



## NAMM Overload

As the 105th installment of the industry's largest event notches yet another lasting impression into musical history, all of us tone tweakers here at Premier Guitar are suffering from NAMM overdose! Unfortunately, there's no pill that can cure our illness – we simply have to sleep this one off, as this year's show was brutal. It was certainly the busiest NAMM show that I have ever experienced.

From the opening gate, gearheads from all over the world united to explore the latest and greatest products and services the industry has ever offered. One of them, of course was the premiere of Premier Guitar, and did we ever hook it up. Our response was simply overwhelming, which has only motivated us further to continue to raise the roof on our expectations of what we plan on providing you in 2007. Evidenced by our feedback at the show, it is absolutely clear that our faithful followers want us to stay on the gear path that leads to improved tone. I assure you, this is exactly what we are intending on doing.

Gear and beer – and being hung-over from both – was the theme of the first annual Imperial Ball 2007! Certainly the most kickass NAMM party ever, Premier Guitar, along with our friends from 65 Amps, Duesenberg Guitars, Analysis Plus, Tone Pros and James Trussart Guitars, hosted NAMM's premier party. Featuring Mike Cambell's band, The Dirty Knobs, and special guests, Lonesome Spurs, at the historic Imperial Ballroom in downtown Fullerton, it was all killer, no filler! Mike Cambell and friends provided a night of rock, funk, and blues that will long be remembered as NAMM's premier event, and Premier Guitar is proud to be part of the ongoing NAMM Imperial Ball Party for years to come. Beer and gear – it's a wonderful thing.

Premier Guitar is also very excited to unveil our formation of Premier Guitar Shows. These events will take the traditional guitar show model to an entirely new level, and will include instruction, education and celebration. Establishing our events division will allow us to reach you even better, and we aspire to bring you the industry's finest events as we roll out large scale, heavily-promoted events in major metropolitan centers, starting in the second half of 2007. This will all be supported with "virtual" exhibits and event content at [premierguitar.com](http://premierguitar.com), enabling us to reach thousands more avid guitarists than ever before. Check out page 54 for more information regarding Premier Guitar Shows.

Make sure to mark your calendar for the 30th Annual Dallas International Guitar Festival, presented by Premier Guitar, April 20-22, at Dallas Market Hall. Talk about the ultimate celebration of the guitar – Premier Guitar is again proud and honored to be involved as Presenting Sponsors of the world's oldest and largest guitar show. The 30-year anniversary of this industry icon will certainly be a show for the ages. Premier Guitar will bring you all the juice in next month's issue, including an incredible recap of the show's impeccable history, as well as an opportunity to win a piece of history from the Dallas International Guitar Festival, Premier Guitar and our friends at the Peavey Custom Shop. Stay tuned ... you'll be glad you did. Until next month, tone up and throw down!

Nuff sed.

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