

THEN GSAE Celebrates 100 Years!



& NOW

1917	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.	1960s	1917	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.	1970s	1970s	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.	1980s	1980s	The 5th Leadership Academy class graduated in the fall of 2016.	1990s	1990s	Thirteen new CAEs made up the largest GSAE class in history, and the Association Meetings Guide was published.				
1920	The American Trade Association Executives, today known as the American Society of Association Executives (ASAE), was founded.		1920	The American Trade Association Executives, today known as the American Society of Association Executives (ASAE), was founded.		1920s	Monthly luncheons were introduced.		1920s	Monthly luncheons were introduced.		1920s	The 5th Leadership Academy class graduated in the fall of 2016.	2017	2017	The 5th Leadership Academy class graduated in the fall of 2016.	
1920s	Monthly luncheons were introduced.		1930s	The Christmas Party and Summer Outing began being held. Membership was still 100 percent male during this period.		1930s	The Christmas Party and Summer Outing began being held. Membership was still 100 percent male during this period.		1930s	The Christmas Party and Summer Outing began being held. Membership was still 100 percent male during this period.		1930s	The Christmas Party and Summer Outing began being held. Membership was still 100 percent male during this period.	2015	2015	2015	The Corporate Supplier Award was renamed the Peggy Seigler Corporate Member of the Year.
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1940s	The Secretaries Club was dealt a crippling blow, as practically the entire membership went off to World War II.		1950s	Regular monthly meetings were held at the YMCA building on Luckie Street. The membership goal was 50 members, and the annual dues were \$16 per member.		1950s	Regular monthly meetings were held at the YMCA building on Luckie Street. The membership goal was 50 members, and the annual dues were \$16 per member.		1950s	Regular monthly meetings were held at the YMCA building on Luckie Street. The membership goal was 50 members, and the annual dues were \$16 per member.		1950s	Regular monthly meetings were held at the YMCA building on Luckie Street. The membership goal was 50 members, and the annual dues were \$16 per member.	2010	2010	2010	GSAE created a branding and membership campaign with a new logo, tagline and video series.
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1960s	A new constitution and bylaws were adopted, and the name was changed from the Secretaries Club of Atlanta to the Executive Secretaries Club of Atlanta.	1970s	Two far-reaching decisions took place: 1) The organization allowed non-CEO personnel, in responsible positions at associations, to be admitted as members, and 2) it actively sought out members from professional societies, as well as from trade associations.	1970s	Two far-reaching decisions took place: 1) The organization allowed non-CEO personnel, in responsible positions at associations, to be admitted as members, and 2) it actively sought out members from professional societies, as well as from trade associations.	1970s	Two far-reaching decisions took place: 1) The organization allowed non-CEO personnel, in responsible positions at associations, to be admitted as members, and 2) it actively sought out members from professional societies, as well as from trade associations.	1970s	Two far-reaching decisions took place: 1) The organization allowed non-CEO personnel, in responsible positions at associations, to be admitted as members, and 2) it actively sought out members from professional societies, as well as from trade associations.	2009-2000	2009-2000	2009-2000	GSAE celebrated our 90th anniversary and named our "90 Movers and Shakers" in the association community.				
1970s	Two far-reaching decisions took place: 1) The organization allowed non-CEO personnel, in responsible positions at associations, to be admitted as members, and 2) it actively sought out members from professional societies, as well as from trade associations.	1980s	The Executive Secretaries Club of Atlanta became the Atlanta Society of Association Executives.	1980s	The Executive Secretaries Club of Atlanta became the Atlanta Society of Association Executives.	1980s	The Executive Secretaries Club of Atlanta became the Atlanta Society of Association Executives.	1980s	The Executive Secretaries Club of Atlanta became the Atlanta Society of Association Executives.	2017	2017	2017	The Corporate Supplier Award was renamed the Peggy Seigler Corporate Member of the Year.				
1980s	The Executive Secretaries Club of Atlanta became the Atlanta Society of Association Executives.	1990s	The first salary survey and the first audit of the books took place, committee structure and duties were refined, and dues increased from \$60 to \$75. The first Legislative Day program was held.	1990s	The first salary survey and the first audit of the books took place, committee structure and duties were refined, and dues increased from \$60 to \$75. The first Legislative Day program was held.	1990s	The first salary survey and the first audit of the books took place, committee structure and duties were refined, and dues increased from \$60 to \$75. The first Legislative Day program was held.	1990s	The first salary survey and the first audit of the books took place, committee structure and duties were refined, and dues increased from \$60 to \$75. The first Legislative Day program was held.	2015	2015	2015	The Emerging Leader Award was renamed the Sharon Hunt Emerging Leader Award.				
1990s	The Executive Secretaries Club of Atlanta became the Atlanta Society of Association Executives.	2000s	The first board retreat was held at Colauway Gardens.	2000s	The first board retreat was held at Colauway Gardens.	2000s	The first board retreat was held at Colauway Gardens.	2000s	The first board retreat was held at Colauway Gardens.	2014	2014	2014	The Emerging Leader Award was renamed the Sharon Hunt Emerging Leader Award.				
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2010s	The Executive Secretaries Club of Atlanta became the Atlanta Society of Association Executives.	2017	The GSAE Foundation was officially chartered.	2017	The GSAE Foundation was officially chartered.	2017	The GSAE Foundation was officially chartered.	2017	The GSAE Foundation was officially chartered.	2017	2017	2017	GSAE created a branding and membership campaign with a new logo, tagline and video series.				
2017	The Executive Secretaries Club of Atlanta became the Atlanta Society of Association Executives.	2017	GSAE adopted its Code of Ethics.	2017	GSAE adopted its Code of Ethics.	2017	GSAE adopted its Code of Ethics.	2017	GSAE adopted its Code of Ethics.	2017	2017	2017	GSAE created a branding and membership campaign with a new logo, tagline and video series.				
2017	The Executive Secretaries Club of Atlanta became the Atlanta Society of Association Executives.	2017	GSAE funded the book, "A Coming of Age: A History of the Profession of Association Management," which was published by ASAE. The contribution was in honor of Clifford M. Clarke, CAE, past president of both GSAE and ASAE.	2017	GSAE funded the book, "A Coming of Age: A History of the Profession of Association Management," which was published by ASAE. The contribution was in honor of Clifford M. Clarke, CAE, past president of both GSAE and ASAE.	2017	GSAE funded the book, "A Coming of Age: A History of the Profession of Association Management," which was published by ASAE. The contribution was in honor of Clifford M. Clarke, CAE, past president of both GSAE and ASAE.	2017	GSAE funded the book, "A Coming of Age: A History of the Profession of Association Management," which was published by ASAE. The contribution was in honor of Clifford M. Clarke, CAE, past president of both GSAE and ASAE.	2017	2017	2017	GSAE created a branding and membership campaign with a new logo, tagline and video series.				