



Any time an organization reaches a key milestone like its 100th anniversary, it is important to reflect on and celebrate a history of significant accomplishments, but it is also vital to take stock of what is needed to make sure the organization remains relevant for the future. In other words, celebrating the past is important, but focusing on the future is essential.

The Associated General Contractors of America has made this dual approach the guiding principal that has driven our decade-worth of preparation for our 100th anniversary. If you are approaching a milestone anniversary, be careful to spend as much time attempting to understand how your company or industry will change and the steps needed to take to prepare your stakeholders for these changes as well as cataloging your years of success.

At AGC, honoring our past has been the, relatively, easy part. We retained a well-respected research firm to prepare a Centennial history book called

. We created a special Centennial logo, and prepared a rich and narrative-driven Centennial website. We created emotional and compelling videos that capture the pride our members feel in their accomplishments. It is important to drive attention to the milestone anniversary by creating items that only relate to the anniversary.

AGC made sure that our key in-person events, including the two Annual Conventions that fall within reach of our Centennial, included a focus on our accomplishments. AGC created a mini museum for our exhibit space that details many of our key accomplishments, and are printing a special commemorative issue of our magazine that will help inform all our members about our legacy of accomplishments. It is important to celebrate your company's history in every event and outlet available to you.

AGC is tying all these commemorative efforts together during a special Centennial Celebration we are hosting in October. This event, taking place in Washington, D.C., will serve as the official birthday party for our association and offers an opportunity for our most committed members to share their pride in the accomplishments of our group and our industry. It is important that our equipment will change how our members do business and what they need from us. An anniversary milestone gives you the opportunity to talk with your stakeholders and position your company for the future.

AGC of America's Board of Directors has embraced the need to

About the Author:

Brian Turmail

Vice President for Public Affairs and Strategic Initiatives and one of a team of staff that is helping organize the

