



DALE CARNEGIE TRAINING®
www.dalecarnegie.com

CHRONOLOGY

- 1912** Dale Carnegie founds his company and teaches his 90-minute public speaking course in New York City. The Dale Carnegie Course (Carnegie changed the spelling of his name in the 1920s) becomes the foundation of Carnegie's future work.
- 1912-1920** Carnegie formalizes The Carnegie Course in Effective Speaking and expands with additional instructors.
- 1920** Carnegie writes his four-volume *Public Speaking*.
- 1920-30** Carnegie offers his course in Philadelphia, Baltimore and Boston. Women begin to enroll in the Dale Carnegie Course.
- 1926** Carnegie's textbook, *Public Speaking: A Practical Course for Businessmen*, spurs the development of the company classroom.
- 1936** Publication of *How to Win Friends and Influence People* becomes the prototype for future self-help publications.
- 1930-40** Course title is changed to The Dale Carnegie Leadership Course and expands to the Midwest, with classes in Detroit and Cleveland. To expand and promote his course, Carnegie recruits sponsors licensed to promote training in different sections of the country. In a major marketing push, direct selling replaces demonstration meetings as the primary enrollment tool.
- 1939** The Sales Course is introduced.
- 1940-50** The Dale Carnegie Institute of Effective Speaking and Human Relations offers courses in Switzerland. Carnegie marries Dorothy Vanderpool.

- 1944** The Dorothy Carnegie Course is developed for career women.
- 1954** The company is incorporated, becoming Dale Carnegie & Associates, Inc. Sponsorship extends to Australia.
- 1955** Dale Carnegie passes away; Dorothy Carnegie becomes president, hires a team of professional managers and creates specialized departments to handle instruction, distribution and purchasing, finance and advertising.
- 1956** European growth continues as the course is offered in the British Isles.
- 1957** The Dale Carnegie Course becomes available in Central America and Denmark. *Comments* magazine becomes the official publication for instructors of Dale Carnegie Leadership courses.
- 1958** First instructor training conference is conducted in England. First Dale Carnegie is offered in Bermuda.
- 1960** Dale Carnegie Management School conducts its first instructor training. New advertising initiatives include television spots and national print ads.
- 1961** The Dale Carnegie Course is offered in Argentina.
- 1962** The Dale Carnegie Course is offered in Japan.
- 1963** First Sales and Promotion Manual is written.
- 1964** The Customer Relations Course is added to the curriculum. Sponsors form the Dale Carnegie Sponsors Association.
- 1967** The Dale Carnegie Supervision and Management Seminar – know today as Leadership Training for Managers – is introduced in response to marketplace needs.

- 1970** Course curriculum is expanded with the development of the Dale Carnegie Customer Service Course and the Dale Carnegie Personnel Development Course.
- 1971** 14-week Dale Carnegie Course in Effective Communication and Human Relations for Law Enforcement Officers is introduced. The Business Administration Workshop is developed.
- 1975** The Continuing Education Council, today known as the Accrediting Council for Continuing Education and Training, awards accreditation to the Dale Carnegie organization. Customer Relations Course and Employee Development Course are modularized.
- 1976** New book for managers, *Managing through People*, is published. National advertising extends throughout North America and Canada. First student scholarship program is granted with Junior Achievement.
- 1977** Continuing Education Workshops are written to fulfill requests for short-term programs.
- 1978** Recognizing the leadership role that Dale Carnegie is filling in the adult continuing education market, the company acknowledges organizations for outstanding leadership excellence. Dale Carnegie Leadership Award is granted to Winn Dixie.
- Renewed promotional efforts are launched, along with production of the film *Dale Carnegie: A Legend in Our Time*.
- J. Oliver Crom is appointed president and CEO of Dale Carnegie & Associates, Inc.
- 1981** Executive Presentation Workshop is developed.
- 1984** Dale Carnegie Training® is recommended for college credit by the American Council on Education. Dale Carnegie Executive Image Program is implemented.

- 1985** Dale Carnegie Strategic Presentations Workshop (now High Impact Presentations) is developed. Course incorporates participant videotaping and multiple instructors.
- 1986** *Careerist* magazine is created to communicate with international sponsors. American Heritage magazine names *How to Win Friends and Influence People* one of 10 books that has shaped American character.
- 1992** Customized Corporate Solutions is incorporated into the curriculum.
- 1995** *The Leader* newsletter is published to communicate regularly with graduates. *The Marketing Success Manual* for sponsors is written. Sales Advantage replaces Dale Carnegie Sales Course.
- 1997** Carnegie Coach™ is developed for Microsoft Office 97 and is updated with the software. A&E airs its *Biography* program featuring Dale Carnegie titled “*Dale Carnegie: A Man of Influence.*”
- 1998** The Chairman of the Board, Dorothy Carnegie, dies. Donna Dale Carnegie, the founder’s daughter, is appointed Chairman.
- Jack Rifkin, Vice President of Citigroup, is appointed to the Board of Directors.
- Michael Crom is promoted to Executive Vice President from Vice President of Centers of Excellence.
- 1999** Peter V. Handal is elected to the Board of Directors after serving as a consultant to the company.
- David Fagiano, former CEO of the American Management Association, joins Dale Carnegie Training® as Chief Operating Officer.
- 2000** J. Oliver Crom is appointed Vice Chairman of the Board of Directors.
Peter V. Handal assumes the role of president and CEO.

2001 All Dale Carnegie Training® local sponsoring organizations in the U.S. are approved through the GSA Federal Supply Schedule #GS-10F-0329K to offer their products and services to federal government agencies.

Dale Carnegie Training® offices open in Venezuela.

2002 Dale Carnegie Training® celebrates its 90th anniversary on October 22, 2002.

The organization announces the creation of the Millennium Group. The Group is comprised of the top-revenue and unit producing operations from Dale Carnegie Training's worldwide offices. Group members include Dale Carnegie Training® offices from Europe, Asia, and North and South America -locations that span over 65 countries.

Dale Carnegie Training offices open in Dominican Republic, Egypt, Morocco, Mauritius (South Africa), Shanghai and Beijing.

2003 Dale Carnegie Training® offices open in Brunei and India

2004 Dale Carnegie Training® offices open in Puerto Rico and Benelux.

2005 *How to Win Friends and Influence People for Teen Girls* is published.

Dale Carnegie Training® offices open in Romania, Denmark, United Arab Emirates, Bahrain, and Oman.

Dale Carnegie Training® and its accrediting agency (ACCET) are included in ACE's directory of Accredited Institutions of Postsecondary Education (AIPE). The AIPE directory is used by many corporations as a reference in determining eligibility for corporate tuition support. This listing acknowledges the quality and value of Dale Carnegie Training as we join many prestigious colleges and universities already listed. Dale Carnegie Training has also been recommended for college credit by the American Council on Education (ACE), accredited by the Accrediting Council for Continuing

Education and Training (ACCET), has ISO 9001 certification, and is recognized for continuing education credits by a growing number of professional associations.

Donna Dale Carnegie assumes the title of Chairman Emeritus. Peter Handal is promoted to Chairman, President, CEO.

2006

Dale Carnegie Training[®] launches a new global website.

Dale Carnegie Training[®] offices open in Austria.

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