



## **JIM ROSE (aka “The Voice of the Beach”)**

A native of Fredericksburg VA, he started attending after-game dances in high school in the mid-60’s and later at the local Coachman Club, the Jockey Club and sponsored dances at the Fredericksburg Armory. He joined the Northern Virginia Shag Club (NVSC) in 1999, and was one of the founding members of the Battlefield Boogie Club in Fredericksburg in 2004. For many years, he has been a road warrior, travelling to dances and DJ’n from No. Va. to Richmond and beyond. Upon retirement, he and his wife tried to move to North Myrtle Beach, SC where he became a member of the OD Pavilion Social and Shag Club (ODPSSC) and OD Shag Club. In 2022, family ties (and grand-babies) pulled he (and his wife) back to Lynchburg, VA, where he joined The Lynchburg Area Shag Club (LASC) and Roanoke Valley Shag Club (RVSC).

Realizing his strong interest in music in the 60’s, he spun his first vinyl record for a party in 1968 and played in a few local bands. He has played in every dance club on Main Street in North Myrtle Beach, as well as for 6 shag clubs in each of Virginia, North and South Carolina. Since 2004, you’ll find him at Ducks during SOS, and he frequently plays at shag club events from Virginia down to Florida

But this inductee’s contributions to the dance are not just limited to life in the DJ booth, for he has served on various shag club and DJ association boards, volunteered on various committees and contributed numerous articles about the dance and the music to shag club newsletters. He served as a past shag instructor for the Battlefield Boogie Club for a few years. But he is perhaps most noted as a DJ for his love of the old “smoothies” style R&B music. So, fittingly, it’s not surprising that he is a past participant in the SOS Smoothies Shag contest at the OD Arcade.

His devotion to “the music” has been widely recognized, including by the Association of Beach and Shag Club DJs, for which he served on the Board for over 15 years, including as President. He is also a member and current Co-Chair of The Beach Music DJ Hall of Fame (BMDJHOF). He also has DJ’d every Junior SOS since 2007. In 2018, the Junior Shag Association honored him with a Lifetime Membership. He has also been selected to DJ for the USA Grand Nationals Dance Championships in Atlanta.

When not on the road to DJ for some shag party or club, Jim keeps active as a radio DJ on Jukin’Oldies.com, an internet radio station that plays beach, shag and oldies music. He has been with Jukin’Oldies since its inception in 2018 and is known by his sobriquet “The Voice of the Beach”.