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PEOPLE MAKING NEWS

HOWARD HERTZ

Title: Cofounder of Bloomfield Hills-based Hertz, Schram & Saretsky law firm

Background: Hertz, 58, of Farmington Hills, is an entertainment and sports lawyer, selected for inclusion in the Best Lawyers in America, 2008 and as one of Michigan's Super Lawyers by Law & Politics in its 2007 issue of Michigan Super Lawyers. Hertz is a Wayne State University graduate (undergraduate and law school) and is an adjunct professor at the University of Michigan Law School.



What is your best advice for getting ahead?

As an entertainment lawyer or anyone on the business side of the entertainment industry, the most important advice is to do your homework and be prepared. Keeping up on the latest trends on the creative, business and legal fronts is required to instill confidence in others. Learn from the best mentors in your field. Networking within the industry is also crucial, both for meeting prospective clients and for helping your clients to succeed.

What do you like best about your job?

Every day is different. Whether I'm negotiating a record contract, suing a company (or defending a case) for copyright or trademark infringement or helping the artists I manage (the Go and Jesse Palter) and otherwise represent as a lawyer to "get to the next level" there is always something new to learn, someone new to meet and a task to accomplish my clients' goals that is different than what I've done before.

What can improve the business climate in Michigan for entertainers and their representatives?

People in the entertainment industry need to work together as a team more than many currently do. Each of us should applaud when our competition succeeds because it draws more attention to Detroit and Michigan talent and makes it more likely that those in the industry will pay attention to the enormous bank of talent in Michigan. I also encourage clients and others in the business to spread their wings outside of Michigan and tour the Midwest, then the United States and then the world. But keep Michigan as your home and always let people around the world know where you live.