

# Lyrical LaRue: White Bear singer specializes in Rat Pack

BY MICHELLE MIRON  
Editor

WHITE BEAR TOWNSHIP — Native Gary LaRue, 45, sings Rat Pack-era tunes, spins music of all kinds as a D.J. and offers video production through his independently owned company. The Lowdown asked for details from the former business professional who frequently performs at Reve 324 in downtown Stillwater and has a Feb. 14 gig at Birchwood Senior Living in Forest Lake.

**Q: Tell us about your education and career path until now.**

A: I was born and raised in White Bear Lake and still live here. I have a general business administration degree from St. Thomas University. I spent years in banking, recruiting, sales and account management. About 10 years ago I started Rat Pack Entertainment. My full-time profession now is a combination of running [this business] and my part-time role as a children's ministry director [at a small church].

**Q: What prompted your switch this profession, and why Rat Pack music?**

A: I feel like God has given me some ability to sing and entertain people, and I love to do it. As long as I can remember I've been drawn to the music of the great crooners — Frank Sinatra, Dean Martin, Nat King Cole, Andy Williams, etc. The music is timeless and can be enjoyed by people of every age. I don't impersonate anybody, but I do like to throw in a few fun facts and trivia about what the original artists and times were like back then.

**Q: What's your territory and what kinds of events do you book most often?**

A: I pretty much go

wherever the customer wants me. Private and corporate events, wedding receptions, assisted living facilities and restaurants make up the majority of my business. The unique thing about me is the fact you don't have to choose between a live entertainer and a D.J.

**Q: What are you enjoying most about your business? What are you finding most challenging?**

A: I love all things retro and I love to keep the style and memories alive. The most challenging thing is getting the word out to an ever-expanding audience.

**Q: What are your biggest strengths as an entertainer?**

A: While I am certainly not comparing myself to Dean Martin and Jerry Lewis, I do feel like I share a desire to include the audience in my performance with fun banter and getting out in the crowd to sing and entertain close up.

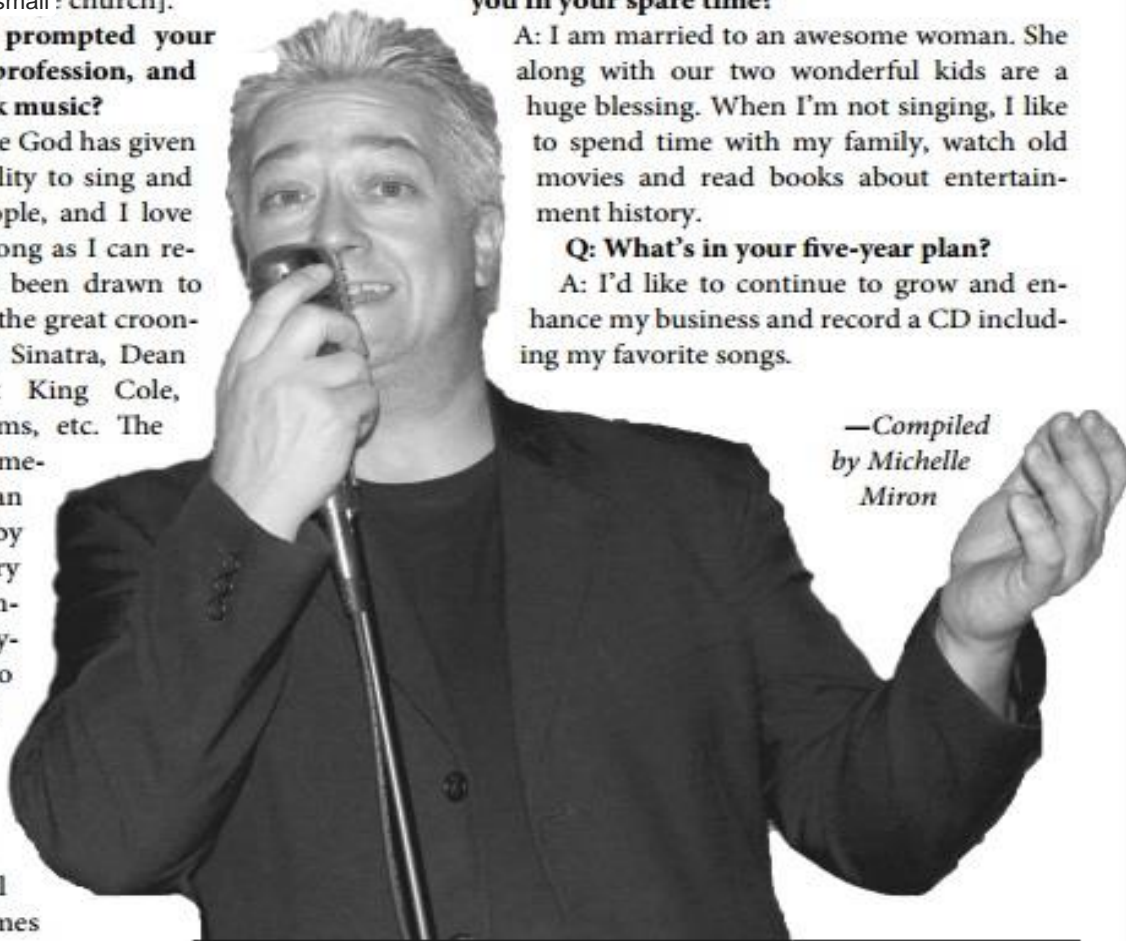
**Q: Do you have a family? What do you do you in your spare time?**

