

Winslow named as one of nation's Top 100 in advertising

As a senior vice president and creative director at the Raleigh advertising agency of McKinney, Silver & Rockett, Michael N. Winslow gets to do a lot of work seen by a lot of people, though few outside the industry know or care the creative mind is behind some of the imaginative work selling products on television or in magazines.

But advertising people honor their own with a myriad of competitions, and Winslow has won his share of awards—more than 100. Now Winslow, 38, a native of Hertford in Eastern North Carolina, gets a new one. Advertising Age, the twice-weekly trade magazine published in Chicago, included him in its "100 of the best and brightest young people in advertising" cover story.

Winslow, who started working for McKinney, Silver & Rockett in 1970 when he was 23 and has never left, said people often ask why he's stayed in Raleigh.

"For the creative person, the environment here is very fertile and supportive and people like living here," he said. "It's a nice lifestyle and a nice place to live."

Winslow claims never to have been seriously tempted to move to a big New York agency. Upon graduating from East Carolina University with a fine arts degree and ambitions to be an illustrator, he says he was too intimidated by the Big Apple to consider trying a go of it there and so headed for Atlanta. Not finding work there, he headed back to North Carolina and began interviewing at agencies in Charlotte, where he kept hearing about Charles C. McKinney, who had just founded his own ad agency the year before.

McKinney, now chairman of the agency, gave Winslow a job pasting up print advertising with a six-month probationary period. "It was just luck winding up at this agency and after I'd been here a few weeks I realized he (McKinney) was a very talented man and the people who were coming here were very good," Winslow said.

"This agency just started growing. It just took off. I said, 'Gee, I'll just stay here and learn something.' I'm still here; so far he hasn't come in and said the six months are up."

McKinney, Silver & Rockett has grown to more than \$85 million in annual billings and more than 100 employees. Most of its accounts are from out of state.

Some of Winslow's favorite work has been magazine advertising he's done for the N.C. Department of Commerce's division of travel and tourism. A large blowup of a homey ad promoting the state's mountains is displayed prominently in his corner office on the seventh floor of the BB&T Building on Fayetteville Street Mall. Jars of honey and home canned produce sit on stones while cows graze in the background, and the ad reads: "Welcome to the land of milk, and honey."

Work on the North Carolina account, which Winslow and others at the agency have been doing since 1976, won him a gold medal for the best print ad in 1978 at the One Show, a national contest in New York for art directors and copy writers.

"I'm real proud of it," he said, hefting the ingot that sits next to several other silver ones on a table. "It was the first One Show

gold medal this agency ever won. We were very proud. We were from North Carolina and we came up there and took it."

Danzig said that Advertising Age's 100 best and brightest—which it had not done before—took about a year to compile, and some of his staff ran into opposition from agency owners.

"They were afraid of head hunters," he said. "They figured if we publicized their best people somebody would come and steal

them. We ran into some of that and we figured well, that's too bad."

Winslow says McKinney, Silver & Rockett has nothing to fear on that score. He likes living in Cary with his wife, Linda, and two daughters and has turned down far too many offers to get more.

"I got a lot of offers a few years back and I think they basically

got the word," he said. "I like it here, I have a lot of responsibility to the people here and I like my work here. At my age, I don't think I could adjust to New York or ask my family to adjust to New York."

Winslow graduated from Perquimans County High School in 1965. He is the son of Mr. and Mrs. John N. Winslow of Hertford, Route 2.



MICHAEL N. WINSLOW

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COA to offer workshop

College of The Albemarle will offer a short course on bankruptcy law in North Carolina for local business people and consumers who are interested in learning more about the subject.

Sponsored by the COA Small Business Center, "Bankruptcy—A Practical Approach," will be open to all participants without charge. Elizabeth City attorney Mark Maland, who has extensive experience in the bankruptcy field, and was recently appointed bankruptcy trustee for the Elizabeth City area, will teach the course.

The workshops will be taught during the first three Thursday nights in November. Each session will begin at 7 p.m. in the lecture auditorium at the college. Maland says questions will be encouraged. He also will provide materials that will prove helpful to both debtors and creditors.

The first session, on Nov. 7, will concentrate on debtors' rights. It will give an overview of types of relief offered under the Bankruptcy Code. Questions concerning adequate protection, redemption and reaffirmation of debts and types of assets debtors are permitted to keep will be discussed.

The second session, on Nov. 14, deals with agri-business reorga-

nization. The farm credit situation will be reviewed and potentials for relief under reorganization provisions of Chapter 11 of the Bankruptcy Code will be examined.

During this session, Jack Hayes from the Farm Credit Service office in Greenville will be present. Hayes supervises delinquent farm loans in this area, and will answer questions concerning farm credit policies and procedures.

The final session, on Nov. 21,

will focus on creditors' rights and steps creditors can take to protect themselves. Attention will be given to the identification of secured and unsecured creditors, effects of automatic stays on collection efforts, and post-bankruptcy rights.

The workshop is open to everyone on a first-come, first-served basis, and no registration fee is required. Complete information may be obtained by calling Lucy Gordon, COA business and industry services director, at 335-0821, Extension 247.

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