



Management, Leadership & Administration

Experiencing an adventure that inspires students to live out their aspirations in the music industry



The MMI experience is led by a team with over 50 years of experience of service in communities throughout the United States and around the world. Leadership focuses on bringing a team of like-minded individuals together who understand what it takes to have a powerful impact on the music industry.

From the state-of-the-art mobile recording studio, to the teachers and volunteers who have lived a life in music, MMI is committed to providing a fiscally transparent organization impacting youth.

Sound strategic planning in the areas of programs, administration and fund development will guarantee that the mission and vision of MMI succeeds.

A passionate leader with integrity and a strong work ethic, Rodney utilizes a skill-set developed over two decades in the non-profit industry. One organization he founded is celebrating 26 years of service which has helped over 160,000 at-risk children and the other is entering its tenth year of service supporting over 75,000 military children and families.

www.futureforkids.org

www.helpinghandsforfreedom.org

Adding to his life of service, Rodney joined the financial planning industry as an advisor and became an insurance agent and utilizes his experience to collaborate with individuals, corporations, and foundations to leave a legacy. At the core of MMI is a team dedicated to building an organization that is transparent, measurable, and with the structure to duplicate in major cities throughout the country.



Rodney Smith
CO-FOUNDER
CEO



BUILDING THE TEAM

STAFF & VOLUNTEERS

Rodney Smith
Co-Founder
CEO

Loren Snyder
Co-Founder
Program Director

Renie Collwell
Development
Director

Name
Executive
Assistant

COMMITTEE CHAIRPERSON

Rodney Smith
Co-Founder

STRATEGIC DEVELOPMENT

NAME
Title
Company or
Organization

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Organization

FUND DEVELOPMENT

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Company or
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PROGRAM DEVELOPMENT COMMITTEE EXPERTISE

Engineering, Production,
Sound, Recording & DJ

Critical Thinking, Life Skills,
Financial Literacy

Business Behind the Business

Signature Event Specialist

Artist & Band Management

Song Writing & Vocal
Development

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LEGAL COUNCIL

Christine Cracchiolo
Founder, Senior Attorney
Forakis Law Firm

ACCOUNTANT

Mark Schwartz
Senior Manager
Foumbeg, Juneja & Co.

MARKETING

NAME
Title
Company or
Organization

INSURANCE

Jeff Smith
Insurance Agent
MacLife

ROLES & RESPONSIBILITIES

Support overall Mobile Music Institute mission and vision, included but not limited to, providing expertise to the organization through intellectual support, introductions to other key members of the community, curriculum development, creating value, defining measurables, connecting individual & corporate influences, and over all support for the growth & development of the organization.

Program Development Creators of MMI Curriculum



ADMINISTRATIVE & MARKETING

Participate in developing 1-year and 3-year Strategic Plans:

Business & Fund Development
Program Development
Administrative & Marketing

Website, Social Media,
Presentation Material, Database
Management and Maintenance

Internet research assistance and
corporate introductions to
further develop organization

Develop & maintain marketing
material for Mobile Music
Institute overall programs and
individual programs

Developing Internship Program

BUSINESS & FUND DEVELOPMENT

Set Goal for Committee Members
Money raised through:

Individual or Corporate Donation
Grant/Foundation Relationships
Corporate Partnerships
Selling packages to an event
In-kind donations

Options to assist in Fund
Development:

*Assist In Creating Signature
Events Consideration:*

Host the annual advisory committee
meeting in San Diego and add a
fund development component that
would feature a Meet to Greet
concept involving artists / athletes.

Internet & Email Marketing

Marketing Campaign Support

PROGRAM DEVELOPMENT

Policy and Procedures

2019 PROGRAM PLANNING

Artist & Band Development

Business Behind the Business

Audio Engineering & Production

Live Sound Program

Consideration

Collaborate with other worthy
non-profit partnerships to work in
the community that serves the vision
and mission of Mobile Music
Institute.

Program Development Creators of MMI Curriculum



BJ FOSTER

Television, Broadway and recording artist. Seen on TV shows like: LA Law, ER, JAG, and The Fresh Prince of Bel Air. Starred in the Broadway musicals: Dreamgirls, Into the Woods, and Little Shop of Horrors. BJ has worked behind the scenes with legendary composers Kander and Ebb developing the vocals for the hit musicals 'Flora the Red Menace' and 'Once on this Island'. Also collaborated with the incredible team of Howard Ashman and Alan Menken of Disney's The Little Mermaid. Background vocalists for Natalie Cole with performances with Stevie Wonder and Hall & Oats.

KEVIN CHILDS

Kevin Childs is a 28-year-old singer/songwriter from San Diego, and is best known for his role as the lead singer for the indie/rock quartet Oliver Trolley. He has a range of original songs that have been placed on television shows such as Keeping Up With The Kardashians, The Real World, ESPN FIFA World Cup and many more. Alongside these originals, he has an extensive library of cover songs ranging all the way from the 60's to the current pop hits of today. With over 10 years of experience performing at clubs such as The Troubadour, Belly Up Tavern, Roxy, Whisky A Go Go, The Casbah, and House Of Blues, he provides a powerful professional and entertaining musical experience.

