

SOUTHERN

FALL 2012

SEASONS

MAGAZINE

FIRST MAN OF
PHILANTHROPY

TED
TURNER

FABULOUS
FALL FASHIONS

ARTFUL
SANTAFE

PARTIES
FOR A CAUSE

MONICA
PEARSON

SHE'S STILL THE
ONE TO WATCH

JOEL AND
KANE KATZ

JOEL
KATZ

STRATEGIST TO THE STARS

LUXURY
LIFESTYLES
IN THE SOUTH

That's Ente



BY EILEEN GORDON

Joel Katz is on top of the world in the entertainment business. He is as famous and legendary to the players within this industry as his iconic superstar clients are to the public at large. Katz is the Global Chairman of the Greenberg Traurig Entertainment and Media practice, which has recently been named the number one entertainment law practice in the world by *U.S. News & World Report* and *Best Lawyers*. What he has contributed to the world of entertainment is immeasurable. His client list includes many of the most famous artists in history.

rtainment





CHRIS NELMS



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As a master strategist, Katz does more than negotiate and compose contractual agreements for his stunning clientele. Among his dozens of honorary positions of trust throughout the industry, he is general counsel for The Recording Academy, which presents the Grammy Awards. With the organization now slated to grow from an annual American broadcast to an international event with televised shows from Europe to Asia, Katz has demonstrated his ability to think six moves ahead on the chess board. Katz is also special counsel to The Country Music Association which produces the Country Music Awards, and he is special counsel to The Rock and Roll Hall of Fame and Museum in Cleveland, Ohio.

His representation of artists whose names have become part of the American vernacular include Jimmy Buffett, Pitbull, George Strait, Julio Iglesias and Justin Timberlake, for whom he is the master of branding in ways that will not only increase their name recognition, but create strong investment opportunities and empire building in this highly competitive industry. Katz has also embraced the development of new I.T. programs including "Touch Tunes," which has replaced the jukebox in over 54,000 bars and restaurants nationwide with an accountable technology to insure the artists are fairly compensated as their music is consumed.

This native New Yorker came south to live and began his practice in general law. Having acquired the legendary James Brown as a client early on, Katz was fascinated by this charismatic entertainer and the music business and decided that this was what he wanted to pursue and re-focused his practice on entertainment law.

He grew from Katz, Smith & Cohen, a successful boutique entertainment law firm with 16 lawyers, to the largest entertainment law practice on the planet. In 1998 Katz seized a pivotal and visionary opportunity when he merged his firm with Greenberg Traurig, a full-service law firm with 38 offices worldwide with 1,800 lawyers. Ten of



CHRIS NELMS

It's easy to assume that the enormity of Katz's success is a by-product of his ability to earn the trust and respect of the artists he represents. The relationship begins when Katz represents a client for the first time for a specific agenda. He listens intently as these talented, creative, and often emotional people confide in him as to their concerns and desires for security in their projects, and then he makes suggestions and recommendations to grow the clients' interests and benefits by evolving their careers in ways that they perhaps had never considered. Joel Katz becomes an invaluable resource to these clients who by and large have become tremendously successful.

Joel Katz was the first chairman of The American Bar Association's Forum of Entertainment and Sports Law who did not reside in New York or California. And, he is the only lawyer ever inducted into the Georgia Music Hall of Fame.





THE OFFICES OF GREENBERG TRAURIG HOUSE HUNDREDS OF HONORS, ACCOLADES AND AWARDS THAT HAVE BEEN GIVEN TO KATZ OVER HIS STELLAR CAREER. THIS COLLECTION IS A MUSEUM OF SORTS TO THE INDUSTRY HE HELPED TO CREATE. OVER THE YEARS, HE HAS DONATED MUCH OF HIS VALUABLE MEMORABILIA TO THE COLLEGES THAT HE SUPPORTS.



these offices now include over 80 of Katz's entertainment lawyers. By integrating his practice into this mammoth firm, it catapulted the growth and accessibility of his practice into a global empire. This win-win projection was right on. Now, when any of his clients require legal expertise in anything from corporate to real estate to litigation, the tools of the trade are right in-house.

