

## National Center for Craftsmanship

605 S. College Ave, Unit 10  
Fort Collins, CO 80524

970-215-4587  
www.nccraftsmanship.org

### CraftsmanshipNet Web-based Network Charter Membership Information

Please refer to the CraftsmanshipNet sales brochure for a detailed description of the web-based network that is being designed and developed.

This network is being designed and built by craftspeople and for craftspeople. Our primary market is builders/constructors, manufacturers, and artisans. Our secondary market is professionals who directly support our primary market.

Our working definition of a craftsperson is: *anyone who possesses the knowledge, skill, and ability to manipulate specific tools and materials to produce a product or artifact of practical value.*

**Builders/Constructors:** Contractors, subcontractors, and individuals who work in the construction or allied trades. Examples include carpenters, tile installers, cabinet makers, drywall installers, electricians, plumbers, painters, etc.

**Manufacturers:** Individuals who manufacture components or systems for useful products. Examples include tool & die makers, machinists, foundry workers, mold makers, etc.

**Artisans:** Individuals who build / manufacture components for a variety of useful products including: metal smiths, glass blowers, wood workers, potters, stain-glass makers, fiber artisans (clothing), etc.

**Professional Services:** Individuals who support our primary market, but do not directly build, manufacture, or make the product or artifact. These may include, but are not limited to: interior designers, architects, engineers, graphic designers, real estate brokers, financial service providers, marketing professionals, website designers, educators, coaches & trainers, etc. This market segment remains somewhat ambiguous. If you are unsure, do not hesitate to inquire as to the applicability of your profession.

#### Additional Information for Charter Members:

- Charter members who sign up before September 1<sup>st</sup>, 2009 will receive locked-in pricing of \$225/yr for the first 2 years (2009-2010).
- Members who sign up after the website launch will pay \$300 annually.
- First-in / first-up search results: If you are the first charter member of your specific trade (e.g. trim carpenter) in your market area, searches for "trim carpenter" in your market area will result in your profile being the first one that comes up (top of list).
- On-line portfolio of digital photos of your work will be developed to enhance your professional profile. Photos can be directly uploaded by you to your profile.
  
- Comps:
  - FC Coloradoan Service Directory (15 words total) = \$160/mo, \$1920/yr
  - YellowPages.com (one line of text) = \$15/mo, \$180/yr; (two lines of text) = \$24/mo, \$288/yr
  - N. Forty News (business card ad) = \$65/mo, \$780/yr
  - N CO Business Report (1/4 page ad) \$770/mo
  - Redirect Guide (published annually) = \$600-\$1200/yr depending on geographic area covered

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Please refer all questions, comments, and suggestions to:

Neil A. Kaufman, Executive Director  
National Center for Craftsmanship  
970-215-4587  
[Neil@nccraftsmanship.org](mailto:Neil@nccraftsmanship.org)