

Herb Alpert and Lani Hall Perform in Whitefish

Herb Alpert and Lani Hall will appear one night only at the Whitefish Performing Arts Center on Tuesday, November 18th.

Herb Alpert is a trumpet icon, but he grew up a shy Jewish kid on the east side of L.A. He was eight years old when he first picked up a trumpet in a music appreciation class, and he's been playing ever since.

He met Jerry Moss when Moss moved to L.A. They formed A & M Records ('A' for Alpert and 'M' for Moss) in Alpert's garage.

In his mid twenties, Alpert traveled to Tijuana, Mexico where he became enthralled by the trumpet section in the stands at a bullfight. He wanted to capture the excitement of the crowd and the energy of the music as the trumpets introduced each new event with rousing fanfare and translate that feeling to his music. He was inspired to write the song, "The Lonely Bull". It became a hit, and with the money that came in, Moss and Alpert decided to produce his next album themselves.

With the success of that album, Alpert was able to hire session musicians for his band. None of them was Hispanic. He used to joke with his audiences that his band was made up of four lasagnas, 2 bagels and an American cheese. They were **Herb Alpert and the Tijuana Brass**.

In an interview Alpert said, "Making music is a natural thing for me to do." He said, "I wasn't trying to make hit records. I was just trying to make a good record...if it's fun for me to play, it's going to be fun for someone to listen...melodies win." Those melodies have won him 14 platinum and 15 gold albums and he's the only artist ever to reach #1 on the Billboard Hot 100 as both a vocalist and instrumentalist. At one point Alpert and the Tijuana Brass had four albums in the top 10. He's won 9 Grammy Awards, the most recent just this year.

In 1966, Herb Alpert and the Tijuana Brass outsold the Beatles selling 13 million recordings. That same year, The Guinness Book of World Records recognized that Alpert set a new record by placing five albums in the Top 20 on the Billboard charts simultaneously. That feat has never been repeated.

Alpert discovered the Carpenters, whose 1970 album "Close To You" became one of the most successful releases of the decade. A & M was very much into nurturing artists, and Alpert was heartbroken that Karen Carpenter never really knew how great she was. Some other artists they supported were Burt Bacharach, Stan Getz, Janet Jackson and Joe Cocker.

A & M Records was hugely successful. In 1989 it sold for half a billion dollars.

Herb Alpert and his wife of over 40 years, Lani Hall are generous philanthropists donating over \$100 million to artists and art education through the Herb Alpert Foundation. In 2010, after reading in the New York Times that The Harlem School was going to have to close its doors, Alpert kept them open with a check for half a million dollars, and followed that up with another five million.

From 1966 to 1971, Lani Hall was the lead singer for Sergio Mendes and Brasil '66. She and Herb met when she and Brasil '66 auditioned with A & M Records. In 1972, she released her first solo album "Sundown Lady." But she may be best known for her rendition of the theme song to the James Bond film "Never Say Never Again" written by Michel Legrand with lyrics by Alan and Marilyn Bergman in Sean Connery's last Bond film. Lani Hall grew up in Chicago. She's written a book, "Emotional Memoirs & Shorts Stories," a love note to Chicago.

Herb Alpert is also a painter and a sculptor and sees his visual art as the same expression as his music. At the age of 79, he still loves to play his trumpet.

Herb Alpert and Lani Hall

Whitefish Performing Arts Center

Tuesday, November 18th 7:30pm

Tickets \$39-\$42-\$46-\$49

Call 406-730-2817 for assistance.

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