

GeorgiaTrend

Trend Radar: December 2006

Ed Lightsey



Sounds of a generation: Greg Haynes, left, and Russell Martin

Rock 'N'Roll: The 150 or so baby boomers gathered at the Georgia Music Hall of Fame in Macon earlier this fall found themselves transported back 40 years to their college campuses. The time machine: a 10-pound, nearly 600-page book with 800 photographs and an equally large title, *The Heeey Baby Days of Beach Music: Stories and Remembrances of a Southern Music Genre*. Price: a hefty \$80.

The book chronicles the adventures (and misadventures) of the Southern musical personalities who populated the college party band scene of the 1960s, including a number of Georgians. The evening included a book signing featuring the author, Waycross native Greg Haynes, now an Atlanta real estate professional. "I have been in love with this genre since I was 15," says Haynes, who was a teenage music and concert promoter back in the '60s. He may have hit a marketing bull's-eye in his targeted audience.

"I don't think any generation has so fiercely clung to its music like ours has," says Albany realtor Russell Martin, a player in King David and the Slaves, a Jesup '60s beach music party band.

"Anyone who was in college in the 1960s saw and heard the people who assembled here to celebrate and remember beach music," says Hall of Fame executive director Lisa Love. "And the interesting thing is that includes most of Georgia's present leaders in government, business and industry." For Love, the book signing was part of a plan to attract more boomers to the Hall of Fame.