

TAXI Road Rally 2026

Driver's Ed Classes

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

Friday, November 6th, 2026

Friday 11:15am – 12:15pm: Seating is 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 is strongly encouraged.
- **Performance Masterclass** with **Steven Memel** – **Melrose Room (Mezzanine Level / 2nd Floor)** You already know how to perform. You’ve got the instincts, the stage presence, the technique. This masterclass is about what comes next — the specific, often invisible choices that separate a good performance from one that stops a room cold. Performance and Voice Coach Steven Memel will work live, onstage, with audience members — taking already-strong performances and heightening them in real time. You’ll hear what’s there. Then you’ll hear what’s possible: the same song, the same singer, but suddenly more specific, more dangerous, more true. The shift is immediate and unmistakable. From there, we break down exactly what makes a performance great — the elements that separate technically solid from truly unforgettable, and the small, deliberate shifts in intention, risk, and storytelling that create that leap. This isn’t about fixing what’s wrong. It’s about identifying what’s already working and pushing it further than you thought it could go. You’ll leave with concrete tools for finding that next level in your own performances — so the leap you saw onstage becomes something you can create yourself, every time you sing.
- **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: Seating is limited, available on a first-come, first-served basis.

- **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 trusting 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.
- **Composing for Production Music Libraries: Techniques and Strategies** with Peter Neff – Hollywood 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 7000 episodes of television.
- **Vocal Production Master Class** with Ron Harris – The Theater (Mezzanine Level / 2nd Floor) Learn how to produce vocals for the hit group 3Quency, from Netflix's Building the Band, alongside Multi-Platinum Producer/A&R executive Ron Harris and Grammy winner Trevor Brown. If you want to produce vocals the way the pros do—instead of relying on random YouTube videos—don't miss this session!

Saturday, November 7th, 2026

Saturday 9:15am – 10:30am: Seating is 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) This is a 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 industries. The class is fast-paced and entertaining. Attendees will come away energized with a positive attitude toward work, their craft, and their daily lives.

Saturday 9:15am – 10:30am (cont'd): Seating is limited, available on a first-come, first-served basis.

- **Know Who You Are (And Why It's Important!)** with **Derek Nakamoto – Rodeo Room (Mezzanine Level / 2nd Floor)** Veteran producer and musical mastermind behind the careers of some of the most eclectic artists (Keiko Matsui, etc.) shares his secrets on positioning yourself uniquely in today's marketplace. If you want to be the next Beyonce, you should avoid this class at all costs. But if you don't mind being different and have a unique voice in this world, don't miss this interactive and highly impactful class with one of the most versatile and eclectic producers/arrangers working today.
- **Nuts and Bolts of Singing** with **Steven Memel – Melrose 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 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!
- **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 develop 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.

Saturday 2:30pm – 3:30pm: Seating is limited, available on a first-come, first-served basis.

- **Be Ready When the Opportunity Comes: Organizing Your Music Catalog** with **Chris Evans from StudioNotes – Rodeo Room (Mezzanine Level / 2nd Floor)** The more music you create, the more there is to keep track of. Every song accumulates information—splits, registrations, agreements, files, and all the other metadata that needs to be readily available when someone asks for it. When that information is scattered across folders, spreadsheets, emails, and your memory, finding it again can become a project of its own. Chris Evans will show you a practical way to organize your catalog around the relationships between songs, recordings, releases, and your collaborators. You'll learn how to keep the information and files behind your music connected, track down what's still missing or needs attention, and make a growing catalog easier to manage. When an opportunity comes along, there may not be time to get organized. A music supervisor might need to see signed agreements or ask for an instrumental or stems on short notice. We'll look at how an organized catalog helps you find the information and files you need and respond while the opportunity is still there.

Saturday 2:30pm – 3:30pm (cont'd): Seating is limited, available on a first-come, first-served basis.

- **Match Game with MyMusicReady – Hollywood Room (Mezzanine Level / 2nd Floor)** What's the missing piece between your song idea and a finished, professional track? Come play Match Game with MyMusicReady and find out! In this interactive session, we'll explore the challenges songwriters face at every stage of creating music and match them with resources designed to help. Discover how MyMusicReady connects creators with professional feedback, organization tools, trusted producers, vocalists and musicians for hire, plus Insider Sessions with top industry pros. Along the way, we'll talk about production, collaboration, education, and what it takes to create music that can compete in today's sync marketplace. Come ready to play, participate, and discover the resources that can help take your music from idea to sync-ready!
- **Winning Ways** with 6x Grammy winner Rob Chiarelli, multi-platinum producer/A&R executive Ron Harris, legendary producer/music supervisor Michael Lloyd, and acclaimed music publisher Andrea Torchia – **The Theater (Mezzanine Level / 2nd Floor)** Get honest answers from people who have been in the trenches, made the records, signed the writers, placed the music, and navigated the business at the highest levels. From crafting songs to pitching, A&R, placements, licensing, and everything in between, Rob, Ron, Michael, and Andrea will share real-world insights and strategies based on decades of experience. And the entire hour is dedicated to YOUR questions. No hype. No theory. No BS. Just straightforward answers from four music-industry pros who will give it to you straight.

