor)**

Take your career from 0 - 100 by learning creative ways to brand yourself and sell your music. Learn the lost art of artist development. Learn how to get more people to your shows and how to turn your local gigs into major events. Other custom media solutions: BookBaby – [www.bookbaby.com](http://www.bookbaby.com) – Book printing and e-Book publishing.

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### Mortgage Tips for Artists & Creative Entrepreneurs

with **Alejandro Szita – La Guardia Room (Mezzanine Level / 2nd Floor)**

If you’ve ever been told you didn’t qualify, or if you’ve ever tried to get financing for a real estate property and got nowhere because your financial situation was “so unusual,” this is where you can get real information, answers and solutions. The discussion will include how to estimate what you could qualify for, ways to qualify other than through a W-2, addressing credit score and credit report issues, getting the right mortgage broker, and using the equity in your home as a credit line to finance your projects. Alejandro’s clients love him because he lifts the veil on mortgage mysteries and makes finance simple and fun.

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## Saturday 2:30pm – 3:30pm:

### Advanced Music Production in Pro Tools

with Mihai Boloni & Jenna Drey – Kennedy Room (Mezzanine Level / 2nd Floor)

This class is perfect for singers, songwriters, and musicians looking to take their music production to the next level. Learn how to use Synthesizers and MIDI, Samples, Advanced Signal flow, and mixing techniques in Pro Tools. You'll learn how your favorite albums are made and how you can apply those same techniques to your songs. More than just a technical overview, this class explores the creative reasoning behind modern music production. This class is led by Pro Tools Expert Instructor, Mihai Boloni, who has over 20 years of experience working with singers, songwriters, and musicians, as an Audio Engineer and Music Producer. All attendees will be provided a link for Avid's Free Basic Version of Pro Tools for your own personal use.

### Serving the Song: A Studio Musician's Guide for Bringing the Record to Life

with Sean Giovanni, David Dorn, Justin Schipper, and Miles McPherson  
– The Theatre (Mezzanine Level / 2nd Floor)

The methods that studio musicians use in the process of making records, have largely been kept behind closed doors. In this session, the founders of the Studio Musician's Academy (SMA) will be giving a detailed breakdown of their creative methods in the production process. From translating the client's vision, to shaping their sounds, and constructing their parts, the players will dive deep into the principles and execution of their job in the studio. SMA mentors Sean Giovanni, David Dorn, Miles McPherson, and Justin Schipper have decades of experience and over fifty #1 songs to their credit. Come get a glimpse into the largely unseen skill set of professional studio musicians that make a living by helping to get songs to the top of the charts.

## Saturday 5:30pm – 7:00pm:

### Song, Career, and Production Bar

with Adam Zelkind (Song), Sean Giovanni (Song), Nancy Moran (Career) and Fett (Production) – National Room (Mezzanine Level / 2nd Floor)

These sessions are similar to the One-to-One Mentor Sessions, but open to TAXI members *and* guests. They're free and on a first-come, first-served basis. **Please bring your Music on a CD or Mobile Device.**

### Publishing Basics - Collaborating, Releasing, Collecting, and Pitching

with Bobby Borg & Michael Eames – Midway Room (Mezzanine Level / 2nd Floor)

This entry-level course is of interest to songwriters, solo artists, bands, and producers, but applicable to anyone who wants to learn both the creative and business basics of music publishing. In the course we'll review everything from: 1) the basics of copyright - your legal rights, dividing percentages in songs, split sheets, when the producer gets a share of the songs/masters, registration, and more, 2) money - the 4 food groups of music publishing and how to collect these monies, 3) master monies - monies you get from the release of your recorded product, 4) placement opportunities for your songs, and 5) everything you need to know about pitching. To be honest, this is like 5 seminars in one, so you are going to get a plate full of knowledge with all the fixings. Be sure to get to the seminar early and grab a seat up front. See you there.



Saturday, November 5th

## Saturday 5:30pm – 7:00pm:

### So You Want to Become a Media Composer?

with Adonis Aletras – La Guardia Room (Mezzanine Level / 2nd Floor)

Composing for media (film, TV, video games, trailers etc) is a very rewarding, yet challenging endeavor. There are several proven ways to break into the industry and sustain a career writing music for media projects. There are also numerous creative and business pitfalls to avoid as well as many prerequisites that are expected from beginners and established composers alike. Join successful media composer Adonis Aletras -credits include Section 8 (aMC+), Murder in the Heartland (ID Discovery), Netflix etc. -for an in depth and eye opening discussion of what it takes to become a successful media composer.

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### Give “Frightless” Performances Every Time You Sing!

with Steven Memel – Kennedy 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!

