

# The Association

By Helen Marketti

While watching a movie about the life of Linda McCartney there is a moment when "she and Paul" are on the Staten Island Ferry discussing their future together as the song Never My Love is playing softly in the background.



Photography credit: Patrick Joreski

A beautiful love song that has connected generations of relationships for over 40 years. Never My Love by The Association is the second most played song of all time out of the top 100 list.

Migrating from various parts of the country to the Los Angeles music scene during the '60s found the Association members involved with various bands and music genres until events lead them together to become a group.

"I really love folk music," explains Russ Giguere (original member of The Association). "I was in a group called The Men which was a folk-rock band. There was eleven of us in the group at the time."

With individuals coming and going to test their musical wings it was not uncommon for band line ups to change. Once the dreams and ambitions started becoming reality, bands then began to settle in with "their family" of musicians and singers. It was time to start putting songs on the charts and building a solid fan base. Since many



bands in the L.A. area knew one another and/or did shows together they were indeed associated with one another hence the name, The Association.

"The Association was the first band that performed at the Monterey Pop festival in 1967," said Russ. "We were thrilled to be there. We were glad to be anywhere and do what we love to do. We

were also the first rock and roll band to play the Coconut Grove in L.A."

He continues, "We started touring after Along Comes Mary became our first hit on the national charts. We toured with The Mamas & The Papas. The music of that time is so unique."

Over time The Association has celebrated the success of being in a band with hits on the charts as well as enduring loss with the passing of original member Brian Cole in 1972. A second generation however has helped to fill that space as Brian's son, Jordan Cole is the keyboardist for the group.

The music is what secures a bond, stirs a memory or to simply enjoy. The Association did a show in early June in the auditorium at Clyde High School where the audience ranged from teenagers and ascended to baby boomers. The generation that remembered their music first hand turned to one another with



THE ASSOCIATION

Credit: Tracy (webmaster for their web site.)

collective recognition, shared a laugh or whispered a story between them when a familiar song began.

Fans were entertained for nearly two straight hours as the group brought the audience to a standing ovation. The Association "delivered the goods" while also taking time to interact with the audience using humor and reminiscence of their own.

After words a long line of those in attendance began to form in the main lobby and stretch down the hallway as fans approached to have a photo taken with group members, share in conversation or have an album cover autographed. The Association was more than happy to accommodate all requests and their interaction was enjoyed by everyone.

Along Comes Mary, Windy, Never My Love and Cherish are but a few of the music catalog favorites that one will hear at an Association performance. The current line up includes Russ Giguere, Larry Ramos, Jim Yester, Del Ramos, Bruce Pictor and Jordan Cole. (Russ, Larry and Jim are all original members.)

The Association was also inducted into the Vocal Group Hall of Fame in 2003. Russ wraps it up by saying, "I enjoy the concerts and meeting people. We look forward to every show."

For more info: [www.theassociation-website.com](http://www.theassociation-website.com)

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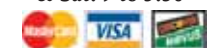
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