

**Pomona Valley Art Association
and GALLERY SOHO**
300-A South Thomas Street
Pomona, CA 91766
Phone: 909-469-1599
www.pvaa.net

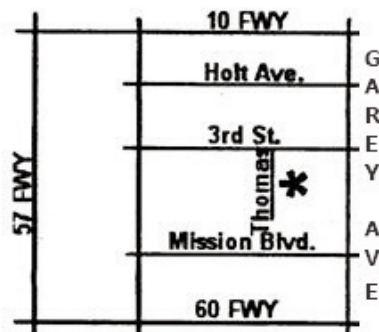
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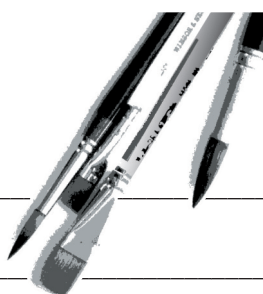
POMONA VALLEY ART ASSOCIATION

NOVEMBER 2010



NOVEMBER 2010 PVAA NEWSLETTER

Pomona Valley Art Association Membership Application



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

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 _____

PVAA Members Support MSCA Gallery Store

Another Successful Year During The LA County Fair

It has been another successful year for PVAA and the Millard Sheets Center for the Arts during the 23 day run at the LA County Fair. This year's exhibition was titled: From the Industrial Age to the Computer Age...Three Centuries of Artistic Innovation.

There were an estimated 500,000 visitors who viewed the exhibit which featured over one hundred artists, vendors, and demonstrators. The gallery store featured artwork for sale from over eighty artists, most of those being PVAA members. This was the second year that a select number of PVAA artists were invited to sell their artwork in exchange for volunteering in the store, this year's total sales exceeded \$80,000.

A portion of the profits are shared between the MSCA and PVAA to support our ongoing events and the costs related to our mission statement.

As co-managers of the MSCA gallery store, Linda and Dawn would like to express their deepest thanks and appreciation to all the artists and greeters who participated at the Millard



Sheets Center for the Arts Gallery Store this year; this was a group effort and would not have been possible if not for everyone involved. Special thanks to Melanie Phillips for the use of her print bins and Arlene Moreno for the use of her card rack. We especially want to thank the committee



chairmen: Lucien van Oosten, Lynn Stull and Debra Walters as well as their committee members who devoted an enormous amount of time and effort in making the MSCA an overwhelming success.