The enormity of the entertainment industry is hard to imagine. In this world of blended cultures nothing is more easily accessible and eagerly consumed than musical entertainment. It is truly recession-proof consumption as all we have to do is turn on the radio and hear the voices and instrumentation of the most talented artists in the world. We sing along and the weight of the world is lifted from our shoulders.

Entertainment is a mammoth multi-trillion-dollar global industry, the structures of which most of us have never thought about. Greenberg Traurig is where many of these deals are made and the mega-bucks change hands. Joel Katz is as ground central as any person in the business. He is the architect of careers in this glamorous world of the entertainment arts, bringing the substance and structure that makes it all happen. Bottom line: There's a ton of money made in the music and entertainment industry.

URBAN LEGEND

Once upon a time, there was no such thing as an entertainment attorney. If a talented musician pursued his career and was asked to sign a contract, it might be negotiated by his agent,

if he had one, or more likely by a brother-in-law or local neighborhood lawyer. A classic example of the naivety of young performers may be the late Frank Sinatra. The legend is that when Sinatra was first discovered, a clever club owner produced the first shows that began Sinatra's amazing career. Sinatra was young and inexperienced and eagerly signed a contract that gave his benefactor a huge piece of Sinatra's earnings for the entire life of the singer! Sinatra could not escape this iron-clad agreement and it was a Mafia Godfather whose "powers of persuasion" freed him from this inequitable commitment. It's fair to say if Joel Katz had been Sinatra's attorney, this story would have never been told.

MICHAEL JACKSON

While rumors and speculation swirl about Katz's relationship with the late Michael Jackson, here is the actual story. For a great many years, Joel Katz represented Jermaine Jackson and was co-counsel to The Jackson 5 on the 1983 Victory Tour. About six months prior to Michael's death, Katz was delighted to be retained by Michael Jackson to be his personal legal counsel. At that time Michael was preparing for the "This Is It" tour. Katz was his only attorney at the time of his death.



In 2009 Joel Katz founded the Atlanta Chapter of the T.J. Martell Foundation which benefits the Winship Cancer Institute of Emory University to further studies on treating multiple myeloma. T.J. Martell was the child of Katz's long-time friend and client, Tony Martell, who died from this disease. The event is scheduled for Saturday, October 13, at the InterContinental Hotel Buckhead.

The Best Cellars Dinner is one of the Foundation's signature events that is known for pairing Best Sellers with Best Cellars plus an extraordinary gourmet meal prepared by celebrity chef Art Smith (Oprah and Lady Gaga's chef). Pictured are chair emeritus **Joel Katz**, **Kane Katz**, host chair **Jack Sawyer**, advisory board co-chair **Don Perry** and event chair **Dr. Bill Torres**.

Katz recalls, "You know how you'll always remember exactly where you were and what you were doing when a catastrophic event in history occurs? I was in my office with Dallas Austin, Devyne Stephens and Akon when Dallas got a phone call that Michael had a heart attack and was being taken to the hospital. While we were waiting for more information, Jermaine called me wanting to know if I knew any details. We all collectively held our breath as the hours passed until we learned of Michael's tragic death. I stopped everything in an instant to fly to California."

As he sadly reflects on this tragic event and the difficult months that followed, Katz explained that he became the co-general counsel to Michael Jackson's estate executors. For obvious reasons he cannot discuss any details of the estate or his ongoing responsibilities.

THE INTERNET REVOLUTION: RE-INVENTING THE MUSIC INDUSTRY

It was the explosion of Internet technology, not the recession, that nearly took the music industry out at the knees. The proliferation of music piracy was off and running and the enormous revenue stream created by record sales was forever

changed. Instant access to information from all over the world exploded and the world was on board. For the recording artists, this was the beginning of the end of significant income from huge recording sales. The technology evolved faster than anyone could have imagined. Piracy of music was rampant. For entrepreneurial I.T. hackers, music could be downloaded, bought and sold and simply taken without a realistic threat of policing this practice. It would take an act of Congress to enforce these copyright infringements, but the I.T. lobby was more powerful than the entertainment lobby could ever be.

