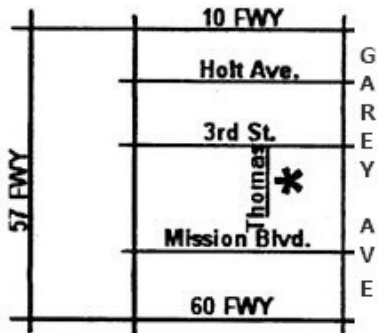


**Pomona Valley Art Association
and GALLERY SOHO**

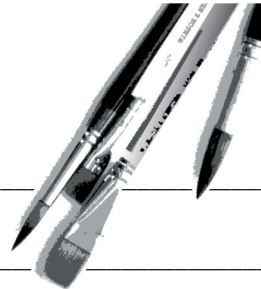
300-A South Thomas Street
Pomona, CA 91766
Phone: 909-469-1599
www.pvaa.net

NON-PROFIT ORG
US POSTAGE
PAID
CLAREMONT, CA
91711-9998
PERMIT No. 101



JANUARY 2011 PVAA NEWSLETTER

**Pomona Valley Art Association
Membership Application**



Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ eMail _____

All donations are tax deductible. Mail your check and completed application to: Pomona Valley Art Association / ATTN: Membership Chairman / 300-A South Thomas St. / Pomona, CA 91766

PVAA - Phone: 909-469-1599 / website: www.pvaa.net

Please indicate your area(s) of interest _____

Pomona Valley Art Association

PVAA is a non-profit, all volunteer organization. Your membership entitles you to numerous member benefits and helps to support the various association programs and activities.

- Full-time Student / \$6 (under age18)
- Single Membership / \$25
- Married Couple / \$30
- Family / \$35
- Sustaining / \$50
- Patron / \$100
- Benefactor (lifetime) / \$500

909-469-1599

300-A South Thomas Street
Pomona, CA 91766

POMONA VALLEY ART ASSOCIATION

JANUARY 2011



Secret to Getting into Galleries and Selling More Art - Part 1

J. Jason Horejs, Owner / Xanadu Gallery

Increase Production!

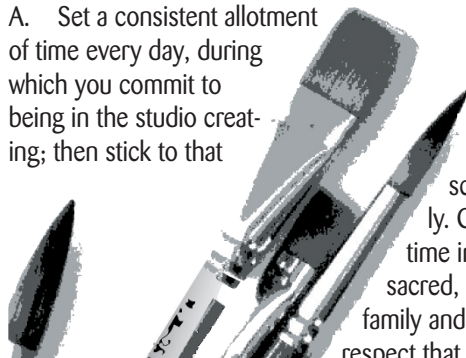
This suggestion is probably exactly the opposite of what you (and many other artists) have done. When sales start to slow many artists tend to pull back from creating. It's hard to invest in materials when the prospect of immediate sales has retreated. It's tempting to pull into your shell and wait for the storm to pass.

Now is the time to do exactly the opposite. While everyone else is pulling back, you have the opportunity to get ahead. If you can continue to build your inventory and expand your gallery representation, you're going to increase your sales. You'll also be in a position to capitalize on the increased sales that are sure to come as the economy continues to improve.

I have found that successful artists are those who are consistently and constantly in the studio producing. They are often described as "prolific". If you can put your energy into building an inventory of strong pieces then you will be in a position to secure good gallery representation.

Several techniques you will find useful in increasing your productivity:

A. Set a consistent allotment of time every day, during which you commit to being in the studio creating; then stick to that



schedule religiously. Consider your time in the studio sacred, and ask your family and friends to respect that time.

B. Set a goal to create a certain number of works per week. My father has long had the goal to produce two paintings per week. Some weeks it's two medium sized works, while others it's a large work and a study; but every week he diligently strives to get to that magic number, and every year he has completed over 100 pieces.

C. Get distractions out of the studio. If possible move the computer to another room, or at least turn it off during your studio time. I am always amazed how I barely click "send" on an e-mail to an artist, only to have an instantaneous reply in my inbox. I figure one hand must be on a paintbrush and the other on the keyboard.

Focus!

Artists generally love their freedom. They want to experiment. They love a challenge. They crave variety. All good things, except when you are representing your work to a gallery.

The work you present to a gallery needs to be unified. It doesn't need to be repetitive or formulaic, but it must present you as a consistent artist with a clear vision. Often I feel I am looking at the work of multiple artists as I review a single portfolio. To avoid this problem you need to find focus in your work.

If you work in several media and a variety of styles, focus on just one for the next 6-12 months. Create a body of work that feels like a "series". Once you have 20-25 gallery-ready pieces, you will be ready to approach a gallery.

Don't confuse the galleries you approach by presenting multiple styles in one portfolio.

