

# Celebrating Key Milestones: How AGC of America is Commemorating its Centennial

Business Development Best Practices Series

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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 *100 Years: Building on Experience*. 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 *Constructor* 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 to host a celebratory event for your stakeholders.

Yet, even as AGC has worked to highlight what has already been accomplished, we have consistently pushed to make sure we are preparing for the future of our industry, our members and our association. AGC has surveyed our members to get a better sense of how their needs are evolving. We followed up by meeting with diverse sections of our industry to better understand how new technologies, new techniques and new 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 focus on the future as well as celebrate the past and has made that the driving element of its business plan for the next several years. AGC is creating a Visions 2028 document that explores how the industry is evolving and outlines the steps the association needs to take to become more responsive and even more relevant to our members. AGC is highlighting innovation within our industry by launching the first-ever Autodesk-AGC Innovation Awards. The objective is clear, to make sure our members continue to thrive even as the industry goes through what we all expect will be its most significant period of transformation, since the introduction of powered equipment. Use your anniversary milestone as the launching pad for your future.

AGC of America has gone to great lengths to celebrate our past and prepare for the future, because the milestone of our Centennial offers a unique opportunity to remind all our members of our value and our relevance. It allows us to explain all that we have accomplished on behalf of the construction industry. It offers an opportunity to take pride in what our industry has done. Most important, the Centennial gives us a platform to demonstrate to our members that we will play an even more valuable role in their professional lives in the years to come. Allow your anniversary milestone to do the same for you.

## About the Author:

**Brian Turmail** is AGC of America's Vice President for Public Affairs and Strategic Initiatives and one of a team of staff that is helping organize the association's Centennial commemorations.

