

Weekend rockers play out their dreams

Late boomers: Dads whose hearts still beat to the music of their youth can plug in one more time — at Camp Jam.

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In various rooms on one wing of a nondescript building just north of the Perimeter, middle-aged-and-up men strap on electric guitars to practice their modest repertoire of chords and licks.

They are doctor and engineer,

accountant and consultant, business owner and salesman, most shelling out a five-spot shy of two grand for a short weekend here. Some are toiling over one of pop music's instantly recognizable riffs — the head-bobbing intro to Lynyrd Skynyrd's "Sweet Home Alabama."

Across the way, out of earshot, those same notes are get-

ting reproduced bull's-eye by their patent-holder. Skynyrd alum Ed King, fresh off the band's induction to the Rock and Roll Hall of Fame, is loosening up as a celebrity instructor at Camp Jam EXP, a business concept that taps into the disposable income of aging amateur musicians who have never unplugged from the dream of becoming a rock god. The Atlanta company behind such camps — which also cater to

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Camp Jam co-founder **Jeff Carlisi** (left) rocks with camper **Jack Tyler** at the camps' final jam session in Atlanta earlier this month.