

MEGA HERTZ



DETROIT'S POWERHOUSE LAWYER LAYS IT DOWN FOR HIS MUSIC CLIENTS

Howard Hertz is not the guy who cuts you off in traffic while shouting into his tiny cell phone. He just isn't. An amiable entertainment law attorney (no, that's not a joke), Hertz has a client list that reads like a who's who of the notorious and notable: Marilyn Manson, Jack White, George Clinton and Detroit's resident iconoclast, Eminem.

After graduating cum laude from Wayne State University's law school, Hertz managed to merge his love of music with his interest in practicing law. Now the head attorney of Hertz, Schram, & Saretsky, the renowned legal eagle describes himself as "the lawyer who sat outside the courtroom reading *Billboard* magazine."

In addition to legal work, Hertz is president of the Motor City Music Foundation, owns management and publishing company Hertzrentatune and founded independent record label, SuperString Records. Artists he

handles include young jazz singer Jesse Palter and Detroit garage rockers, The GO (Hertz and his wife Wendy actually followed the band on tour through England.)

While it might seem logical for Hertz to relocate to a city with a more illustrious or diverse music scene, the notion of city-swapping has been long ruled out by Hertz. Close relationships to family and friends in the Metro Detroit area will keep him nearby for a long time to come. "I would rather be a big fish in a small pond than a small fish in a big one," he says.

As for what has inspired Hertz's enthusiasm for the music industry? "I've always been a singer," he reveals. "The first real memory I have is of hearing Elvis sing 'Hound Dog' when I was six years old, and after that - I was hooked. I used to sing along and was convinced I sounded exactly like Elvis. I had all the intonations down and everything." Though he bears little resemblance to some of his clients, one thing remains certain: Howard Hertz knows the business of rock. 👑 - Kate Nacy