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### Un-Date Your Songs

with James Kocian – The Theatre (Mezzanine Level / 2nd Floor)

Most TAXI members quit because they never learned this crucial concept. We've all heard the dreaded phrase, “nice song, but not modern” or “this song is too dated for this pitch.” As frustrating as it can be to get a rejection, these phrases cut particularly deep. In this clinic you'll learn what makes a song sound dated (it's not just the arrangement and production). Writing modern music can be done at ANY age - Boomers included! We get very attached to our songs. Much like someone who is head over heels in a dating relationship. Any critique of our precious creation leaves us feeling defensive, so you'll also learn: why we need to break-up with our beloved songs. How and what it means to separate who you are from what you do. How to un-date your songs. So if you're ready to modernize your past songs and the songs you're yet to write, and you're tired of feeling the entire music industry is against you, be sure to attend this brand new clinic!

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## Saturday 6:00pm – 7:00pm:

### MusicPro Café Showcase

with MusicPro Insurance – Concourse Ballroom (Mezzanine Level / 2nd Floor)

MusicPro Insurance presents the 2nd music showcase featuring a selection of TAXI Road Rally attendees who responded to their invitation (and a couple of special guests). Performers include Will Derryberry, Chloe Watson, Koi Ka-dense, Danni Stefanetti and more.

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## Sunday, November 6th

**11:00am – 12:00pm**

### Is Your Song Ready for Hit Radio and Licensing?

with **Mark Zubek – National Room (Mezzanine Level / 2nd Floor)**

There is a big difference between friends and family liking your song, and a heavyweight industry professional liking it. Award-winning Producer/Songwriter, Mark Zubek (GRAMMY winner Betty Carter, Crash Test Dummies), will be randomly selecting five songs from audience members, listening and critiquing live and on-the-spot! Points of discussion will include some questions: Does your song hit the five elements of hit songwriting? (melody, lyrics, rhythm, harmony, and structure) Does the performance, arrangement, production, and mix have what it takes for your song to compete with hit radio and TV? Does your verse set the scene for your lyrics? Is your chorus INFECTIOUS and HITTING the way a great song should? There will be a question and answer period after the critiques.

### Metadata Magic: Standing Out in the Catalog!

with **Dave Kropf – Midway Room (Mezzanine Level / 2nd Floor)**

Your cue is composed, mixed, mastered, and ready to go to the music library. Next comes getting your music through the algorithms, catching the attention of music library decision-makers, and getting it into the hands of the editors. From titles and descriptions, to genres and moods, managing metadata is one of the most important parts of the music library submission process. Join Dave Kropf (composer, podcaster, educator, and host of the 52Cues.com interactive production music community) as he talks through industry norms and the best practices for writing metadata, plus shares his own success and methods in managing his cue metadata to get more placements.

### Old Folks Boogie: Why Age Is An Asset in Today's Music Industry

with **Fett – La Guardia Room (Mezzanine Level / 2nd Floor)**

Despite the common perceptions that the music industry is entirely “youth-oriented” and “no one over 25 can have a music career,” nothing could be further from the truth – not just in the music business in general, but especially in the world of music for film and TV. Not only do music people over the age of 50 have access to all of the same tools that younger musicians do, so do their fans, and other consumers of their music, such as music libraries and music supervisors. In this groundbreaking class, Fett explains the “older musician’s dual career path,” why you actually have an “edge” over younger musicians, and why anyone (from songwriters to performers to engineers/producers) can have exactly the career they want at any age – as long as they’re willing to understand how the modern music business works, how to play to their strengths, and their benefit of life experience. If you’re already over the age of 50, work with music people who are, or are approaching those “golden years” like yourself in the near future, this class could very well completely change your perspective on your future music career prospects.

### Everything You Wanted to Know About The Music Biz But Were Too Afraid to Ask

with **Jeff Freundlich – Kennedy Room (Mezzanine Level / 2nd Floor)**

With 20+ years of experience in the music business, Jeff is more than happy to answer questions from songwriters, artists, and composers. It doesn’t matter if you are just beginning your career or are a seasoned veteran.



Sunday, November 6th

All questions are welcome! Want to understand the differences between BMI and ASCAP? Want to understand what types of lyrics work for Film/TV? Want to understand how to create an effective elevator pitch? Want to hear how music is pitched to Music Supervisors? All you have to do is ask!

