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## ABOUT SECOND WIND

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Second Wind is a powerful information resource designed with one thing in mind – helping smaller and midsize advertising agencies, design firms and related businesses to be better.

Our goal is to help your agency be stronger, faster, smarter, more creative and ready for anything that comes. And not just ready to defend your position against competitors – but ready to outmaneuver them, out-strategize them, and out-service them. Second Wind can take you to the next level.

Second Wind offers a vast collection of industry tools, knowledge and collaborative venues to help meet the daily needs of your business. Second Wind currently serves thousands of agency principals and employees in North America and several foreign countries.

Second Wind was founded by former agency owner and entrepreneur Anthony P. Mikes. Mr. Mikes owned and operated design studios and agencies for twenty-five years before launching Second Wind in 1988.

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## ABOUT ANTHONY MIKES

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Second Wind's chief guru and managing director Anthony P. Mikes is a former advertising executive who spent twenty-five years managing and owning advertising agencies and graphic design studios. Mr. Mikes came to recognize the value of shared information as it relates to successfully managing an advertising agency. Second Wind (Mr. Mikes' second life in advertising) was the result. Eighteen years later, Second Wind continues to help our members succeed and grow by sharing our collective industry wisdom.

Mr. Mikes conducts agency management workshops, serves as a management consultant to individual agencies, and has addressed many advertising associations and trade organizations. He is also a contributing writer to numerous industry trade publications.

Mr. Mikes shares his industry know-how monthly in *The Second Wind Newsletter*, an overview of the advertising and design industry from the smaller agency principal's viewpoint. You can read the compiled wisdom of Mr. Mikes in *The Small Agency Survival Manual*, *LifeBlood: A 365-Days-A-Year New Business Plan for Small Agencies*, and *The Account Service Bible*.

For more information about Second Wind, contact Laurie Mikes at [laurie@secondwindonline.com](mailto:laurie@secondwindonline.com). She'll be happy to answer your questions or forward additional informational materials.