



Tony Mikes – Biography

Areas of Expertise

- Buy/Sell/Merge
- Traffic Systems
- Operations
- New Business

The son of a first-generation immigrant who owned and operated one of the first diners in Aberdeen, Maryland, Tony Mikes entered the advertising industry through the restaurant business. In developing a menu and advertisements for his Reading, PA eatery, Tony became intrigued by and eventually purchased a print shop. As business increased, he added a design service, The Answer Group, which spun off a few years later into a freestanding design and advertising agency.

Tony acquired a partner as the agency grew. They re-launched as Mikes & Reese Advertising, enjoying considerable success in servicing regional clients in healthcare, banking, industrial, retail, and public utilities sectors, as well as a few national clients in technology and D-I-Y categories.

As with many partnerships, the partners separated. In deciding where to go from that relationship, Tony re-examined his own career and saw a need he could fill. After a 25-year career in managing advertising agencies, Anthony P. Mikes “retired” from advertising and promptly began Second Wind Ltd., a network conceived to help smaller and midsize agencies grow and prosper.

As the Managing Director of Second Wind, Tony has consulted with and advised agencies and business concerns for almost 20 years. Tony provides network members and clients with “old school” agency wisdom, combined with up-to-the-minute strategies.

An agency troubleshooter at heart, Tony focuses on helping smaller and midsize agencies be better at what they do, whether that is new business, account management, creativity, or workflow process.

Tony’s philosophy is the driving motivation behind Second Wind: no small agency, and no small agency principal, should feel isolated and alone. Second Wind members are part of a community of ad agencies, design studios and PR firms that share ideas, information and resources.



Tony's consulting time is one of the major resources shared by our membership. Tony has assisted over 200 organizations to:

- Negotiate the sale or purchase of businesses
- Select and train future managers
- Establish a new business program, including selecting and training the new business hunter
- Create retirement plans for agency principals
- Install a traffic/work flow system
- Assess agency health and recommend restructuring steps
- Create an agency brand
- Hire and fire key personnel
- Create an agency business plan
- Evaluate and value agency organizations

Tony conducts agency management workshops throughout the United States and Canada, and has appeared as a speaker before many advertising associations and trade organizations.

In addition to his major role as an agency consultant, Tony is the author of *The Small Agency Survival Manual*, *LifeBlood: A 365-Days-A-Year New Business Plan for Small Agencies* and *Agency Valuation & 10 Steps to a Profitable Retirement*. His newest book is *The Account Service Bible*.

Publications written by or comprised of materials written by Anthony P. Mikes
(Titles currently in print as of November 2006)

BOOKS

- The Account Service Bible
- LifeBlood
- The Small Agency Survival Manual

REPORTS

- Contracts and Agreements
- Small Agency Job Descriptions
- What Small Agency Employees Earn

WORKBOOKS

- Compiling an Employee Policy Manual
- Here's How to Work with Our Agency
- Reinvent Your Agency – And Yourself



SEMINAR MANUALS

- The Agency Owner's Buy/Sell Workshop
- The Certified Agency Financial Management™ Workshop
- The Complete Agency Traffic System
- The Complete Agency Tune-Up
- The Complete Guide to Account Service
- Everything You Need to Know About New Media
- How to Build a Great Creative Agency
- How to Succeed at New Business
- How to Write Slamdunk Proposals and Make Killer Presentations
- The Mistakes Factor: Eliminating Mistakes in Your Agency
- The Personnel Difference
- Profitable Estimating and Production Techniques
- Small Agency Media Planning and Buying
- Stalking and Evoking: The New Business Counterpunch Process
- Turning Account Executives into Account Planners

DVDS

- The Complete Agency Traffic System DVDs
- The Complete Guide to Account Service DVDs
- How to Succeed at New Business DVDs
- How to Build a Great Creative Agency DVDs

Editor-in Chief of *The Second Wind Newsletter* since 1988.
Now in its 19th year of publication.