

TAXI Road Rally 2025

Driver's Ed Classes

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

Friday, November 7th, 2025

11:15am – 12:15pm: Seating limited, available on a first-come, first-served basis.

- **Music Business In 10 Easy Lessons** with Ben McLane, Esq. – Sunset Room (Mezzanine Level / 2nd Floor)
Go over the 10 vital lessons he has learned from his practice that every entry-level and professional musician or executive should know to survive and thrive in the music business (which are laid out in his recent book “Music Business In 10 Easy Lessons” available on Amazon), engage in a Q&A session and discuss other relevant related industry topics (time permitting).
- **Song Structures That Sell** with Charles “Casey” Hurowitz – Rodeo 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 strongly encouraged.
- **Mastering Your Metadata** with Robina Ritchie-Barker and Scott Barker – Melrose Room (Mezzanine Level / 2nd Floor)
Metadata is not a “nice-to-have”. It’s fundamental to your success. This jam-packed session with the team behind TrackStage will demystify metadata and help you understand the critical role that it plays in sync licensing. Learn how metadata varies across AIF, WAV, and MP3 formats and discover best practices for embedding and properly formatting vitally important information like ownership, publishing rights, and contact details. You’ll gain insight into common tools, and practical skills to ensure your tracks are always correctly tagged, professionally presented, and ready for sharing, as well as strategies for managing your metadata efficiently. Don't let missing or incorrect metadata cost you opportunities - join us for an illuminating discussion that will enhance your understanding, optimize your music’s visibility, and ensure your tracks are always ready for sync opportunities. Attendees will receive a metadata formatting guide and a free desktop metadata viewer.

Friday 11:15am – 12:15pm

- **Show Me The Money: Unlocking Your Mechanical Royalties** with The MLC – The Theater (Mezzanine Level / 2nd Floor)
Join us for “Show Me The Money: Unlocking Your Mechanical Royalties,” hosted by the Mechanical Licensing Collective (The MLC). In this session, we’ll dive into strategies and tools that creators can use to maximize their collection of mechanical streaming royalties. We’ll simplify the different revenue streams and navigate the digital music landscape, helping you understand all the payments you should be receiving for your work. Attendees will walk away with actionable steps to ensure they’re receiving all the royalties they should be and not leaving any money on the table.

Friday 3:00pm – 4:00pm:

- **How to Produce Your Own Vocals** with Adreana Gonzalez and Ron Harris – Sunset Room (Mezzanine Level / 2nd Floor)
Wouldn't it be great to have a vocal producer coaching you to stellar performances on your own productions?

Most singers don't have that luxury because they record in their home studios - *alone*! In this panel, Adreana and Ron will bring you guest vocal producers, Nikki Flores (Jojo, Zayn, Nas) and Iman Jordan (Rihanna, Alicia Keys, Jazmine Sullivan) as they vocal produce each other on one of their tracks. Come and watch these masters work with a home studio set up and get fabulous vocals with guitar pedals, busses and more, so you can start using these techniques yourself!

- **Hey! My Music is Out There! Where's My Money?** with Tracey and Vance Marino – Rodeo Room (Mezzanine Level / 2nd Floor) Are you starting to get sync placements? Are you an artist releasing your music on streaming platforms? Are you curious about how royalties work? Then, you don't want to miss this class. Tracey and Vance know what it's like to leave money on the table. Don't let it happen to you! They'll explain in VERY SIMPLE LANGUAGE where to find your money. Just because your music is out there doesn't mean you'll see any royalties. What are performance royalties, mechanical royalties, and neighboring rights? What are the MLC, SoundExchange, and PROs, and what do they do? What are the benefits of setting up a publishing company? These are just a few of the basics they'll cover, while keeping this often-dry subject light and mildly amusing.
- **Staying the Course and Enjoying the Journey** with Chuck Schlacter – Melrose 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 control, building trust 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.
- **W.E.C.I.B.** with James Kocian – Hollywood Room (Mezzanine Level / 2nd Floor) WECIB - pronounced - We-sib - is an acronym that James stumbled on in his years of professional songwriting. Sitting in the room with other pros and watching how quickly they pivot and flow from idea to idea was a marvel to him. So, in learning that technique, he created WECIB - "What else could it be?" Come learn this pro technique to developing your song at every stage along the assembly line. By the end of the class, you'll have a technique that has catapulted writers from hobby to pro, and pro to award winners. This is also a concept you can apply *in life - so come ready to learn and engage in growth!*
- **What is Hot in Music Production RIGHT NOW!... and How to Apply That to Your Productions** with Ronan Chris Murphy – The Theater (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.