Sunday, November 8th, 2026

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

- **Behind the Curtain - The 'Secret Juju' Needed to Conjure up Success in TV/Film and Advertising** with John Pearson and Jim Thacker – **Sunset Room (Mezzanine Level / 2nd Floor)** Do you know the 'dark magic' behind how cues/songs become placements? With thousands of songs and placements between them, John Pearson (Songwriter/Producer) and Jim Thacker (Library Owner/Producer) will share the secret recipe. If you want to learn how hard work, professionalism, and determination can lead to success in sync placements, this class is for you. Join them as they divulge personal experiences from the perspective of a Catalog Owner, Music Supervisor, and Music Producer/Songwriter, which will greatly illuminate the pitfalls and best practices in getting your music heard and placed. Topics include: Rejection/Projection (how to accept and move on); Amateur Hour - (How to get yourself blacklisted in 5 easy steps!) - Life of a placement: From seed to harvest - Changing Lanes and Crossing Over (Writing in multiple genres) and How to Write Modern-Sounding Music - An open forum Q&A will follow for any questions, and time permitting, TAXI members will be chosen at random to have their songs listened to and critiqued by John and Jim.
- **Everyone Wants A Manager But How Do You Make A Manager Want You?** with Chris "Hot Rod" Long – **Rodeo Room (Mezzanine Level / 2nd Floor)** A lot of artists, writers, and producers 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 in a user-friendly and informative way, 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 provide you with the information you need to get ahead of your peers in terms of knowing what to do to stay one step ahead of your peers and increase the likelihood that your songs will stand out in what is a very crowded music landscape. The class will morph into a Q&A session because not all artists need to do the same thing. This class will offer a lot to those who are looking to write and produce for sync, their own career as a solo artist or band member, or songwriting for others. Bring CDs or cell phones, as some music will be played and critiqued live in the class. The difference between a management consultant and a paid manager will also be discussed.

Sunday 11:00am – 12:00pm (cont'd): Seating is limited, available on a first-come, first-served basis.

- **Match Game with MyMusicReady** – Melrose Room (Mezzanine Level / 2nd Floor) What's the missing piece between your song idea and a finished, professional track? Come play Match Game with MyMusicReady and find out! In this interactive session, we'll explore the challenges songwriters face at every stage of creating music and match them with resources designed to help. Discover how MyMusicReady connects creators with professional feedback, organization tools, trusted producers, vocalists, and musicians for hire, plus Insider Sessions with top industry pros. Along the way, we'll talk about production, collaboration, education, and what it takes to create music that can compete in today's sync marketplace. Come ready to play, participate, and discover the resources that can help take your music from idea to sync-ready!
- **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 your songwriting and production.

Sunday 1:30pm – 3:00pm: Seating is limited, available on a first-come, first-served basis.

- **Listening & Feedback Session** – The Theater (Mezzanine Level / 2nd Floor) with Craig Pilo (Host, DJ, and Jazz), James Kocian (Christian, Top-40 Pop, Gospel, and Country), Ty Knox (Hip-Hop, Pop, and R&B Expert), Steve Bloch (Country), Chris "Hot Rod" Long (Rock and Singer/Songwriter), and Bobby Rymer (Country and other genres)

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 2026 badge to submit!** Music will be played from **Audio CDs and cell phones only. No MP3s on thumb drives!** Please bring six copies of your lyrics for the panelists. **Session ends at 3:00pm.**

Sunday 3:45pm - 5:00pm: Seating is limited, available on a first-come, first-served basis.

- **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.

Sunday 3:45pm - 5:00pm (cont'd): Seating is limited, available on a first-come, first-served basis.

- **Un-Date Your Songs** with **James Kocian – Hollywood Room (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 class, 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 that the entire music industry is against you, be sure to attend this brand-new class!
- **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 production for over 225 films and TV shows. He has used songs from TAXI members numerous times over the last few 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.