A: I am married to an awesome woman. She along with our two wonderful kids are a huge blessing. When I'm not singing, I like to spend time with my family, watch old movies and read books about entertainment history.

**Q: What's in your five-year plan?**

A: I'd like to continue to grow and enhance my business and record a CD including my favorite songs.

—Compiled  
by Michelle  
Miron



## IF YOU GO:

LaRue performs frequently at Reve 324, 324 Main St. S. In Stillwater, where he next appears at 6:30 p.m. Friday, Feb. 14 (Valentine's Day).

# White Bear Lake Magazine

Arts

BY Josie Franske

From the [April 2014 issue](#)



## GARY LARUE, DJ UNPLUGGED

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Gary LaRue adds live music to recorded music for a unique entertainment experience.



[Gary LaRue](#) is truly a Jack-of-all-trades. After several years of working in banking and technical consulting, the White Bear Lake native left the corporate world nine years ago to start Rat Pack Entertainment, an entertainment company specializing in disc jockey work and Rat Pack-era songs. “Singing is the only thing I’ve ever known that I wanted to do, or that I’ve ever had any real interest in or passion for,” he explains.

However, a vocal cord injury sidelined LaRue soon after he left his banking job, and he took a job as a co-elementary ministry director at Eagle Brook Church. But the intrepid entertainer jumped back into the entertainment business two years ago after his throat healed.

LaRue describes his brand as a unique one: It’s interactive and combines traditional DJ work with singing to create music that’s suited to a variety of tastes. He performs at weddings and corporate events, as well as at local restaurants—and he loves the career shift now more than ever.

“If I could sing 24 hours a day, I would,” he says. “I get to do something that I absolutely love to do.”



11 November 2104

Mr. Gary LaRue  
c/o Rat Pack Entertainment  
White Bear Lake, Minnesota

Dear Gary,

Just wanted to take a moment and drop you a note to express our deepest gratitude for all you do for Festa Italiana Minnesota (FIM). You have joined our family this year and contribute tremendously to our success.

Your talents with your amazing singing voice stand upon their own merits and are commonly known. That said, your capacity to engage the audience and bring smiles is absolutely joyous to experience. Perhaps even more important from an event planning perspective is your willingness to be so accommodating, flexible, courteous, respectful and professional. You, mio amico, are one of the true gentlemen and genuinely decent people it is our honor and privilege to know.

Truth told, you add so much value to our FIM it would and could never be quite the same without you. It is our sincere hope that you will remain an integral facet of FIM for many, many years to come.

As always, we implore you to contact us at your convenience if we may ever help you in any way.

With all respect,

Eddie

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