Welcome
NEW MEMBERS

JANUARY
Jerius Williams

PVAA MONTHLY EXHIBIT

Congratulations to Our PVAA Monthly Winners

Theme: THE GIFT

1st PLACE: Randy Howard / The Ultimate Gift, Photography

2nd PLACE: Robyn Woods / Peace, Love, and Understanding, Mixed media

3rd PLACE: Nancy Brinkley / The Gift of a Daughter. Colored Pencil

Honorable Mention 1: Arlene Moreno, A Touch of Christmas, Watercolor

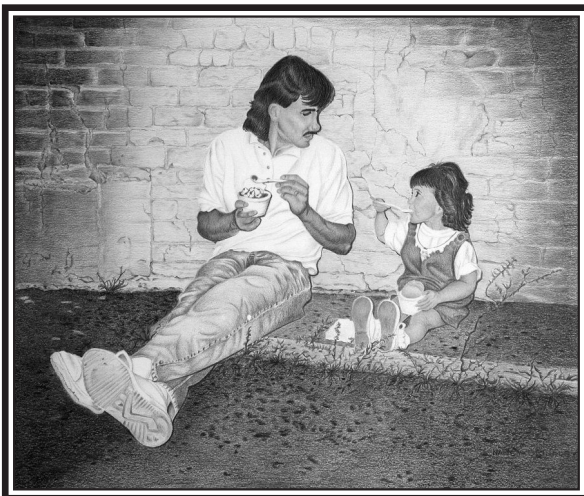
Honorable Mention 2: Randy Howard / Gift of Color, Digital Photography



1st PLACE: Randy Howard / The Ultimate Gift, Photography



2nd PLACE: Robyn Woods / Peace, Love, and Understanding, Mixed media



3rd PLACE: Nancy Brinkley / The Gift of a Daughter. Colored Pencil



Honorable Mention 1: Arlene Moreno / A Touch of Christmas, Watercolor



Honorable Mention 2: Randy Howard / Gift of Color, Digital Photography-

2011 Gallery SoHo Monthly Open Art Show, Sales Schedule & Themes

<p style="text-align: center;">January <i>"Wave of the Future"</i> Jan. 8-30 Take in: Sat, 1/8, 11-4 Reception: Sat, 1/8, 6-10pm Pick Up: Feb. 4&5</p>	<p style="text-align: center;">February <i>"Seeing Red"</i> Feb. 12-27 Take in: Sat, 2/5, 11-4 Reception: Sat, 2/12, 6-10pm Pick Up: Mar. 4&5</p>	<p style="text-align: center;">March <i>"Reflections"</i> Mar. 12-31 Take in: Sat, 3/5, 11-4 Reception: Sat, 3/12, 6-10pm Pick up: April 1&2</p>	<p style="text-align: center;">April <i>"New Beginning"</i> Apr. 9-30 Take in: Sat, 4/2, 11-4 Reception: Sat, 4/9, 6-10pm Pick up: May 6&7</p>
<p style="text-align: center;">May <i>"Wild about Nature"</i> May 14-29 Take in: Sat, 5/7, 11-4 Reception: Sat, 5/14, 6-10pm Pick up: June 3&4</p>	<p style="text-align: center;">June <i>"Favorite Places"</i> June 11-30 Take in: Sat, 6/4, 11-4 Reception: Sat, 6/11, 6-10pm Pick up: July 1&2</p>	<p style="text-align: center;">July <i>"That's Hot!"</i> July 9-31 Take in: Sat, 7/2, 11-4 Reception: Sat, 7/9, 6-10pm Pick up: Aug. 5&6</p>	<p style="text-align: center;">August <i>"Patterns & Textures"</i> Aug. 13-28 Take in: Sat, 8/6, 11-4 Reception: Sat, 8/13, 6-10pm Pick up: Sept. 2&3</p>
<p style="text-align: center;">September <i>"Shades & Shadows"</i> Sept. 10-30 Take in: Sat, 9/3, 11-4 Reception: Sat, 9/10, 6-10pm Pick up: Sept. 30 & Oct. 1</p>	<p style="text-align: center;">October <i>"Dreamscape"</i> Oct. 8-30 Take in: Sat, 10/1, 11-4 Reception: Sat, 10/8, 6-10pm Pick up: Nov. 4&5</p>	<p style="text-align: center;">November <i>"Recycled"</i> Nov. 12-27 Take in: Sat, 11/5, 11-4 Reception: Sat, 11/12, 6-10pm Pick up: Dec. 2&3</p>	<p style="text-align: center;">December <i>"Color of Winter"</i> Dec. 10-31 Take in: Sat, 12/3, 11-4 Reception: Sat, 12/10, 6-10pm Pick up: Jan. 6&7</p>

- PVAA welcomes all artists to display and sell their art at our monthly Art Show and Sale.
- All media welcome.
- Awards: \$25 for 1st place, \$15 for 2nd, \$10 for 3rd. Photo ribbon given if show contains 5 or more photo entries.
- Limit 3 entries per person...\$10 each or 3 for \$25 for PVAA members, \$12 each for non-members, \$6 each for students.
- An All-Artist reception occurs on the 2nd Saturday of each month from 6-10 pm.
- Artists are encouraged to interpret the monthly themes in their own unique way.
- All entries must be dropped off during the time specified (no late or early entries will be accepted).
- All fees are due at take-in or piece will be rejected. No Exceptions.
- PVAA retains a tax-deductible donation of 20% on all sales.

PVAA/Gallery SoHo Monthly Art Show & Sale Entry Form

Name _____ Phone# _____

Address _____

1. Title _____ medium _____ price _____

2. Title _____ medium _____ price _____

3. Title _____ medium _____ price _____

PVAA has my permission to use photos of my art to publicize the show.
Please see website or call gallery for rules and details on monthly shows.