

TURNING TOWARD THE FUTURE

American Association of Woodturners Strategic Plan Summary 2008-2010

Mission

The mission of the American Association of Woodturners is to provide leadership to organize, educate and inform those interested in woodturning.

Vision

The American Association of Woodturners will strive to become a world leader in establishing lathe-turned work as a major element in the craft art world, while at the same time spearheading youth development and engendering amateur interest and activities.

Goals

- Position and brand AAW as the premier resource for those interested in woodturning.
- Be a force in the elevation of woodturning in the craft and art world.
- Maintain the AAW symposium as the premier woodturning event in the world.
- Assure that all other AAW programs relate to and enhance the association's mission.
- Set the highest standards with all AAW publications.
- Make sure that AAW has adequate and appropriate facilities to meet its needs.
- Manage AAW's growth and resources to assure financial stability.