

In the theater hidden deep inside the world headquarters of the sound and musical equipment giant Peavey Corporation in Meridian, Mississippi, Chairman/CEO Hartley Peavey is trying to tell me something over thunderous audience applause and I can't quite make out what he's saying...

**STOP.** I'm way ahead of the story. Let's rewind to the beginning.

*Nashville, TN: Julia Blackford Burton is born.*

At the age of eight she moves up north to the home of her grandma in the small town hills of beautiful West Virginia. There she grows up a healthy normal child (although taller than most of the other kids) in an environment of faith, love and a solid work ethic. In school she excels in academics, sports, (especially basketball) and is a member of the 4-H Club.

*Volunteerism becomes a driving force in Julia's life. More on that later.*

Throughout these early years it is obvious to all, that Julia loves to sing and entertain. Makes sense since her mom had been a successful entertainer back in Nashville. Mom, dad and both grandma's encourage her to do and be whatever it is she wants to be with the single stipulation that she gives it her absolute best efforts.

High school finds Julia participating in every available talent show she can locate in the state of West Virginia. Honing her skills, she eventually arrives on the national television stage, live from Atlantic City in the *2004 Miss America Pageant*. Julia was *Miss West Virginia*.

*Alas, I'm getting ahead of myself again.*

At this point in time, Julia was working her way through college with jobs at Wal Mart and as a general laborer for the West Virginia Department of Highways. She kept her nose clean and her hands dirty; eventually earning a Public Relations degree from West Virginia University.

*Now, back to the volunteerism.*

With the crown of Miss West Virginia firmly planted upon her head, she became a National spokesperson for the Boys & Girls Clubs of America, a title she retains to this day.

*Back to the beginning of the story.*

Julia has returned to Nashville to pursue her dreams. She lands a job singing at the world famous Tootsie's Orchid Lounge on Broadway. At one of Julia's shows, record promoter Lisa Smoot was in attendance as was Julia's dad. Lisa gave Rick (the dad) her card. Rick called Lisa's boss Jerry Duncan. Jerry called former Sr. VP/General Manager Warner Bros. Records, Bob Saporiti. Bob called renowned musician/record producer Biff Watson.

*Julia is in the studio working on her debut album.*

By the way, the same night Lisa saw Julia perform, Michael Spriggs was in the house. Michael is the Artist Representative for Peavey in Nashville.

So here we are back in Meridian, Mississippi at the end of another great Julia show and I said, "I'm sorry, Hartley, I can't hear you over the crowd. What did you say?" Hartley leaned in closer and this time I heard him.

"I said, she's got it. *Julia Burton is a star!*"

I grinned. I already knew that.

*P.S. Julia Burton endorses the state of the art PROCOM PCX-U1002 wireless microphone system for Peavey. Worldwide.*

