

HOWARD HERTZ | Hertz Schram | Bloomfield Hills

The entertainment business has been kind to Howard Hertz, founding member of Hertz Schram, a Bloomfield Hills law firm that has represented Eminem, George Clinton, Elmore Leonard, and the Romantics. But after years of working courtrooms — his 25-attorney firm handles commercial litigation, estate planning, personal-injury matters, and other cases — Hertz, upper left, never lost his desire to manage a band. That changed when he met The Go, a local up-and-coming band that released its third album in July, called *Howl on the Haunted Beat You Ride*. "I met The Go four years ago, and we just hit it off and took it from there," says Hertz, who will teach a class in entertainment law at the University of Michigan Law School starting in January. "I still have my day job, but I love the fact that they're touring one day in Seattle and the next day in San Francisco." Mindful that only a few acts sell out 20,000-seat arenas like the Palace of Auburn Hills, The Go's Bobby Harlow is grateful to have a seasoned veteran on the team. "The thing I like about Howard is that you can't phase him," says Harlow, bottom row, middle. "The van might break down, people have a nervous breakdown, but he's so steady. We never would've made it this far without him." While the new album has been well-accepted among fans and critics — a tally of record sales will be made available in the coming months — Hertz has studied the entertainment industry for more than 30 years. "I remember [producer] Punch Andrews had a club called The Hideout that I used to visit regularly, and I saw all the great bands early on, including the MC5, Bob Seger, Creedence Clearwater Revival, and The Who. —R.J. King



MICK MARTINES