"If you can't beat them, join them! As music piracy has gone viral, we have restructured the way our clients made their money. We are now embracing new I.T. technologies and social media as key ingredients in career planning."

KATZ - A MASTER STRATEGIST

Katz went to work to restructure his recording artists marketability and income streams. As a career planner and architect, Katz saw many other ways to ensure revenues for his superstar clientele. The more popular a performer became, the more marketable his name became. Lifestyle marketing,



CHRIS NELMS

Katz is considered a founding father of entertainment law and has fostered many of the laws and set the precedents that have become the industry standards today

as he calls it, of superstars was the next step for Katz. Consider artist Jimmy Buffett who has his Margaritaville logo on hotels, clothing and a vast array of products on the market and is about to open new casino-hotels within the U.S. It's fair to say Buffett increased his fortune more dramatically through this branding of his legend than he ever did in concerts or recordings alone.

Katz's job is to protect the intellectual property of his clientele. Once artists became famous and their music sought after, the way they structured their careers evolved out of necessity using both old and new techniques. Concert tours, which are massively expensive and work intensive productions, were always big money makers, a sure-fire way to generate big profits. This was now a necessity along with television and theatrical performances and product endorsements. Many entertainers crossed over from music to acting careers as movies and TV were additional revenue streams.

THE NATURE & NURTURE OF JOEL KATZ

Joel Katz is flying high in an industry that most people cannot imagine. With gorgeous new offices, a private jet, incredible family and opulent lifestyle, he is a happy man. Katz's lifestyle involves a great deal of travel and he appreciates his family's acceptance of the fact that he frequently has to be gone for extended periods of time.

Katz lives a remarkably well-rounded life. As important to

his success as is his amazing set of legal skills is the character and personality of this endearing man. Joel has a charming and empowering nature. A devoted family man, he speaks lovingly of his wife Kane (the best thing that has ever happened to him), his two daughters who have successful professional careers, his grandchildren, his mother-in-law "Granny," and his two precocious kitty cats.

PHILANTHROPIC ENDEAVORS

Katz has generously supported and created a number of philanthropic organizations that have struck a chord in his heart. The Katz Family Foundation grants scholarships to students at the University of Tennessee College of Law, where the Joel A. Katz Law Library was named in his honor; and at the Hunter City College of the University of New York, where Katz received an honorary Ph.D. in law and is also a member of the college's Hall of Fame. The scholarships benefit students who are struggling with their college educations because of the necessity to "work their way through school." These scholarships enable full-time students to go to school without working, resulting in higher grades and a better educational experience.

Recently, Katz began the Joel A. Katz Commercial Music Program at Kennesaw State University by donating the monies necessary to commence the program which now has over 150 students.

DESIGN



PHOTOGRAPHY BY CHRIS NELMS. PHOTO STYLIST TIFFANY NELMS.



Ultimate

Stunning New Digs for

Greenberg Traurig's new Atlanta offices simply radiate the glamour and power of the entertainment industry it serves. From the penthouse lobby atop one of Buckhead's ultimate chic high-rises, the firm encompasses five floors in the center of the city that Joel Katz calls home. From the time you get off the elevator you simply know you have arrived in the city that has fast become "Hollywood South."

Design

Greenberg Traurig





Lynn Osborne describes the style she created for this VIP client as “mid-century modern and neo-traditional with museum quality spaces which speak to adjacent spaces in a seamless transition.” The entire penthouse level houses the reception area and ten conference rooms of varying capacities, each adjacent to intimate soft seating break rooms providing a selection of both large and more intimate spaces to accommodate a variety of gatherings.

Lynn combined classic components of stainless steel, glass, many textures of white on white, mid-century accents of gorgeous blonde woods along with a dramatic new wall construction called “Modular Art.” “The use of furniture designed by some of the most influential designers in our lifetimes [including Warren Platner and famous architect Léon Krier] is a choice I used to provide a small punctuation within my design work.”



**Lynn Osborne, IIDA, LEED AP ID+C
of Nelson is the ultimate niche
interior designer/architect as she
specializes in creating spaces
for the legal profession.**



RECEPTION PAINTING BY LICHTENSTEIN.

