

# THEN GSAE Celebrates 100 Years!



## & NOW

<b>1917</b>	A small group of less than 10 business managers met in the office of Walter G. Cooper, secretary of the Atlanta Chamber of Commerce, to form the Secretaries Club of Atlanta.	<b>1960s</b>	<b>1917</b>	Past Presidents' Council was created, along with three awards – the Stephen Styron Award, in honor of the first Georgian to earn the CAE designation; The Benson Skelton Award for membership recruitment; and The Clifford M. Clarke Award, in honor of outstanding achievement.	<b>1970s</b>	<b>1970s</b>	A scholarship program was created, the first FAM trip was taken (to Cloisters and then the Bahamas), and a meeting was held at the Governor's Mansion, hosted by then Governor and Mrs. Carter.	<b>1980s</b>	<b>1980s</b>	The fifth Leadership Academy class graduated in the fall of 2016.	<b>1990s</b>	<b>1990s</b>	Thirteen new CAEs made up the largest GSAE class in history, and the Association Meetings Guide was published.	<b>2009-2000</b>	<b>2009-2000</b>	GSAE celebrated our 90th anniversary and named our "90 Movers and Shakers" in the association community.	<b>2010</b>	<b>2010</b>	GSAE created a branding and membership campaign with a new logo, tagline and video series.	<b>2015</b>	<b>2015</b>	The Corporate Supplier Award was renamed the Peggy Seigler Corporate Member of the Year.	<b>2017</b>	<b>2017</b>	The Emerging Leader Award was renamed the Sharon Hunt Emerging Leader Award.															
<b>1920</b>	The American Trade Association Executives, today known as the American Society of Association Executives (ASAE), was founded.		<b>1920s</b>	Monthly luncheons were introduced.		<b>1920s</b>	The FAM trip to Jamaica took place, and the "nuts and bolts" educational sessions were instituted.		<b>1920s</b>	Corporate memberships (called "Affiliates") were created.		<b>1920s</b>	The Corporate Supplier Award was renamed the Peggy Seigler Corporate Member of the Year.		<b>1920s</b>	The Emerging Leader Award was renamed the Sharon Hunt Emerging Leader Award.		<b>1920s</b>	The Emerging Leader Award was established.		<b>1920s</b>	The GSAE Leadership Academy launched. The Benson Skelton Award was renamed the Skelton-Massey Award to honor two legendary recruiters in our community.		<b>2010</b>	<b>2010</b>	The GSAE Foundation Internship Grant Program was established.	<b>2015</b>	<b>2015</b>	The Corporate Supplier Award was renamed the Peggy Seigler Corporate Member of the Year.	<b>2017</b>	<b>2017</b>	The Emerging Leader Award was renamed the Sharon Hunt Emerging Leader Award.								
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