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## Sunday 11:00am – 12:00pm

### Listening & Feedback Session

with **Craig Pilo** (Host, DJ, and Jazz), **Chris “Hot Rod” Long** (Rock and Singer/Songwriter), **James Kocian** (Christian, Top 40 Pop, Gospel, and Country), **Mike Dupree** (Hip-Hop, Pop and R&B Expert), and **Sean Giovanni** (Country, Top 40 Pop, Rock, Hip Hop, and Gospel) – **The Theatre (Mezzanine Level / 2nd Floor)**

**NOTE:** These sessions are NOT for Film & TV music feedback. **These sessions are for Songs for Label, Publisher, and Artist feedback only! VERY IMPORTANT:** You will be given ONE raffle ticket as you enter the Theatre just before each session begins. You **must** have your raffle ticket at the *beginning* of each session. Latecomers will **NOT** be able to get a ticket out of fairness to the people who got there on time. To choose songs for the panel, we will pull a random ticket from a box and call the ticket number out for you to bring up your CD. If you’re not in the room, your song won’t get played. Members *and* guests may submit for these sessions. **You must have a valid Road Rally 2022 badge to submit! Audio CDs only, please, no Mp3s!** Lyric sheets should be rubber-banded on outside of CD. Sharpies and rubber bands will be next to drop boxes inside the ballroom. **Session ends at 12:30pm.**

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## Sunday 3:45pm - 5:00pm:

### Fail Forward

with **James Kocian** – **National Room (Mezzanine Level / 2nd Floor)**

Are you feeling defeated in the music industry? Wondering if you’ll ever get a forward or a deal? Are you tired of getting returns from submissions or from never hearing back from your music industry contacts? Major league baseball players can strike out 7 out of 10 at-bats, and then get 3 singles in the other at-bats... and guess what they are called? ALL STARS! So why does the music industry seem so callous and full of rejection? This clinic will tackle the failure topic from expert failure, James Kocian - who has failed at every step of the journey! He will share his story, and give you actionable steps to take while helping you avoid the same ruts he fell into! If you’re tired of being stuck in “fail-mode” and are ready for “forward,” be sure to attend this new class!

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### Scoring TV Shows: Q&A Session

with **Michael Kruk** – **Midway Room (Mezzanine Level / 2nd Floor)**

So you’ve got your music onto TV shows, but ever wanted to write the scores for them? That is, working with the show’s creative team and actually scoring music directly to picture? Or maybe you’ve already scored some projects and want to get more of this kind of work? Michael has scored multiple award-winning TV shows, from cute animal documentaries in his home studio to sweeping multi-million dollar BBC series with 75-piece symphony orchestras. Come and join Michael for a relaxed, fun, enlightening look into this world. Deadlines, creative processes, how to communicate with the creative team, orchestral sessions, disaster stories, epic successes, and much more with plenty of anecdotes! All levels welcome: No questions will be too basic or too advanced. Come stop by for something a little different!

## Sunday 3:45pm - 5:00pm:

### The Musician's Success Cycle: The Only Formula You Need, No Matter Where You Are

with **Cheryl B. Engelhardt** – La Guardia Room (Mezzanine Level / 2nd Floor)

This is the session where you will connect all of the dots of this conference AND your music career in a practical, “oh THAT is what I need to do next!” kind of mind-blowing way. The Musician’s Success Cycle is the one tool that can take your music career and exactly where you are, and amplify it by providing you a crystal clear path for what’s next. Sound like impossible magic? It’s definitely not impossible and it’s definitely magic. You’ll walk away from this session with answers to the dreaded questions like “what now?”, “how do I do ALL THE THINGS?”, and “what should I focus on?”. You will have a CLEAR aha moment (guaranteed) that will allow you to better prioritize the actions you will take. And lastly, you will remove at least 50% of the overwhelm you were feeling when you walked into the room, permanently.

### How to Know You Are Ready for Artist Management & How to Find the Right Manager

with **Chris “Hot Rod” Long** – Kennedy Room (Mezzanine Level / 2nd Floor)

How to know you are ready for artist management and how to find the right manager. Artist managers are always looking for new clients, but in 2022 it takes more than a pretty face and a good hook or two to get their attention. In this class we will discuss what you need to do to get yourself in a position to get the attention of management that can really help kick your career into high gear. What do you need to do in terms of writing, promoting, and playing live? What makes the most sense to focus your limited time and funds doing based on your individual circumstances? When is the right time to look for a booking agent? Should you spend the money making a fancy video or hire a social media marketing manager? Should you ever hire a manager for a monthly salary? What do managers need you to be able to do to help them increase the odds of you finding success? An artist manager who has taken a TAXI member client from a small out of the way city to having a platinum-selling debut with three #1 singles - including the “Most Played Song of the Year” on Rock radio will let you know what you should do next depending on where you are in your career. There will be a short intro, but most of this class will be a Q&A session where you will be able to get direct answers to your own questions from an experienced manager and maybe pick up a tip or two from the answers to others’ questions.

### 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, has 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! **Michael will be giving away a Shure SM57 Microphone (Value: \$100).** Attend this class for your chance to win.