Linda Hauser
Dawn Scherer
Co-managers, MSCA Gallery Store

Welcome
NEW MEMBERS

NOVEMBER

Rachel Walker
David D. Cone
Uwi Moore
Dr. Robbe Lynn Henderson

PVAA MONTHLY EXHIBIT

Congratulations to Our PVAA Monthly Winners

Theme: Mysterious
Judge: Marci Taylor Stewart

1st Place: Nancy Burkett-Kalinowski
Gator Bayou / oil

2nd Place: Randy Howard
Tired Old Boats / digital

3rd Place: Michi Ikeda
Crows Nest, Ferns Ireland
watercolor

HM #1: Ann Stone
What Is It? / collage

HM #2: Gretchen Gilbert
Mushrooms / acrylic



1st Place



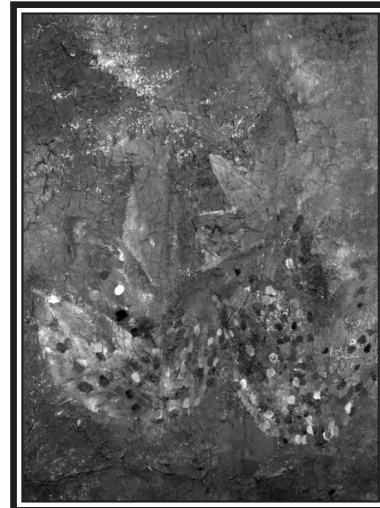
2nd Place



3rd Place



Honorable Mention #1



Honorable Mention #2

2010 Gallery SoHo Monthly Open Art Show, Sales Schedule & Themes

January	April	July	October
January 2011 <i>"Through the Looking Glass"</i> Jan. 8th-30th Take in: Sat, 1/8, 11-4 Reception: Sat, 1/8, 6-10pm Pick up: February/5 & 6	April "Decadence" Apr. 10-25 Take in: Sat, 4/3, 11-4 Reception: Sat, 4/10, 6-10pm Pick up: 5/1&2	July "Summer Magic" July 10-25 Take in: Sat, 7/3, 11-4 Reception: Sat, 7/10, 6-10pm Pick up: 8/7&8	October "Mysterious" Oct. 9-31 Take in: Sat, 10/2, 11-4 Reception: Sat, 10/9, 6-10pm Pick up: 11/6&7
March "Black & White" Mar. 13-28 Take in: Sat, 3/6, 11-4 Reception: Sat, 3/13, 6-10pm Pick up: 4/3&4	May "Images of Spring" May 8-30 Take in: Sat, 5/1, 11-4 Reception: Sat, 5/8, 6-10pm Pick up: 6/5&6	August "Positives & Negatives" Aug. 14-29 Take in: Sat, 8/7, 11-4 Reception: Sat, 8/14, 6-10pm Pick up: 9/4&5	November "Cornucopia: Something Delightful" / Nov. 13-28 Take in: Sat, 11/6, 11-4 Reception: Sat, 11/13, 6-10pm Pick up: 12/4&5
June "Expressions" June 12-27 Take in: Sat, 6/5, 11-4 Reception: Sat, 6/12, 6-10pm Pick up: 7/3&4	September "Variations of Color" Sept. 11-26 Take in: Sat, 9/4, 11-4 Reception: Sat, 9/11, 6-10pm Pick up: 10/2&3	December "The Gift" Dec. 11-26 Take in: Sat, 12/4, 11-4 Reception: Sat, 12/11, 6-10pm Pick up: 1/1&2	

- 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.

Area Art Happenings



NAT'L WATERCOLOR SOCIETY Celebrates 90th Show

After twelve years of gradual building renovation at 915 S. Pacific Ave. in San Pedro, the Society will be hosting its 90th Annual Exhibition at "home." One of the premier watercolor societies in the US, NWS annually presents some of the finest watercolor artists in the world to Southern California viewers. The show will run from October 30 - December 11. For more information, call Nancy Shiershke, Exhibition Director, at 626-447-2377.

the Walker House Gallery is Screening Candidates for 2011

The Walker House in San Dimas is looking for artists who are interested in displaying their Art at Walker House on the 2nd Friday and Saturday and the 3rd Friday and Saturday of each month. The Walker House is open for the show between 5:00 and 9:00 pm on those evenings. ARTISTS MUST BE PRESENT DURING SHOW PERIODS. The San Dimas Festival of Arts policy is to handle the sales and sales tax. 70% of the sale price before tax goes to the Artist and 30% is retained for the Festival. They will serve wine during the 1st two hours of the shows.

Up to 6 examples will be submitted for review. For more information, contact Alta Skinner at (909) 394-4918.

Great Framing Deals at UNITED PICTURE FRAME in Pasadena!

UNITED PICTURE & FRAME CO.
2295 E. Colorado Blvd., Pasadena, CA 91107
626-796-0970 / 877-FRAME21

SPECIAL WATERCOLOR FRAMING PACKAGES:
Half-Sheet SPECIAL - \$65 & Full-Sheet SPECIAL - \$85

Includes Quality Wood Picture Frame (several styles),
Double Mat & Plexiglass Included

The Westways Magazine Art

CONTINUED FROM PAGE 3

between the Auto Club and its members, and the cover art played an integral role, reflecting not only the changing concerns of the organization and its members but also the evolution of artistic production in California.

The enduring value of the collection as a source of insight and enjoyment bears witness to the power of Phil Townsend Hanna's original vision and the accomplishments of those who carried on his work.