Friday 4:30pm – 5:45pm:

- **From Song Idea to Studio Sound with Pro Tools & Musiversal** with Ryan Benyo & Jenna Drey from ProMedia Training & Christian Dietrich Santos from Musiversal – The Theater (Mezzanine Level / 2nd Floor) - Take your songwriting creativity from an idea to a living, breathing recording in Pro Tools—without having to be a tech guru. We'll also look at something bigger: breaking past the limits of what instruments you personally play. By integrating Musiversal's innovative, affordable membership, renowned producer-mixer Ryan Benyo joins Jenna Drey and Christian Dietrich Santos to demonstrate how to connect with vetted, world-class session musicians and producers on-demand, letting you record live parts remotely and elevate your songs with industry-level musicianship—all through a simple app. That means a songwriter working from home can instantly add real guitar, live drums, programmed beats, strings, or any instrument, without waiting on access to a local studio or band. We'll walk through the basics—starting a session, recording first takes, adding layers, and shaping the sound. By the end, you'll see how Pro Tools and remote collaboration can turn raw inspiration into a polished, sync-ready track.

Saturday, November 8th, 2025

9:15am – 10:30am: Seating limited, available on a first-come, first-served basis.

- **The Pursuit of Excellence - Determining Winners from Others** with Bob Mete – Sunset 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 the music industry. The class is fast paced and entertaining. Attendees will come away energized with a positive attitude toward work, their craft and their daily life.

- **Hey! How Can I Be a Great Co-Writer? Secrets Of Successful Collaborations** with Tracey and Vance Marino – **Rodeo Room (Mezzanine Level / 2nd Floor)** Why should you co-write? How do you find collaborators? What's a split sheet, and why is it so important? Because you will be entering into a creative as well as a business relationship, what should you look for in a co-writer? How does the collaboration continue after your song is written? Tracey and Vance have worked with dozens of songwriters, composers, producers, and mixers over the years. They'll share their favorite tips about working together, playing and creating nicely with others, and how to best utilize all of your collaborators' talents and skills. Discover why most successful songs are written by more than one person.
- **Is Spotify Evil? And What Should You Do About It?** with Tony van Veen – **Hollywood Room (Mezzanine Level / 2nd Floor)** Spotify built its empire on your music — but are they winning at your expense? The platform pays artists the lowest royalties in the business, now demonetizes tracks with fewer than 1,000 plays, and floods playlists with AI-generated songs that siphon real artists' income. Meanwhile, its founder invests in AI-driven military tech and strikes deals that let tools like Suno train on your songs. Yes, 10 years ago Spotify helped revive the music industry, but has it now crossed to the dark side? In this provocative session, Tony van Veen breaks down what's really happening behind the streams — and what smart independent artists should actually do about it.
- **Composing for Production Music Libraries: Techniques and Strategies** with Peter Neff – **Melrose 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 7,000 episodes of television.
- **Making the Most of Your Talent (And Getting Paid For It)** with Rob Chiarelli and Ron Harris – **The Theater (Mezzanine Level / 2nd Floor)** Please join multi-platinum producer/Songwriter/A&R executive Ron Harris and 6x Grammy Winner Rob Chiarelli as they dive into the key elements that can make or break your project in the world of Mainstream Music and Sync. From artist development and crafting your signature sound to tricks of the trade and making deals. If you are an Artist, Producer or Songwriter, this class is for you.

