

VISION STATEMENT

AFS will lead the North American metalcasting industry in advocacy, education, and innovation.

MISSION STATEMENT

The American Foundry Society exists to provide and promote knowledge and services that strengthen the metalcasting industry for the ultimate benefit of its customers and society.

GOAL 1

AFS will be recognized as the preeminent source of services and information that are critical to the success of North American metalcasting producers and suppliers.

1. AFS will improve its relevance to members and the distribution of benefits —particularly to small foundries, corporate members, and young professionals — by providing customized services and opportunities for localized involvement and participation in specialized communities.
2. AFS will be the source of industry information that supports members' business decisions.
3. AFS will cooperate with other industry organizations, when mutually beneficial, in addressing the needs of the metalcasting community.
4. AFS will be involved in international metalcasting activities and associations for the benefit of its North American producers.

GOAL 2

AFS will be the recognized leader in advancing and transferring metalcasting technical and managerial knowledge.

1. AFS will facilitate the transfer of technical and managerial knowledge to the next generation.
2. AFS will support research projects that will enhance the metalcasting capabilities and competitiveness of its members and advance the use of castings by the design community.
3. AFS will meet members' needs for continuing education in emerging technologies and the sharing of best practices.
4. AFS will meet members' needs for professional development, recognition, and credibility.

GOAL 3

AFS will be recognized as the leading organization increasing the sales of metal castings produced in North America.

1. AFS will facilitate a collaborative marketing effort with other metalcasting and manufacturing organizations to interact with and influence engineers, designers, and buyers.
2. AFS will integrate education about the value of metal castings into the educational curricula and software for design engineers.
3. AFS will provide market development information to support efforts to increase the sales of metal castings produced in North America.

GOAL 4

AFS will be recognized as the pro-active advocate and information source for the metalcasting industry in the U.S.

1. AFS will define, prioritize, and actively pursue public policy issues that uniquely affect metalcasters.
2. AFS will work with state metalcasting associations and other allied organizations whenever cooperative advocacy efforts will increase the likelihood of success for the metalcasting industry.
3. AFS will be the source of industry information that supports the organization's advocacy efforts and will educate those who make and enforce policy about the importance of metalcasting to society.
4. AFS will provide tools, resources, and encouragement to individual members to foster local government relations and engage in advocacy efforts.