

## MISSION:

Piedmont Craftsmen, Inc., a non-profit 501(c)(3) education and arts organization, is dedicated to the promotion of fine traditional and contemporary craft/art through a wide variety of educational and membership activities and services for the benefit of the community. (Adopted on May 27, 2010 by the Board of Trustees)

## GOALS:

- Create and execute effective educational opportunities for our members, schools, and a broad public audience to promote a greater understanding and deeper appreciation of fine craft/art and the creative process.
- Design, develop and produce exhibits (both at Piedmont Craftsmen and other venues), artist lectures, workshops, membership newsletters and other vehicles that convey both the individual narrative of our exhibiting members' work and the rich tradition of crafts.
- Embrace the diversity of our community in all our endeavors and actively promote inclusion within our membership, staff, Trustees and volunteers
- Ensure a solid financial future for Piedmont Craftsmen by growing our supporting and exhibiting membership, marketing and selling the work of our exhibiting members and conducting periodic fundraisers.
- Support the sustained presence of fine craft/art in our community by providing a wide range of income opportunities for our exhibiting members.
- Embrace new technologies to aid our operations, community outreach, programming, fund-raising, public relations, marketing, and on-line activities.
- Sustain the relevance of the organization by continually seeking new exhibiting members in all fine craft/art media and aesthetic points of view while maintaining artistic excellence as our hallmark.
- Advance and foster opportunities for our exhibiting members to elevate their craft skills, improve their marketing and income potential, explore new industry techniques and enhance their aesthetic vision.