(COVER ART SHOW)

Scenic View Ahead appears at the Pasadena Museum of California Art from November 14 through February 21, 2011. The museum is located at 490 E. Union Street, one block north of Colorado Boulevard, between Los Robles Avenue and Oakland Avenue. 1-626-568-3665. Hours: Wednesday-Sunday, noon-5 p.m. Admission: \$7 for adults, \$5 for seniors and students. Auto Club members receive \$2 off all tickets to the museum, a 10 percent discount on nonconsignment merchandise at the museum store, and a 20 percent discount on a first-year museum membership.

BRENDA SWENSON Offers Watercolor Workshops

Color Theory for Watercolorist, Jan 22-23, 2011, 2-Day Workshop, \$175.00 VIVA Art Center, Sherman Oaks.

September 3-13, 2011, Tuscany En Plein Air

10 days sketching and painting in Tuscany. We'll be staying in beautifully restored Tuscan farmhouse. Day trips will be to Cinque Terra, San Gimignano, the walled city of Lucca.

For more information or a brochure contact Brenda Swenson at Brenda@SwensonsArt.net or (626) 441-6562.

GREAT EXHIBIT For November at Progress Space Gallery!

November brings the "10 x 10" art show to Progress Space Gallery. This show will feature several PVAA artists in their own very special show.

The Westways Magazine Art Show Features Work From 44 Covers Spanning 82 Years.

November 14, 2010 - March 20, 2011

In 1926, when Phil Townsend Hanna took over as editor of Touring Topics (the predecessor to Westways), he set out to expand the magazine's focus on the automobile, broadening it to include travel, the arts, and regional culture. He quickly dispensed with the plain covers, and, in 1928, began presenting works from well-known artists who were widely recognized for their California painting.

The painters, including John Frost, William Wendt, and Alson Clark, were primarily associated with the plein air school, also known as California Impressionism or Late Impressionism. They found many aspects of late 19th-century Impressionism—prominent brush strokes, fragmented light, outdoor subjects—perfectly suited to the qualities of light and the as-yet-undeveloped landscapes of Southern California. Their paintings provided a perfect complement to the Auto Club's promotion of recreational touring.

Natural Wonders

To inaugurate the cover art program, Hanna commissioned a series of 12 landscapes, beginning with the March 1928 issue: San Jacinto by Frost; Malibu Mountains by Hanson Puthuff; Half Dome, Yosemite by Maurice Braun; Del Norte Coast by Jack Wilkinson Smith; Mount Whitney by Benjamin C. Brown; Morro Bay by Jean Mannheim; La Jolla Cove by Clark; Grand Canyon by Carl Oscar Borg; Santa Barbara by Douglas Parshall; San Luis Rey Mission by Duncan Gleason; Santa Ana Canyon by Wendt; and Virgin Creek Gorge by Maynard Dixon.

Throughout the rest of 1929, Hanna replicated the focus on plein air landscapes. From March through December 1929, he commissioned all the paintings from women artists, including Donna Schuster, Henrietta Shore, and M. deNeale Morgan. For 1930, Hanna hired Dixon to paint all 12 covers, which depicted the history of transportation in California, from natives hauling loads slung across their backs to an airplane circling against a bright blue sky. A third series, in 1931, consisted of scenes from California history rendered in straightforward, representational style by Borg, whose scenes of Junipero Serra, John Fremont, and other notable figures resonated with Hanna's passion for California history.

Scaling Back

After 1931, when the Great Depression forced the magazine to cut expenses, Hanna still managed to place a few spectacular works of art on the cover, notably Conrad Buff's Grand Canyon in 1932. Nor did he scale back his vision for the magazine, which was renamed Westways in 1934 in accord with an expansive mission, as Hanna put it, to "reflect the romance, adventure, unexcelled scenic attractions, geographical wonderlands, artists, scientists, musicians, and authors who are doing things in a big way—the essence of California." For the most part, though, the cover art program went into hiatus for the balance of the decade and throughout the home-front scarcity and rationing during World War II.

