

Michelle Manos
A Profile by Tony Seton

Michelle Manos grew up in Canton, Ohio, the daughter of a very successful owner of a chain of dry cleaners, her mother a five-star baker. When she started college, Michelle thought she wanted to be a surgeon. It didn't turn out that way.

"When I went to college you didn't have to declare a major when you first went. You could explore many different fields. I loved English. I loved my writing classes. I loved journalism. I minored in journalism. I ended up majoring in English and the last quarter of my senior year I was needing one class requirement. I had a group of classes I could pick from and so I picked the one that would allow for me to spend the most time outside with my friends playing monopoly and eating peanut M&M's and drinking Diet Pepsi. It was very early in the morning. I'd be out of there by 9:30 and then I had the whole day."

It was Visual Technology in Print. She learned how to transfer ideas to paper which involved the whole printing process from making plates to running the presses. She loved it. She would start at eight in the morning and not get home until 10 at night. "So there were no suntans my senior year, very few peanut M&M's, probably a lot of Diet Pepsi."

For her senior project, appropriately enough, she we had to print a brochure. Being a practical person, she produced her resume in a highly creative format. It took a silver medal in the Cleveland Advertising Show, against competition from Smucker's jams and Penton Publishing.

Michelle's talent got her jobs in academia, producing publications for admissions, financial aid, advancement, and alumni. She worked at Case Western Reserve University as a designer and writer, and then as art director in public affairs at Ohio State University. "I was winning a lot of awards for the work that I was doing and thus I was lecturing at higher education conferences and seminars. I was starting to get a lot of other schools who were asking me to do work for them."

In 1977, an offer came in from the University of the Pacific as director of publications and editor and designer of their alumni magazine, *The Pacific Review*. The timing was excellent. Michelle was ready to move to California.

It was the start of a new life. After working for UOP, she opened her own design company, where she had fifteen employees. "I have never had an art class except for art history, but I know how to organize information two dimensionally so that I can tell a story, whether it's my own or a client's." Not only in print, but on the Internet as well, though she only does the design work, not the coding.



Michelle later managed the million-square-foot Weberstown Mall in Stockton, where she had 75 employees. She also worked as director of marketing/communications to two major real estate organizations, did public relations and event planning, and taught public speaking, both at the college level and to individual clients .

In 2009, she took another chance and relocated to the Monterey Peninsula. She was director of communications at the York School for almost two years, and now consults to the All Saints' Day School. Plus she has gotten into book publishing.

She recently published the memoirs of a 97-year-old man with a very American life's story. "At the end of the third proof we were just about ready to go to press, and he discovered about 150 photographs that he wanted included, so we expanded the book to include a family gallery at the back. I laid it out, sent it to him, asked him to please write captions for the book, which he did. He hand wrote them and mailed them to me. I finished laying out the book, sent it back to him for final proof. He approved it - the book was ready for the printers - and then he passed the next day." The book was always for his family.

Michelle also designed, edited, and published "The Stuff " by PGers Betty and Michael Sproule. Their book, which explains "how to organize one's life and one's things so that one can be productive and happy," is doing very well on Amazon.

What's the favorite part of her work? "I like the design. I'm kind of innately an organizer. I'm the one that friends call when they need to organize a completely disheveled room, drawer, garage or office, and so organizing the material has great appeal to me. The design needs to make sense. Every line on a page, every treatment of a graphic, should have a reason."

How does she tackle creative challenges? "When I'm really relaxed and happy and dreaming, that's when I'm working, that's when I'm doing my best work."

Michelle lives and works in a tiny house with a great garden and wonderful light south of downtown Carmel.