



Turn it Up! My years with Lynyrd Skynyrd: Love, Life, and Death, Southern Style

By Ron Eckerman

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Former tour manager and plane crash survivor Ron Eckerman reveals the rigors of life on the road as Lynyrd Skynyrd takes the world by storm in 1976, and the ironic turn of events preceding the tragic plane crash in 1977.

This book was originally released in 2011 by Ron Eckerman.

This is an August 2014 re-release with photos included, in memory of Ron Eckerman. He lost a one year battle against acute myeloid leukemia in May of 2014. He requested just a few weeks prior to his passing that his book would be re-released and for any proceeds to be donated to the Leukemia Foundation.

A book about Ron's cancer battle, "The Last Tour: Love, Laughter, and Tears" was released in November of 2014 by his wife and caregiver, about his courageous battle against leukemia. He never gave up hope and he never stopped smiling. It is available on Amazon as a paperback as well as Kindle and soon to be released audio book.

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Turn it Up! My years with Lynyrd Skynyrd: Love, Life, and Death, Southern Style By Ron Eckerman **Bibliography**

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Editorial Review

About the Author

Ron Eckerman was an early pioneer in the concert industry. In 1973, he began producing concert tours and created a concert lighting and tour management company, Clearlight Enterprises. The organization toured with the top bands of the era: Fleetwood Mac, Peter Frampton, Willie Nelson, War, Humble Pie, Foghat, Alvin Lee, Waylon Jennings, Trapeze, Montrose, Gary Wright, Foreigner, and many others. In 1976, he took on the challenge of managing Lynyrd Skynyrd, and witnessed and participated in their meteoric rise to fame and worldwide acclaim. After a sequence of events that resulted in a plane crash and the loss of four friends, Ron carried guilt with him his entire life for the tragic plane crash. After recovering from the plane crash, he went on to produce in television, film, and stage, and taught theater and artist management at Santa Monica College. In May of 2013, Ron took on the biggest challenge of his life when he was diagnosed with acute myeloid leukemia. He unfortunately lost his battle on May 11, 2014. It was one of his final wishes to have his book re-released and photos added and a cover change, and to have all profits donated to the Leukemia Foundation of Texas. "The Last Tour: Love, Laughter, and Tears" was released in November of 2014 by his wife and caregiver, about his courageous battle against leukemia. He never gave up hope and he never stopped smiling. It is a heartfelt testament of what a couple endures when they know they have a limited amount of time left together. It is available on Amazon as a paperback as well as Kindle. "The Last Tour: Love, Laughter, and Tears" by Carolyn Day

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Bryan Rodriguez:

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