By the late 1940s, the energetic California watercolor movement had become an influential force in the regional art scene, and Hanna adorned the cover with works from many of the leading practitioners, including Phil Dike, Rex Brandt, and Maurice Logan. In 1950, to mark the 50th anniversary of the Auto Club, Hanna commissioned a series of watercolors on the national parks of the West. The parks had always figured significantly into the magazine's content as destinations for driving vacations, and Hanna linked that interest with the revived cover art program.

Linking Old and New

Although newer forms of expression found a place on the cover of Westways, the magazine continued to highlight the work of the region's most accomplished watercolorists, including Jake Lee and Merv Corning. Among the most prolific contributors to the cover-art program, Lee and Corning demonstrated the continuing vitality of the venerable medium of watercolor.

Scenic View Ahead, a traveling exhibition drawn from the cover art collection went on tour in the late 1990s and early 2000s; subsequently, paintings from the Auto Club collection have been displayed in exhibits at numerous museums and other venues throughout Southern California.

A Lasting Legacy

When Hanna began the cover art program, he adopted a standard practice for the magazines of the day, but Westways' use of fine art persisted long past the time when most other American magazines had abandoned the use of original cover art. For most of that period, the magazine functioned as the primary means of communication

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ATTENTION ALL MEMBERS

WE REALLY NEED YOUR HELP!

Vital PVAA Board Positions are vacant! Please volunteer today and insure the continued success of your association!

OPEN PVAA BOARD POSITIONS SHOWN BELOW IN BOLD.

President: OPEN

Vice President: Bob Marshall

Treasurer: Joe Ingalls & **Assistant - OPEN**

Membership: Linda Hauser

Newsletter: Don Markofski

Correspondence: Marci Stewart

Webmaster: Nathan Walters

Historian: Mary Shaw

Monthly Show: OPEN

Publicity/Public relations: OPEN

Progress Space Coordinator: OPEN

Off-Site Exhibition: Michael Pearlman

Student Show: Lisa Ruiz,

Carolyn Cunningham

Open Juried Show: OPEN

Soho Gallery Coordinator: Renee Matter

Hospitality: OPEN

Gallery Installer: OPEN

Gallery Staffing: OPEN

Gallery Trainer: Arlene Moreno

Gallery Maintenance/Logistics: OPEN

Supplies: JoAnn Peters

If you or your spouse or significant other would like to submit your name for nomination, it would much appreciated. Submit your name for a board position by emailing to Debra Walters at debrawaltersart@mac.com, OR mail nomination to the Pomona Valley Art Assoc., 300-A South Thomas Street, Pomona, CA 91766 OR drop by the gallery and leave your nomination during normal gallery hours. Nominations must be received **NO LATER THAN Monday, November 27th**

Thank you, Debra Walters, Nomination Coordinator

The PVAA Board of Directors Descriptions

PRESIDENT / shall preside at all meetings of the Association and the Board, call for all ad-hoc committees including an audit committee and nominating committee, shall call special meetings, make an annual report, act as ex-officio member of all committee meetings except Nominating Committee, oversee all the activities of the Association and perform such other duties as pertains to the office. This Board position has budget oversight responsibilities.

VICE PRESIDENT / shall assist the President, and in the absence of the President, shall discharge the duties of the President, review the by-laws annually and convene a by-laws committee when needed. In case of resignation or death of the President, shall become President for the unexpired term. This Board position has budget oversight responsibilities.

RECORDING SECRETARY / shall keep an accurate record of all the proceedings of the

Association and Board meetings and keep current changes in the by-laws following Board action.

TREASURER / shall be the custodian of all funds of the Association unless otherwise provided, will keep an itemized account of all receipts and expenditures, file periodic reports to the Board, meet with the annual audit committee and render a written audited report at the annual meeting, deposit funds of the Association in a financial institution of the Board's choosing and sign checks for payment of the bills of the Association. This Board position has budget oversight responsibilities.

NEWSLETTER EDITOR / shall be responsible for the collection of material, writing the monthly newsletter for the Association, layout, copyfitting and sending the finished product to the printer/ mailing house. This Board position has budget responsibilities.

