

Administrative Professional's Day: April 27, 2011, April 25, 2012

Administrative Professional's Week is celebrated:: April 24-30, 2011, April 22-28, 2012

National Professional Secretaries Week and National Secretary's Day was created in 1952 through the work of Harry F. Klemfuss of Young and Rubicam. Klemfuss recognized the importance and value of the position to a company or business. His goal was to encourage more women to become secretaries. Using his skill and experience in public relations, Klemfuss, promoted the values and importance of the job of secretaries. In doing so, he also created the holiday in recognition of the importance of secretaries.

Today, the title is changing and evolving. But, the recognition is equally important. There are two new terms in use today. They are "Administrative Professionals" and "Executive Admins". The two names sometimes mean different roles and responsibilities to different companies. Both are broader terms that encompass more positions than the original "Secretary" role.

The name change recognizes and acknowledges that the role has changed significantly since 1952, and for the better at that. And in Harry Klemfuss' day, these positions were the realm of women. Today, you find some males in these positions.