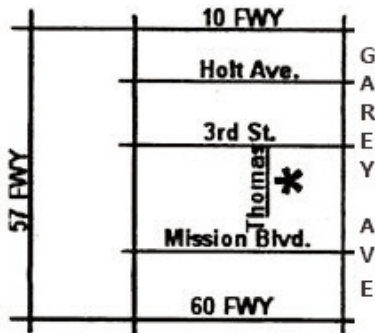


**Pomona Valley Art Association  
and GALLERY SOHO**

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

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**MARCH 2011 PVAA NEWSLETTER**

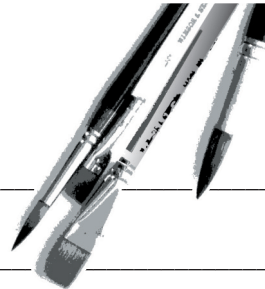
**Pomona Valley Art Association  
Membership Application**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ eMail \_\_\_\_\_



**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

**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 \_\_\_\_\_

909-469-1599

300-A South Thomas Street  
Pomona, CA 91766

# POMONA VALLEY ART ASSOCIATION

MARCH 2011



## What's Going On!

### The 3rd Annual PVAA / Claremont Community Show & Sale.

Opening reception for the show will be held on Friday, April 1, 2011, from 7- 9 PM. The Gallery is located at 205 Yale in the heart of The Village. Show opening will coincide with the recently revived, Monthly Claremont Artwalk. Traditionally the show has been a well-attended event, with refreshments and many exhibiting artists on hand to discuss their work. Exhibit committee consists of Arlene Moreno (Chair), Kathleen McCall and Don Markofski. We'll see you at the opening!

### Performance 5000 Years in the Making.

**SHEN YUN**, a highly acclaimed, live-stage production, is returning to Pasadena. Shen Yun has inspired millions in over 20 countries. This unforgettable experience is at The Pasadena Civic Auditorium, April 28-30. If PVAA members mention the code(s) below when ordering tickets, they will receive discounted pricing. For more information, please visit: <http://LASpectacular.com>

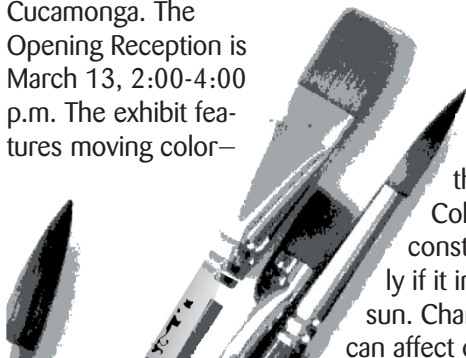
Special offer: Get 15% off. Code: ART15

Special offer (Group 10 or more) by March 31, 2011: Get 20% off. Code GRP20

### 'MOVING COLORS...time of day' Show At CCAA Museum of Art in Rancho

The Museum is located at the J. Filippi Winery, Rancho Cucamonga. The

Opening Reception is March 13, 2:00-4:00 p.m. The exhibit features moving color—



the time of day. Color changes constantly especially if it involves the sun. Changes in color can affect our visual and

emotional perception. The exhibit goal is to show how the transitional nature of color could effect all of us.

CCAA's Museum of Art is located in the North Wing of the Joseph Filippi Winery, 12467 Baseline Road, Rancho Cucamonga, CA 91739  
Hours: Friday - Sunday / 12 noon - 5 pm / 909-463-3733

### San Gabriel Fine Arts Association Monthly Demonstration Series

Every other month, the Association presents a demonstration given by a well-known artist. The demonstration takes place in the Grapevine Room which is located at 324 S. Mission Drive in San Gabriel (corner of Mission Dr. & Santa Anita St.). A minimal \$5 donation is required. The March 20th demo features Oil Painter, Eric Merrell. SGFAA phone number is 626-282-1448.

### ASSOCIATED ARTISTS of IE Monthly Artist Demonstrator, Joe Milazzo.

Second Wednesday of each month / 9:30-11:30 a.m. Born and raised in California, Joe attended Pasadena City College and Art Center College of Design. Joe was drawn to a fundamental medium, pen and ink, in which the most traditional Western themes are rendered.

Cost to non-members is \$5

Regular Members \$2 and Special Members are Free

**CONDOLENCES:** We were sorry to hear of the passing of Debra Walters' father. Our thoughts and prayers are with Debra and her family during this difficult time.

*Welcome*  
**NEW MEMBERS**

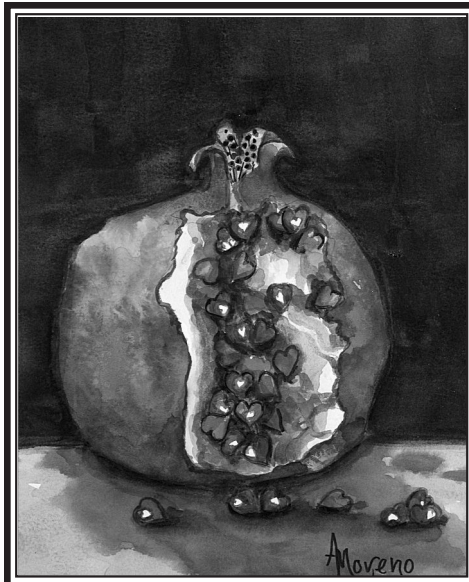
**MARCH**

Alec Perez  
Jami Johnson & Family  
Pat Collins

Linda Cleveland  
Dorothy Ruskin  
Adela Munoz



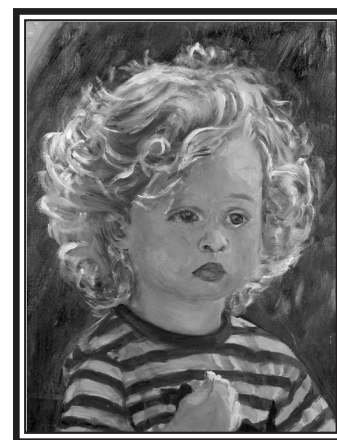
1st Place: Gary Bjorklund, The Stranger in Red, digital photograph



2nd Place: Arlene Moreno, Nature's Sweetheart, watercolor



3rd Place: Gary Bjorklund, The Scarlet Letter, digital photograph



HM: Veronica Kartz, With a Red Striped T-Shirt, oil

**PVAA  
MONTHLY  
EXHIBIT**

**Congratulations  
to Our PVAA  
Monthly Winners**

**Theme: Seeing Red**

**1st Place:** Gary Bjorklund, The Stranger in Red, digital photograph

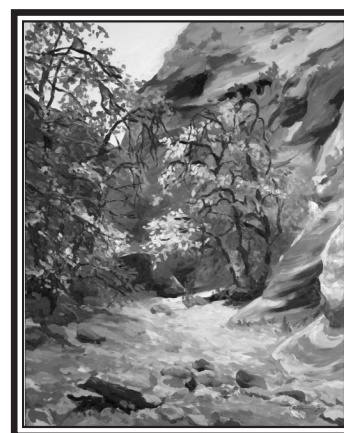
**2nd Place:** Arlene Moreno, Nature's Sweetheart, watercolor

**3rd Place:** Gary Bjorklund, The Scarlet Letter, digital photograph

**HM:** Veronica Kartz, With a Red Striped T-Shirt, oil

**HM:** Catherine Yu, Dry Creek in Autumn, oil

**Student:** Annie Johnson, Lunaleina, Ink



HM: Catherine Yu, Dry Creek in Autumn, oil

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

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

- 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.*