RAYSHON ROBERTS

The Art Institute of CA-San Diego - Bachelor of Science in Audio Production - 2010-2015. RayShon is a San Diego native, born and raised in Chula Vista. He studied audio production at the Art Institute of California in San Diego and proceeded to work at PSAV, assuring client satisfaction at San Diego hotels. With encouragement from his family and friends, RayShon pursued his dreams of creating his first E.P. released in October 2017. In his free time, RayShon enjoys exploring new restaurants and coffee shops with his wife, Morgan. He also loves working with youth at his local church, which has inspired him to make more music to reach the younger generation. Grateful for his family and community, RayShon pursues a life that reflects what is most important to him...faith, family, and music.

JOEL GINSBERG

Music Director - Hoover High School - San Diego Unified School District. Joel is a graduate of San Diego State University with two bachelor's degrees, jazz studies and music education. He also recently completed his single subject teaching credential in music. He maintains a private studio as well where he teaches all woodwinds. Joel has performed with such artists as Wynton Marsalis, Ted Nash, Gilbert Castellanos, Joe Liebman, Bob Sheppard, Dave Pietro, Mike McMullen, Marcus Pintup, Chris Crenshaw Tom Luer just to name a few. Joel's music has allowed him to tour China and participate in the Essential Ellington competition with The Lincoln Center Jazz Orchestra in New York.

MOBILE RECORDING Studio



IMAGINE 2670MK

UVW 6,785 Hitch Weight 642lbs Length 32'3"

\$34,000*



FORD SUPER DUTY

\$38,000*



** Community Partnerships – The MMI team will work on trade-outs, donations, and other cost saving relationships to build the mobile recording studio and reduce the actual costs.

Start-up & One Year Quick Summary Budget

Mobile Trailer	\$34,000*
Truck	\$38,000*
Recording Studio Equipment	\$32,000
Build-out Labor	\$5,000
Storage	\$3,500
Insurance	\$2,400
Marketing Wrap both Vehicles	\$4,000
Gas & Cleaning per year	\$1,500
TOTAL	\$120,400**

EQUIPMENT, TECHNOLOGY & ACCESORIES

Computer/Work Station/DAW/Audio Interface/Plug-Ins/Drum Pads/Microphones Studio Monitors/ Headphones/Midi Controller/Cables & Accessories/Power Conditioner/Rack Mounts/Mic Preamps/Headphone Amp/Sound Treatment

\$32,000

* Vehicle and Trailer will be leased and/or financed

NAME RECOGNITION

– Featured on vehicles - WRAP as Major Sponsor of MMI's Mobile Recording Studio. Promotion available for all social media platforms, website, digital media and print media.



MMI Administrative Cost Per 6 Week Program



MMI AFTER-SCHOOL PROGRAM

The MMI experience will involve staff, teachers, lecturers, mentors and volunteers with an extensive background in the music industry based on the subjects offered. Every 6-week program will be designed to inspire, educate, prepare and share the jobs available throughout the music world.

Program Delivery Quick Summary Budget	
Program Director	\$2,880
\$60 per hour	
8 hours per week	
Program Coordinator	\$1,440
\$30 per hour	
8 hours per week	
Teachers (5)	\$1,080
\$30 per hour	
6 hours per week	
Preparation & Review	
Mentors for Band (3)	\$3,000
Guest Lectures (4)	\$2,000
Class Material	\$500
Supplies	\$750
Field Trip	\$2,500
Transportation, Food & Drinks	
Final Performance	\$1,200
Background Checks	\$1,500
Liability Insurance	\$1,250
Miscellaneous	\$1,500
Projected Total Expenses	\$19,600

MEASURABLE RESULTS

Business Behind the Business

Business Behind the Business is the development of a powerful well-rounded individuals in the music industry through the lens of positive reinforcement. A music industry mogul derives power from experience, skill, knowledge and training rather than popularity. Infusing "Life Skills & Critical Thinking" to strengthen the character needed to sustain the talent on which they can succeed. Transition through genre appreciation, skills development, team collaboration, legal landmines and career pitfalls, this discipline strives to produce musical industry powerhouses by presenting each student a skill set that will allow them to succeed not only in music but in all areas of life.

Live Sound Program

Managing audio equipment, such as a mixing board, during indoor or outdoor events and live performances at arenas, churches, and theatres. A technician is responsible for sound checks and is well-versed in all kinds of recording technology.

Audio Engineering & Production Program

Gathering ideas for the project, selecting songs or session musicians, proposing changes to the song arrangements, coaching musicians and artists in the studio, controlling the recording sessions, and supervising the entire process all the way through to the audio mastering stage.



MOBILE MUSIC INSTITUTE