



SECOND WIND

BE a better agency.

Here's What Our Members Have To Say About Us...

When I first met Tony, our agency was flat for five years, with 35 staff. Six years later, we are growing 20% per year and just hit 100 employees. I give Tony about half of the credit for that. He first helped redefine our brand, then our sales presentation, then our structure. Three years ago, he pushed us into new media, which already accounts for more than 10% of our revenue and most of our new clients. Tony always seems to know what we need to do next, and is able to help us get it done. He's also become a good friend.

Steve Woodworth
Masterworks, Poulsbo, WA

Garrand has relied on Second Wind for more than twenty years to be a partner in growth. Tony Mike's agency counsel, founded on his own career as an agency president, is unmatched. No other consultant over our history has provided such informed, practical and sensible advice in times of crisis (and calm!) Together with the considerable resources we depend on as members of the network, our investment in Second Wind is the best money we spend every year. They have helped us grow from two employees in 1987 to a \$30 million dollar (capitalized) agency in 2009.

Brenda Garrand
Garrand & Company, Portland, ME

Second Wind has been more than a resource—it has made a difference in my business and my life. Thanks Tony.

Ken Gasque
Gasque Advertising, Columbia, SC

Joining Second Wind is one of the best things our agency has ever done. Great resources, online and in person. Helpful seminars, network surveys, and Tony and Laurie have been there as we've needed them—and we have—through the years.

Howard Klatsky
Klatsky & Associates, Duluth, MN

One of the reasons I joined is because Tony's and my philosophies are very similar. As a member, we have enjoyed networking, conferring with other agencies of similar size and similar problems from around the country. We benefit from a very objective look at "operational" problems in our agencies.

The financial advice and seminars have been especially helpful. Second Wind pointed us in the right direction as far as new business procedures and hiring a new business specialist. We've also gotten a lot of excellent advice about passing the torch to the next generation. We've attended at least a half dozen seminars, and these are thorough and well-planned with good leave-behinds.

Bill Conway
Conway Advertising, Knoxville, TN

Second Wind's seminars provide excellent training. Someone from our agency has been to every one, in fact. They are very valuable, big-picture tools and have been really good at giving us insight into branding. And, they offer complementary training that puts all of our employees on the same page.

Equally important, I've called Tony a lot over the years. He has always been very accessible.

*George Doggett
Doggett Advertising, Charlotte, NC*

We have always regarded Second Wind as a very valuable resource. We were among the first dozen members. When we joined I was looking for an agency accounting system.

I know that in a pinch, I can call Second Wind and they will get back to me in a flash with three or four sound solutions to my challenge.

*Joe Tamney
Boyd Tamney Cross, Philadelphia, PA*

I've had many interactions with your staff over the years, and I've never once had a less than wonderful experience. Laurie has helped me with many, many projects, and I always come away feeling that my tasks are suddenly doable. And yesterday, I spoke with Jennifer for quite a while about Facebook, and I just got a long list of information and links that will help me with my projects. I've got a bit of work to do, but I'm thrilled with what she sent me.

It reminds me of days gone by... When you ask someone for help, and they sincerely say "I'd be happy to" and then send you more than you asked for.

You've got a great team Tony!

*Barb Keough
Flynn & Friends, Buffalo, NY*

I have found Second Wind to be so helpful to my business in many ways. Back in the early 90s, I was interested in getting involved in Economic Development advertising and sent out an appeal to members that had that type of experience. I received three great responses plus samples that really helped me understand the business. All these years later, my company specializes in this type of work. I doubt that I would have had the confidence to tackle it without the help of the members.

We have collaborated with several Second Wind members over the years to offer a more complete service than either could have provided alone.

I have also received lots of miscellaneous advice on everything from digital cameras to contracts. I have been to several seminars that I felt were very well done and informative. I view Second Wind as an invaluable resource that is available at a moment's notice. Thanks for all the help and support over the years!

*Nancy Perry Johnson
Market Force, Raleigh, NC*

Second Wind is one of the most valuable resources we have in our business. You were instrumental in helping us get our agency off and running when we first "opened the doors" on June 20, 1998.

*Peter Steve, Jr.
Ideaworks Marketing & Design, Plymouth, PA*