Saturday 10:45am – 11:45am:

- **Your Music, No Limits: How to Record with World Class Musicians from Anywhere** with Christian Dietrich Santos from Musiversal – **The Theater (Mezzanine Level / 2nd Floor)** - Learn how to book live remote recording sessions with world-class professional musicians—and keep 100% of the rights to everything you create. Musiversal is a cutting-edge platform & service that gives music creators on-demand access to vetted, high-level session musicians, engineers, and producers—perfect for those who don't play multiple instruments. With unlimited live remote session players, members can instantly collaborate with world-class musicians, vocalists, producers, and engineers—all booked seamlessly in one platform. No negotiating, no chasing—just creating. Through a web browser, you can log into live sessions and receive high-quality stems within an hour. In this seminar, you'll see how easy it is to book your first session and discover how Musiversal helps turn unfinished ideas into finished songs.

Saturday 2:30pm – 3:30pm:

- **Get Your Music Catalog Organized** with TrackStage – **Sunset Room (Mezzanine Level / 2nd Floor)** Join us for a hands-on workshop where we'll introduce you to TrackStage, the ultimate platform for independent musicians to organize their music catalogs, manage rights, and streamline metadata for sync opportunities. Whether you're just starting to build your catalog or looking to better manage your existing tracks, this session will help you get organized. Bring your laptop and a few tracks, and we'll walk you through the basics of setting up your catalog and show you how to effectively manage your metadata, splits, and rights. By the end of the class, you'll have the tools and know-how to get your catalog pitch-ready and on the path to sync success.

- **The Art of Manifestation** with **Kim Tibbs – Rodeo Room (Mezzanine Level / 2nd Floor)** Join me for an enchanting journey into the art of manifestation, designed specifically for musicians ready to transcend their creative boundaries. In this immersive class, you'll learn to harness the power of intention, visualization, and energy alignment to unlock your fullest potential. Through guided exercises and collaborative sharing, we'll explore how to transform dreams into tangible realities, allowing your unique sound to resonate in new realms. Step into a world where imagination meets possibility, and together, we'll cultivate the confidence to elevate your musical journey beyond the stars!
- **Music Business In 10 Easy Lessons** with **Ben McLane, Esq. – Melrose Room (Mezzanine Level / 2nd Floor)** Go over the 10 vital lessons he has learned from his practice that every entry level and professional musician or executive should know to survive and thrive in the music business (which are laid out in his recent book “Music Business In 10 Easy Lessons” available on Amazon), engage in a Q&A session and discuss other relevant related industry topics (time permitting).

Saturday 2:30pm – 4:00pm:

- **From Demo to Radio-Ready in Pro Tools** with **Ryan Benyo & Jenna Drey from ProMedia Training – The Theater (Mezzanine Level / 2nd Floor)** - Step into the world of Pro Tools with this beginner-friendly workshop designed to give your music a professional edge. We'll start with the essentials— recording clean takes, comping vocals, and understanding the tools that matter most. Then we'll dive into top secrets behind a “radio-ready” vocal and instruments: EQ that cut through a mix, compression settings to keep performances smooth, and simple effects to add depth and shine without overcomplicating it. You'll learn tricks of the trade used by professionals to transform raw vocals into polished performances that sound world-class. We'll also cover how to access mixing help, from using built-in tools to working with remote engineers when you need an expert's touch. By the end, even brand-new users will walk away with practical steps and confidence to take their vocal tracks from demo-level to major-label quality—all inside Pro Tools.

Saturday 4:30pm – 5:30pm:

- **Make \$10K Per Gig with Keynote Concerts, Private VIP Concerts, & Custom Songs in the Conference Market** **Tiamo DeVettori – The Theater (Mezzanine Level / 2nd Floor)** Discover how to perform on large conference stages by combining live music with speaking to deliver "Keynote Concerts" for conference audiences. Then, get hired for private VIP concerts and custom songs as upgrade experiences! You will gain very practical knowledge about how to realistically make great income (even 6-figures) in ways that are wide open in the international conference market. **Editor's note: TAXI members who have taken this course have reported having success using what they've learned!**

Sunday, November 9th, 2025

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

- **The Art of Manifestation** with **Kim Tibbs – Rodeo Room (Mezzanine Level / 2nd Floor)** Join me for an enchanting journey into the art of manifestation, designed specifically for musicians ready to transcend their creative boundaries. In this immersive class, you'll learn to harness the power of intention, visualization, and energy alignment to unlock your fullest potential. Through guided exercises and collaborative sharing, we will explore how to transform dreams into tangible realities, allowing your unique sound to resonate in new realms. Step into a world where imagination meets possibility, and together, we'll cultivate the confidence to elevate your musical journey beyond the stars!

