



Here we go again! It's time for another Winter NAMM in Anaheim! For me, it's hard to believe that a year has gone by, and hard to believe that this is my 12th Winter NAMM I've played. I remember my playing my first NAMM show in 1994 for Morin Amplifiers.

This year, I will be performing for Laney Amplifiers and Presonus Audio as well as a couple others. I will also be performing at a NAMM kick off show on Jan 16th for Minarik Guitars on the NAMM stage in the lobby of the Hilton Hotel at the Convention Center.

After all these years, my crew and I have the preparation down pat to get through these shows. Let me take you though some of what we go through to get me ready for the show:

The first thing, I assemble all my press packages for potential sponsors I meet at the show. This includes getting new business cards made (never attend a trade show without your business card!!) We also update everything in my press kit and pick out an 8x10 promo shot.

After getting my promo packs together, I coordinate all my gear needs and speak with my various sponsors to get everything I need to get me through the show. This is where my assistant Karen is a lifesaver.

She keeps track of everything and follows up with every company to make sure we get all the gear in time. She also touches base with all the sponsors I'm playing for at the show to take care of all the logistics (like getting our NAMM badges squared away) and to confirm my performance times and commitments every day of the show. This also includes any business meetings and dinners I have to attend through out the weekend.

Karen also gets all of the hotel stuff locked in so we have our room figured out for the weekend. As you can imagine both Karen and I have been on the phone a lot these past weeks getting everything done. On top of all this, I have to go through all my gear and make sure everything is functioning correctly.

This year I'm building a brand new pedal board to include my new Digitech pedals. I'm also getting a new custom 40-foot Pedalsnake audio snake to wire it all together.

Everyone has been so great helping me prep for the show. We take a lot of gear with us when I play trade shows. Plus, I take tools and spare parts for the guitars in case we break anything. I have a whole guitar repair shop in the hotel room just in case (this has saved us in past years)

Now we're two weeks away from show time. In the next week, I will be rehearsing my band for

my January 16th performance as well as my performances at Presonus. I will also be running around getting all the last minute stuff for the show.

On part two of this column I'll get into preparing for day one at NAMM, the gear I'm using this year and setting goals on what I want to accomplish at this year's show.

n [Ronny North](#) *This email address is being protected from spam bots, you need Javascript enabled to view it* *This email address is being protected from spam bots, you need Javascript enabled to view it*

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plays his own

[signature brand](#)

of instrumental guitar rock and is fast becoming a So Cal guitar hero. He has appeared in several national and international music publications, including this one each week.