

People

In The News

EXECUTIVE PROFILE

GREG HAYNES

Senior vice president of industrial properties, CB Richard Ellis Inc.

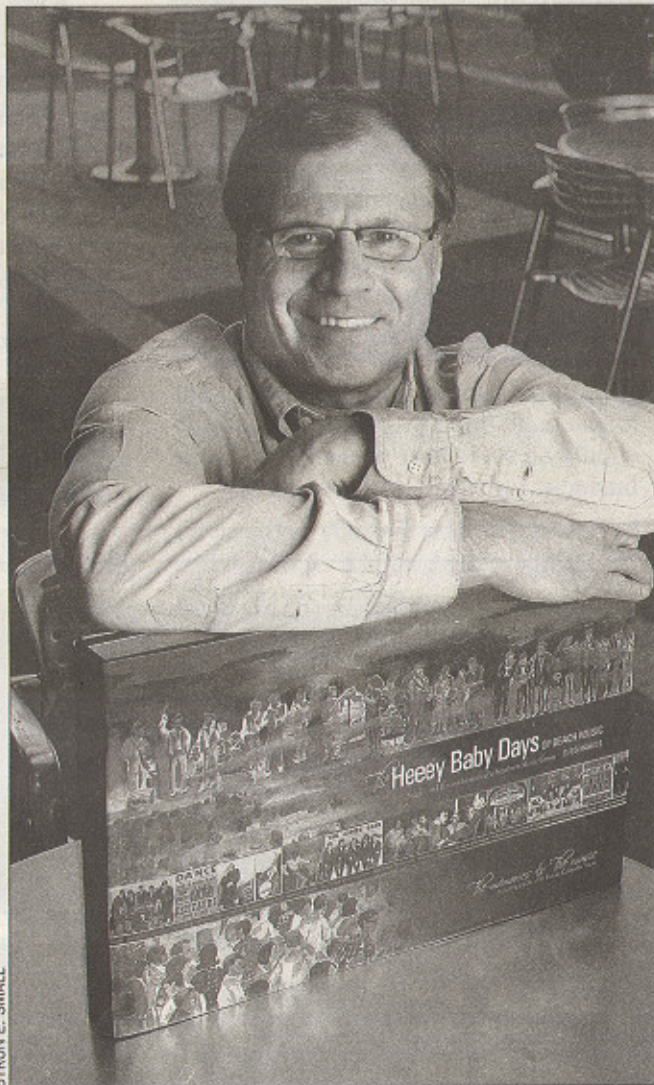
Age: 58

Born: Waycross, Ga.

Family: wife, Nora; children, Gregory, Reid, Joey and Camie

Education: Graduated from The University of Georgia in 1972 with a bachelor's degree in finance, Woodrow Wilson School of Law 1978 with J.D. degree; admitted to the State Bar of Georgia in 1979

Professional: Member of the Society of Industrial and Office Realtors



BYRON E. SMALL

Broker pours love of beach music into book

By Douglas Sams
STAFF WRITER

Greg Haynes never intended to write the unofficial bible of beach music.

But his self-published and award-winning book, "The Heeey Baby Days of Beach Music," spurred by his memories as a teenage band promoter in Waycross, has sold 5,050 copies since it was released in 2006. With just 100 copies of the first edition left, Haynes said he is having to consider something he didn't see coming and that he hasn't prepared for — a second printing.

"I know a few people that would like to see that happen," he said.

It may be next year before he can order more copies.

The widespread success of the book — Independent Publisher's bronze medal winner for popular culture — is a nice problem and pleasant surprise for the 58-year-old Haynes, a longtime industrial broker with real estate services giant CB Richard Ellis Inc. of Atlanta.

"Heeey Baby Days," co-written by his wife, Nora, Marion Carter and Julian Fowler, is considered by some musicians that lived through the time as a pioneering work on the subject. Beach music is a blend of rhythm and blues, gospel and country that blossomed in the mid-to late 1960s and drew bands that topped the billboard charts to small towns across the South.

Haynes' book could help create the road map, they say, for other writers interested in an era during which young blacks and whites defied the South's racial strife and came together for the love of good music.

It was a sound defined by bands such as the Swingin' Medallions, Bill Deal & the Rhondels and The Jesters, who often employed large horn sections. The music survived in the South even as tastes of the late '60s shifted to guitar-driven rock popularized by bands such as Cream.

In 1999, when Haynes began compiling his memories of promoting

acts such as Jesup's King David & the Slaves as "the No. 1 soul band in Georgia," he didn't realize what he was getting into. There was little information on all the garage bands that defined that period. These bands often were made up of young white men that loved soul music and wanted to sound as close as possible to one of their heroes, James Brown.

It was a time when black and white youth ignored the social mores of the Jim Crow South to attend the concerts and play music together. When word got out that Haynes was putting together a book on the era, the bands that lived through the times began calling to say, "You have to write about us."

Once the book was finished, "Heeey Baby Days" reflected the stories of bands from every state in the Southeast.

Haynes' narrative is woven throughout the book's nearly 550 pages, but the pictures contributed by the bands also tell the story.

"The book is incredibly important," said Harold Williams, who played with The Jesters and King David & the Slaves and toured with the Gregg Allman Band.

"It's an amazing scrapbook, a place that all those people involved in that period of music can now go back and relive all the memories — more memories than they can possibly absorb."

Haynes said what started as a personal remembrance morphed into something greater; in part because the stories he wanted to write filled a void for so many people.



Catching the wave: Greg Haynes has written a book on beach music.

"There was literally nothing on the Internet about all these great bands," he said. "So many of them got involved in the project. And when they sent the pictures of the all the shows and events — that made it."

Haynes' family background wouldn't seem to have thrust him down the road of teenage band promoter.

He was the son of a Southern Baptist minister in Waycross, a town of just 20,000 people. In the book, Haynes

writes "My daddy ... would never have covered any money I lost promoting dances, an activity Southern Baptists have little use for in theory."

But, Haynes also said if not for all the Southern Baptists attending the dances, "We would have had to close the doors very early in the evening."

He also was lucky to have been in the right place at the right time.

Legendary disc jockey Dick Clark was helping bands barnstorm across U.S. towns — including Waycross — where they played National Guard Armories, civic centers and fraternity parties.

Meanwhile, Johnny Bee, a well-known Waycross deejay, popularized his "Bee Baby Hops," concerts that drew regionally popular bands and their fans from across the Southeast.

When Bee left Waycross for Atlanta, a window opened for the next wave of local promoters.

Haynes and his friend, Robert Adams, launched their production, planting the seeds for a book some 40 years later. To musicians like Williams, "The Heeey Baby Days of Beach Music" can become a touchstone for anyone hoping to follow Haynes' lead and take up the era again.

"What you have in this book is not only a history," Williams said. "You have what it meant to the people involved in it."

Reach Sams at dsams@bizjournals.com.

If you know an executive whose hobby — or day job — is unusual enough to be in print, contact Thornton Kennedy at thorntonkennedy@bizjournals.com.

"The perfect hook"

When fishing for quality diners, Raymond Schoenbaum, founder of Ray's on the River, Ray's Killer Creek and Ray's in The City turns to Atlanta Business Chronicle. An essential component of the prominent dining chain's marketing plan, the Chronicle offers the perfect hook to reach Atlanta Business leaders with a taste for fresh seafood and prime steaks.

Raymond Schoenbaum
Founder, Ray's on the River