MEMBERSHIP CHAIRMAN / processes applications and renewals, collects membership fees and forwards funds to the Treasurer, keeps a database of current members and an updated mailing and email list that is forwarded each month to the printer/distributor. This Board position has budget responsibilities.

PUBLICITY CHAIRMAN / shall provide to the appropriate community media announcements of upcoming events, exhibits and such activities as the Association may conduct or participate in, producing pictures for publication whenever and wherever possible.

HISTORIAN / shall keep a scrapbook of publicity and all other works pertinent to the work and activities of the Association.

OFFSITE EXHIBITION

CHAIRMAN / shall arrange for the exhibition of juried art by members of the Association in offsite locations approved by the Board, train appropriate offsite personnel on the completion of sales receipts including applicable sales tax, collect sales receipts and money of sold artwork and deliver to the Treasurer, notify artists of the time and place at which they will show and supervise take-in, artwork hanging and take down.

HOSPITALITY CHAIRMAN / shall provide and arrange for serving refreshments at all receptions and special occasions when asked to do so and submit refreshment purchase receipts to the Treasurer for reimbursement. This Board position has budget responsibilities.

OPENED JURIED SHOW

CHAIRMAN / shall make arrangements for the annual show, including securing a venue, arranging for a competent juror, arranging awards, appointing committees to assist with organizing, set-up, take-in, hanging and take down of the show and artwork, collecting show entry fees, maintaining a list of all entries and delivering all collected funds to the Treasurer. This Board position has budget responsibilities.

MONTHLY SHOW

CHAIRMAN / shall make arrangements for monthly exhibitions based on themes approved by the Board, collect entry fees, maintain a list

of entries deliver funds monthly to the Treasurer and supervise take-in, hanging and take down of all entered artwork, present or mail award prizes to award winners. This Board position has budget responsibilities.

SOHO GALLERY

SOHO COORDINATOR / shall coordinate the work of the committee, convene the gallery committee as needed, recruit new gallery members either individually or with a committee, jury applicants' work, keep board apprised of pending vacancies, steps being taken to fill them, etc., collect rents and deliver funds to the Treasurer. Maintain a current list of gallery members and assign new gallery members as space becomes available. This Board position has budget responsibilities.

SOHO INSTALLATION

CHAIRMAN is responsible for installing the art work at change out or at any time new work needs to be hung, assigns designated spaces to artists at each trimester, rotating artists to ensure equity, makes sure the work is hung appropriately and works with new artists to ensure an over-all "look" for the gallery (bios, business cards, etc.).

SOHO MAINTENANCE-

LOGISTICS CHAIRMAN is responsible for the maintenance, custodial tasks and upgrades for the gallery space including painting, informs board of repairs, improvements needed and obtains approval for necessary expenditures and recruits other gallery members to assist with projects as needed. This Board position has budget responsibilities.

SOHO TRACKER /

Monitors sitter sign-ups at the first of each month, notes vacancies, notifies members who have not signed up, monitors sign-in sheet periodically to be sure gallery members are signing-in as scheduled and reports sitting results annually or as needed.

SOHO TRAINER / conducts periodic training for artists who have been selected as potential gallery members, assigns keys to new gallery members when they are officially assigned and serves as "coach" for new gallery members who have questions or need additional training.

PROGRESS SPACE

COORDINATOR / shall be responsible for renting the Progress Space Gallery, collecting rents and delivering funds to the Treasurer, assisting occupying artists with logistics and maintaining the Gallery appearance. This Board position has budget responsibilities.

COMMUNITY LIAISON /

attends community, valley and art-related meetings and events requiring a representative of the Pomona Valley Art Association and shall either present a written or oral report to the Board at their regular meetings.

WEBMASTER / shall be the keeper of the Association's website, keep the site updated, create web pages for gallery artists, maintain the domain name registration in a current status and maintain hosting.

SUPPLY CHAIRMAN /

Inventories supplies and purchases supplies as needed. This Board position has budget responsibilities.