
Louis O. Hertz

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Family-Placed Death Notice

LOUIS O. HERTZ Of Atlanta died at his home on Monday, July 04, 2005, after a brief battle with cancer; he was 73. Hertz was born in Birmingham, AL, and educated at the University Of Miami, where he claimed to have majored in suntanning. He served two years as a Lieutenant in the Air Force where he began his career as an animator by making training films for bomber crews. After a brief period as an animator for United Artists in Hollywood, Hertz settled in Atlanta in 1957. Lou Hertz was an active member of the Atlanta business and communications community for over 45 years. He was the President of Louis Hertz Advertising and a local innovator in the combination of animation and live action in local advertising. He pioneered advertising techniques for the first regional shopping malls in the Atlanta area. He developed media campaigns for several local politicians and campaigns including Wyche Fowler and Sam Massel. Hertz was also the President of the Hertz Communications Group, through which he operated several radio stations throughout the Southeast. More recently, Hertz has worked as an artist and innovator in pen-and-ink animation for Crawford Communications, Turner Communications, and the Cartoon Network. Since his retirement, Hertz has taught courses in animation at Atlanta College of Art, American Intercontinental University and The Creative Circus. He was the President of the Atlanta chapter of the International Animated Film Association (ASIFA) and sat on the ASIFA International Board of Directors. Hertz was active in community service for the 45+ years that he lived in Atlanta. He was a co-founder of Temple Sinai in 1968 and served on the Board of Directors. He is currently a member of The Temple. During his life, he was active in the missions of many community organizations, often serving in leadership positions, including the Atlanta Chamber of Commerce, the University of Miami Presidents Council, the Jewish Educational Loan Fund, the Friends of Piedmont Park, and the Morningside-Lenox Park Association. Most recently he was active in land use issues for Piedmont Park. Lou Hertz is survived by his wife of 28 years, Judith B. Hertz; his four children: Dr. Paul L. Hertz of Washington, D.C., Karen Hertz Everett of New York, Dr. Amy L. Hertz of Memphis, and Dr. Claire Hertz Bernstein of Chicago; his twelve grandchildren; his cat Inky and his beloved poodle

Sam. Funeral will be held on Wednesday, July 6th at 11:30 o'clock a.m. at Arlington Cemetery of Sandy Springs. In lieu of flowers, the family requests donations in Mr. Hertz's memory are made to the Jewish Educational Loan Fund, 4549 Chamblee Dunwoody Rd., Chamblee, GA 30338. Arrangements by Dressler's Jewish Funeral Care, Atlanta 770-451-4999.

Published by Atlanta Journal-Constitution on Jul. 5, 2005.

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To offer your sympathy during this difficult time, you can now have memorial trees planted in a National Forest in memory of your loved one.

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22 Entries



I've never been one to idolize another person, but there are so many good things about Lou I can remember. Lou, you are truly a beautiful soul and I hope that while I'm here on this earth I can laugh half as much as you every did. Lou Hertz- Teacher, Husband, Father, Hero
Thanx for the laughs and lessons:-)

Christopher Toon

July 18, 2005

I was lucky enough to meet Lou two years ago when 5 Guys in a Garage joined ASIFA and came in for Roll Yer Own. A few weeks later I came in to Atlanta to meet with some of the local animation companies, and I called Lou and met him for dinner. During the course of our conversation at dinner we realized that my father's best friend Harold Blach had been Lou's best friend growing up in Birmingham. Lou went on to tell me the story of how he and Harold had been sent off to a very expensive prep school up north shortly after high school. They were there for all of about ten minutes when Lou bailed out and ran away to New York to pursue a life as an animator. What ended up happening was as a result of this first crazy adventure was a life that could be best described as Huck Finn meets Walt Disney. He was a true class act and good friend and I look forward to seeing him again whenever and wherever that will be.

Stumble on Mr. Magoo ... stumble on:)

Timothy Spinosi

July 12, 2005

Being an animator from Birmingham, Lou had been an inspiration to me the two years I knew him. He was always kind and supportive, freely giving advice from his years of experience.

I will miss seeing him on my trips to atlanta and all the five guys and myself send our sympathies to his family and friends.

He will be missed.

Brad Strickland

July 8, 2005

What a gentle man. A delight to know, and always great fun to speak with, quick with a story and a smile. We will miss you. Godspeed and farewell, my friend.

