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STAUNTON, Virginia, September 7, 2018- The Board of Directors of the Artisans Center of Virginia (ACV) is pleased to announce that Colleen M. Mayson will become the organization's new Executive Director effective on September 12, 2018, succeeding Sherri Smith who led the organization for 9 years until her resignation in April.

"This is an exciting time for both the ACV and Mrs. Mayson!" said Jim Dye, President of the Artisans Center of Virginia. "Membership engagement and the Artisan Trail Network have grown exponentially over the past 5 years, and we are poised to continue that success under Mrs. Mayson's leadership. We look forward to supporting her, building on relationships within our communities, and providing more in depth entrepreneurial opportunities for Virginia's artisans. I trust that our world will become a better place with what we will accomplish in the future."

The ACV Board and staff are unanimously excited about the foresight and enthusiasm that Mrs. Mayson will bring to the organization. With her business and marketing background, attention to detail, and communication skills she will be an incredible advocate for Artisan Entrepreneurs across the Commonwealth.

"I am honored to be selected to sustain and vitalize The Artisans Center of Virginia's mission and vision for the future. Having lived in many regions across our country, I strongly believe Virginia has an uncommon abundance of home grown artistry. It is my goal to bolster each Artisan Trail across the Commonwealth by fortifying awareness, fostering economic growth, increasing tourism, and invigorating the workforce. Being that I was a small business owner, I am especially excited about the entrepreneurial support ACV provides. I will be focusing on streamlining and expanding those services and tools."

Biography - Colleen M. Mayson

Colleen M. Mayson, raised in the Tidewater area, graduated from Mary Baldwin College in the late 80's. She began her career in Atlanta working for both Ernst & Young in Consulting and Turner Broadcasting in Cable Network Sales. After living in several large cities, she moved back to Charlottesville, Virginia. While raising three daughters she worked alongside the top specialists of Sotheby's as the Project Manager for

the Patricia Kluge Collection Auction. Having a keen longstanding love and interest in the arts that project was a fascinating experience and the largest single-owner sale Sotheby's has executed to date. Mrs. Mayson owned and operated two local businesses for over 10 years and subsequently worked for the Charlottesville Regional Chamber of Commerce as their Communications and Marketing Specialist. She has been living in Staunton since March of 2018 after marrying James Mayson of the Timberlake Smith law firm. They together have seven children and are enjoying life as a blended family.

About the ACV

The Artisans Center of Virginia (ACV) fosters artisan-focused economic growth, develops vibrant communities, and facilitates connective visitor experiences. As an entrepreneur development organization, ACV provides services, resources and networking opportunities to growing small businesses. ACV's specialty is in developing innovative artisan-based (creative and agricultural) programs that network community members and entrepreneurs while facilitating resources they need to thrive. The ACV is the parent organization of Virginia's Artisan Trail Network and the Virginia Oyster Trail.

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