



Neal Bond

July 9 at 10:01pm

MINNESOTA HISTORY CHANNEL

One Artist Featured every day Til The Whole Story is Told

July 9,2015

Todays Featured Artist

[Arlo Hennings](#)

Woo- Hoo- Hoo- ee

Promoter in the 60's and 70's----

The Heart and Soul Of The Minneapolis Sound In The 80's---

Besides being instrumental in forging the Minneapolis sound in the 80's-Arlo Hennings helped to build a dance hall in Burnsville, Minnesota called the Prison in the late 60's. The Prison was part of the late 60s Minnesota ballroom era. It became a hot spot for local, regional, and national bands. It was a place where bands, such as the Delcounts, the Underbeats, Crow, Castaways, and the Grasshoppers, broke ground for successful national careers.

Later in 1979, he started his own combo called Vitamin Q (1979-1985). Pulling on experience from my Prison Dance Hall days, He helped to transform Vitamin's Q's warehouse rehearsal space into a concert hall that provided free access to original groups. The space became known as "On Broadway" and was the recipient of feature stories that acclaimed the venue as a critical spawning ground for developing talent.

He was the first Minnesota Artist to put out a double album with an accompanying book. "Burden Of The Beat"

Hennings cut his teeth in the music field during his teenage years in Minnesota. His first lessons in the industry came from Al Jarreau's manager, Patrick Raines where he worked as an assistant to his venue operation.

Moving to the other side of the music business desk, Hennings worked for 20 years as the artist manager for A&M recording artist Shawn Phillips. Under Hennings' management, Phillips earned multiple Gold and Platinum record awards. Also, pioneering international tours of international artists in South Africa, led to a personal invitation by President Nelson Mandela to serve as an official cultural ambassador to the new South Africa.

Combining his skills as a studio engineer, producer, and artist manager, Hennings succeeded in signing his roster of many artists to the largest co-publisher/producer

agreement in North America. As an A&R director and co-publisher for PolyGram Music International, Hennings signed several acts to major labels.

With a sixth sense of finding the latest trends, Hennings traveled extensively throughout South-East Asia, cultivating and developing high level business relationships. Identifying Indonesia as a new “Top Growth” music market, he established himself first, in Bali, and now in the capital of the local music industry - Jakarta. In July 2014, Hennings joined Leonardo Pavkovic' Asian companies IndoJazzia and MoonJune.Asia as the chief operational activities in Indonesia. MoonJune Records, based in New York, is a critically acclaimed label featuring a catalogue of over 30 International progressive and avant-garde music artists. As a member of the Pavkovic' team, he will contribute his 40+ year successful track record towards driving new growth in the areas of music publishing, education, labels, agencies, and promotion.

Hennings personal works include literature published by California poet laureate, Lawrence Ferlinghetti, and a double album/screenplay “Burden of the Beat – the Eyelid Movie” that was nominated by music critic, Jon Bream as a “Best Of” Top 10. Hennings most recent project, Siddharlo, a memoir, is slated for publication in 2015.