Rick Lovell

July 7, 2005

Never so warm a greeting as from a TRUE Southern gentleman. Lou was always so genuine. I loved him for all the hugs and giggles and funny sayings. Meals fondly remembered with Judy and Lou when I first moved to Atlanta, cocktails at their home, and the movie in the park when Lou fell asleep. Remember? Thank you for sharing that time with me Lou, you will always be remembered.

Sarah Britney

July 7, 2005

Lou-

Thanks for all of the great memories at ACA. You were one of my favorite teachers that kept me interested in



animation, although there were several times where I felt like leaving school. I loved joking with you in the hallways as well as during classtime. Before I graduated from school, I had planned to take a picture with you...but it is ok..you will forever be in my heart and you will always be in my thoughts..

Courtney Adams

Courtney Adams

July 6, 2005

Thank you Lou, for all of your support that went beyond what many teachers do. For that I will always be thankful. Every achievement that I make will be a direct result of God having blessed me with your presence. I wont forget, I will always remember.

Kevin Cooper

July 6, 2005

Lou and I met in the late 50's when we were both Atlanta Jaycees. I was Vice President and Advertising director for First Federal of Atlanta and Lou was just starting his new Ad Agency. I convinced my boss that his agency could help us....and he did.

I left Atlanta in 1965 to work for the Pullman Bank in Chicago.

I am sorry about Lou's demise but it appears that he had a bountiful life

Jack Vax

July 6, 2005

Lou,

You helped me as well as many class mates learn what it was to be a true animator. what it meant to be funny. What it meant to have a voice in this world. You taught me everything I know, along with Jim and I don't know how I or any of us can ever repay you. We love you.

Kayla Gethers

July 6, 2005

Oh Lou,

Now who's gonna help me keep my hubby in line? I'll miss you kvetching about how ancient you are. You will always be the oldest, biggest kid I've ever known, until Tony gets your age.

All my Love.

Kia Ross

July 6, 2005

Lou helped me and many other classmates take our first steps into animation, and without him I don't think that many of us would have had the passion to continue on. Every time I hear someone laughing in front of a light box, I will always think of Lou.

Ted Murphy

July 5, 2005

Thank you for sharing your wonderful daughter and our beautiful grandchildren.

Rena Shankman

July 5, 2005

Lou

Thank you for bringing me here and being my partner for many years in business and teaching the newbies at ACA. Your funny wisdom has always gotten me through many tough deadlines and shown me how to laugh at it all. My love to Judy, Sammy(Poopsie) and your family. You are sorely missed my friend.

James Peebles

July 5, 2005

It was a pleasure to get to know Lou. We really enjoyed the time he spent with us at Cartoon Network. He will be deeply missed.

Damon Pittman

July 5, 2005

Lou, was the dearest friend; who I've loved since we bonded at U of M.

He was above all a decent man, a man with a great heart, a man who loved his children, grandchildren and Judy with endless compassion.

Lou and I went from youth to seniority on similar paths. His above all his sense of humor, his love and compassion for all was an inspiration to me.

He'll be sorely missed, but ever remembered.

Chuck Himmel

July 5, 2005

Lou, you are a great human being, loved by many. Thank you for making me and so many others laugh. Thank you for sharing your talent with so many young people as a teacher at this school, the Creative Circus, as well as others. Thank you also for caring so much about so many things. You made a difference and we will miss you.

Carol Vick Bynum

July 5, 2005

Though I never really worked with Lou, I thought the world of him. He always had something nice and funny to say to brighten my day. I wish his family well.

Joy Ross

July 5, 2005

I'll miss you greatly, you taught me how to let things go and create humor out of any situation.

Heather Weaver

July 5, 2005

Dear Claire and Family-

We are saddened by your loss. Please know that we are thinking of you.



Barbara and Steven Dubrow

July 5, 2005

Lou- Your wisdom is not lost on me. I know what you were up to, my friend. You recreated yourself as a cartoon character, because we all know toons don't die (except in Bakshi movies). You will be with us forever. Everyone I spoke to this morning had a funny or touching Lou story to tell. We thank you for that, boobie! I know... I could been a dentist!

John Ryan

July 5, 2005

I wouldn't even have a decent job if it wasn't for Louis.

Hunter Matheson

July 5, 2005

Lou was a great friend and mentor. He gave me my first big break in the Atlanta animation industry and I was privileged to teach animation with him at the Atlanta College of Art. I will always fondly remember calling him "Uncle Looie" as well as fondly remember him calling me "Boobie!" Shalom.

Jai Husband

July 5, 2005

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