

LIFE

SUNDAY, APRIL 22, 2007

THOMASVILLE TIMES-ENTERPRISE 1C

Beach music



IF YOU GO

WHAT: *The Heeey Baby Days of Beach Music* book signing, featuring author Greg Haynes and Tams member Charles Pope

WHEN: 4 p.m. April 27

WHERE: The Bookshelf, 108 E. Jackson St.

COPIES: \$59.95

Haynes recalls 'Heeey Baby Days'

By Teresa Williams
teresa.williams@gafnews.com

THOMASVILLE — Take a stroll back in time to the relaxed, smooth sounds of beach music in the book, *The Heeey Baby Days of Beach Music*.

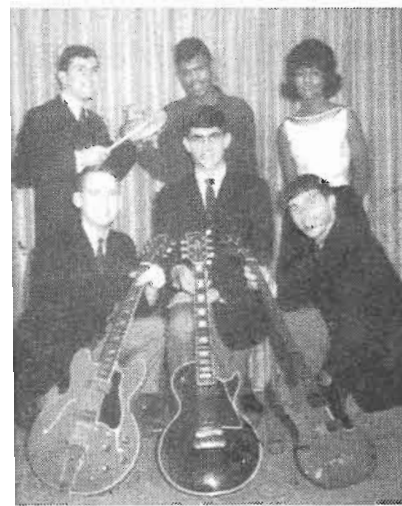
Author Greg Haynes, 57, grew up in Waycross, attended the University of Georgia and has lived in Atlanta since 1972. He spent several of his teenage years as a promoter for beach music bands.

"I was 15 years old, and one of my friends, Robert Adams — we played football together — and I got the idea that we would like to make a little extra spending money," said Haynes. "At that time, we had dances at the recreational center after football games. I'm not sure I was even driving when I first started, but it was a great way to meet girls."

It was an amazing experience, he said, and one that was filled with excitement.

At the time, said Haynes, there were a lot of house bands who opened for major acts.

"It was a very preppy time and most everyone looked like they came out of Brooks Brothers," he said. "Most of the bands were clean cut and played this soul music. They wanted to sound like their heroes, the R&B artists like The Tams (this



Submitted photo
The Georgia Prophets hail from Augusta.



Page layout by Matt Richardson/TE

year's grand marshal for the Rose Parade and street dance entertainers.)"

Haynes said if he had to pick a voice that he considered the voice of beach music, it would be the late Joe Pope, former lead singer of The Tams.

Haynes spent four years on the job in between school and other activities and wanted to continue promoting beach music bands, but said the crowds and the music were changing.

"People were not as interested, the hey-day was over," he said. "I was a promoter from about 1965-1970, and the type of music began to change in the late 1960s. It went from being that nice, peaceful lovey-dovey type lyrics like 'baby I need your lovin' to 'war, what is it good for?'"

The book took Haynes, who is an industrial real estate broker, five years (he guessed approximately 4,000 hours) to complete and has been his personal challenge and stroll down memory lane.

"I started off with just wanting to write a few stories about the days when I was growing up and going to high school, promoting bands," he said. "I wanted to remember some of those stories that I thought were pretty interesting, but I never thought it would evolve into such a project. I was trying to find these bands, and they were all very interested in talking about times in the 1960s and the venues they played and the people they met along the way. I think we have two or three pages of people who contributed to this book. This book is a collaboration of people interested in the music and the time."

The book is not Haynes' vision of beach music, but the collected visions of all those who were involved in or affected by the genre.



Submitted photo
Misfitz from Tuscaloosa, Ala., featured Chuck Leavell, currently the keyboardist for The Rolling Stones.



Submitted photos
Author Greg Haynes said he could not have finished his book without the support of his wife, Nora.



An example of this is Chuck Leavell, keyboardist for The Rolling Stones, who once played in a group called The Misfitz.

"He told his story, and other musicians remembered their first bands from that time," said Haynes. "The book took on a life of its own. That's what happened."

Enter Cheryl Cromer, president and creative director of Square Moon Custom Publishing Inc., who helped Haynes make his book a reality.

"It was a labor of love because I have always been a huge fan of beach music and grew up in Virginia," said Cromer. "Each summer, it was beach time and that music to me always conjures up the warmest memories. When I met Greg, he was looking for someone who could come in and take some different concepts and make it into one cohesive book."

The process took about eight months and featured revisions and lots of photo work, said Cromer, to put together a cohesive book that would reflect Haynes' editorial and the information he collected. "These revisions were enjoyable,"



Submitted photo
The famous Beach Club in Myrtle Beach South Carolina back in the day.

she said. "Every time we added something or put new photos in, we did it because it was so important to get it into the book to tell the story. It was a challenge to find the space, but it was

such an important part of the story. It was really fascinating."

Haynes agreed. "For such a long time, I couldn't find a way to close it," he said. "Every time it felt almost done, one more thing would come up. There was so much information out there and it was very difficult deciding what to use and what not to use. I'm overwhelmed at how people have accepted and responded to this book."

Haynes said Ripete Records, who released the two compilation discs found inside the book, is interested in releasing more in the near future.

"I think there are 22 CDs in all identified in the book, and the next 10 should be released in the next few weeks," he said. "Some of the tunes were extremely popular and others never got released or received good publicity. If you like beach music, you'll definitely like some of those cuts. This book has helped get this music preserved."

There is a book-signing at local store The Bookshelf on April 27 and Haynes will be signing copies along with Charles Pope, member of The Tams and brother to Joe.

"It's a little bit overwhelming to know that it's finished, but I could not have done this without my wife," he said. "We grew up together in Waycross, and she understood exactly what this was all about. I'm so happy it actually got out there."