Sunday 11:00am – 12:00pm:

- **Everyone Wants A Manager, But How Do You Make A Manager Want You?** with Chris "Hot Rod" Long – **Melrose Room (Mezzanine Level / 2nd Floor)** A lot of artists want managers, but managers need to pick and choose their clients carefully as each client is a huge investment of time and resources. This class will go over what you need to do before you approach management in terms of your presentation, quality of your recordings and marketing and use stories based on real life experiences to help you give the information you need to get ahead of your peers in terms of delivering the goods managers need to see and hear. The class will morph into a Q&A session because not all artists need to do the same things and this is designed to help you if you are trying to be a rock star, a hit songwriter for other artists, or a professional writer for sync. Bring CDs or cell phones as some music will be played and live critiqued in the class.
- **"Un-Date" Your Songs** with James Kocian – **Hollywood Room (Mezzanine Level / 2nd Floor)** Many of TAXI's members who quit, give up too soon because they never learned this crucial concept. We've all heard the dreaded phrase, "Nice song, but not modern or contemporary enough," 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, and how to "un-date" your songs. So if you're ready to modernize your past songs and the songs you've yet to write, and you're tired of feeling the entire music industry is against you, be sure to attend this brand new class!
- **Producer Eye for the Songwriter Guy (or Gal)** with Ronan Chris Murphy – **The Theater (Mezzanine Level / 2nd Floor)** In the class Ronan will share how he approaches projects as an outside producer, and how the techniques he uses with his production clients can be applied to artists working independently. You will learn to avoid many of the biggest mistakes DIY producers make, and learn how to approach your own productions like a pro producer to dramatically elevate you songwriting and production.

Sunday 1:30pm – 3:00pm:

- **Listening & Feedback Session** – **The Theater (Mezzanine Level / 2nd Floor)** with Craig Pilo (Host, DJ, and Jazz), Chris "Hot Rod" Long (Rock and Singer/Songwriter), James Kocian (Christian, Top-40 Pop, Gospel, and Country), Ty Knox (Hip-Hop, Pop, and R&B Expert), and Steve Bloch (Country and Top-40 Pop) **Note:** These sessions are NOT for Film & TV music feedback. **These sessions are for Songs for Labels, Publishers, and Artist feedback only!** **VERY IMPORTANT:** You will be given ONE raffle ticket as you enter the Theater 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 raffle 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 2025 badge to submit! Audio CDs only, please, no MP3s!** Lyric sheets should be rubber-banded on the outside of each CD. Sharpies and rubber bands will be next to drop boxes inside the ballroom. **Session ends at 3:00pm.**

Sunday 3:45pm - 5:00pm:

- **What To Do After TAXI Forwards Your Music!** with Greg Carrozza – **Sunset Room (Mezzanine Level / 2nd Floor)** Doing things right can create a trusted relationship with a music library — the kind of relationship that lasts for years, and gets you to the front of the line when it comes to having an open door with the library, getting music briefs sent directly to you, having your music requested for special projects, etc. In this class, Greg Carrozza (composer, producer, and successful TAXI member with over 1,000 placements) will discuss what to do after you get a TAXI forward, how to manage your expectations and attitude, how to deal with industry people when they contact you, how to be prepared for that, how to communicate, how to create deliverables, and more.
- **Live Feedback Masterclass** with Michael Lloyd – **The Theater (Mezzanine Level / 2nd Floor)** Legendary Producer, Michael Lloyd, has made more than 110 Gold and Platinum Records, produced countless hit singles, has done the

scoring, music supervision, songwriting, song placement, and/or music producing for over 225 films and TV shows. He has used songs from TAXI members numerous times over the last several years. Michael is going to do one of his popular live feedback classes at the Road Rally, and if your song is drawn randomly 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! Tickets will be given to each audience member for the prize drawing.