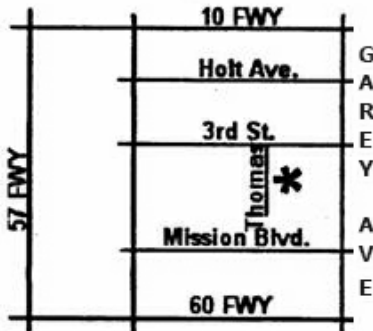


**Pomona Valley Art Association
and GALLERY SOHO**

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

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JANUARY / FEBRUARY 2009 PVAA NEWSLETTER

**Pomona Valley Art Association
Membership Application**

Please complete this form and mail with your payment to:
PVAA 300-A South Thomas Street, Pomona, CA 91766 Attn: Linda Hauser

NAME _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 PHONE _____ E-MAIL _____

- | | | | |
|--------------|------------|-------------|--------------------|
| ___ \$125.00 | Lifetime | ___ \$28.00 | Family |
| ___ \$100.00 | Patron | ___ \$24.00 | Couple |
| ___ \$50.00 | Sponsor | ___ \$20.00 | Single |
| ___ \$35.00 | Sustaining | ___ \$6.00 | Student (under 18) |

Please indicate your areas of interest: _____

909-469-1599

300-A South Thomas Street
Pomona, CA 91766



FOR YOUR
Valentine
**POMONA
VALLEY
ART
ASSOCIATION**

Jan/Feb 2009

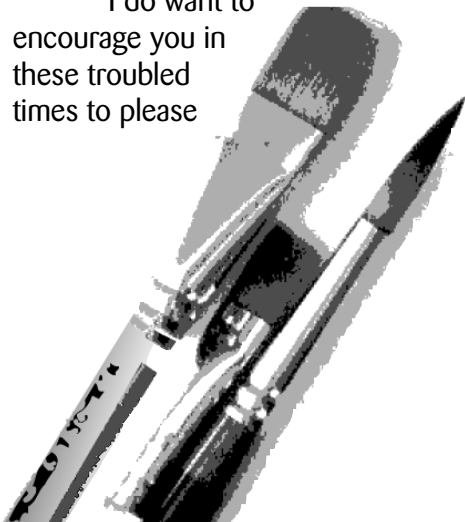
Presidents Message

Happy New Year PVAA members!

Well we are into another year and I hope you all had a good 2008 and will have a great 2009. As you may or may not know Bess Reide passed away this past December on Christmas day, my condolences go out to her family and friends. I will miss her quiet ways, kind voice and soft spoken council.

This year promises to be an interesting one for the association with all the things that Javed has planned for the Fox Theater, The Progress Bulletin building and especially the basement of the building. If you have not heard the Progress Space Gallery will be moved, the area in the basement that it currently occupies will become a Tequila Dessert lounge and bar. With the renovation and construction scheduled to start there this June. I will keep you appraised as I learn more.

I do want to encourage you in these troubled times to please



use the SOHO Gallery as a source for unusual one of a kind cards and gifts. This will do many wonderful things, but most of all it will help support your fellow artists. So, do stop by the Gallery on Second Saturday or anytime you are in the area and say hello and enjoy the art.

Also, I would encourage you to enter the monthly art show. The themes are interesting and it will give provide you art exposure at a reasonable cost. It may even fun to stop in and see the hustle and bustle that first Saturday of the month, heck it might even be fun to come a little early and visit the board meeting and meet some of your fellow artists and the board members. We have a few open board positions and sure could use your support and help.

In closing, take care and have a great year and I hope to see you at one of our many up and coming events, like the Annual student show scheduled for March of this year. Teachers and educators interested in knowing more about the show contact Liza Ruiz (626) 9751123 or Carolyn Cunningham (909) 597-6879 about the show and ask for a prospectus.

Lucien van Oosten

Welcome
NEW MEMBERS
JANUARY / FEBRUARY

Marie Zaiens
Susanna Rowan
Marjorie Elliott-Mendez

PVAA MONTHLY EXHIBIT

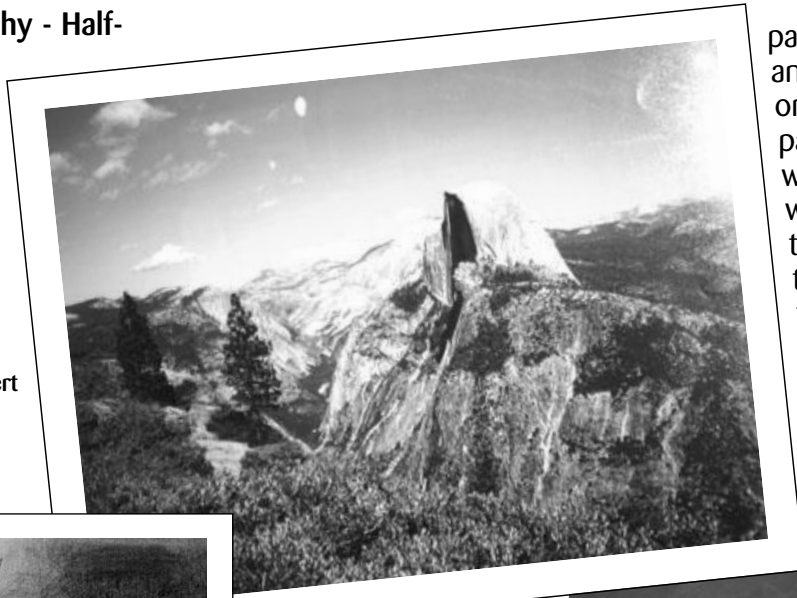
Congratulations to Our PVAA Monthly Winners

1st place, K. Farmen - Untitled
2nd place, Kathy Eppick - It's a Mystery
3rd place, Kathy Eppick - Tree Muscle

1st place, Photography - Half-
Dome- Dick
Oosterheert

No honorable men-
tions were awarded

Half-Dome- Dick Oosterheert



Kathy Eppick - It's a Mystery

Our Distinguished Judges

A committee of three judged this month's Monthly Show, *Through The Looking Glass*. The judges were Rita Poorman, Wade Stanley, and Debra Walters. The show was judged individually and the winners were chosen by two-thirds vote

Rita Poorman is a professional photographer and a member of PVAA and Gallery SoHo. You may view her beautiful photography at ritapoorman.com and email her at cm@ritapoorman.com.

Wade Stanley is a wonderful acrylic artist and also member of both organizations. Check out his funky artwork at aguynamedwade.com and email him at wade@aguynamedwade.com

Debra Walters is past president of PVAA and a member of both organizations. She paints in acrylics and watercolors. Visit her website at debrawaltersart.com or contact her at debrawaltersart@mac.com.



K. Farmen - Untitled

2009 Gallery SoHo Monthly Open Art Show, Sales Schedule & Themes

<p>January "Through the Looking Glass" Jan. 10-25 Take in: Sat, 1/3, 11-4 Reception: Sat, 1/10, 6-10pm Pick up: February/7&8</p>	<p>April "New Beginning" Apr. 11-26 Take in: Sat, 4/4, 11-4 Reception: Sat, 4/11, 6-10pm Pick up: May/2&3</p>	<p>July "That's Hot!" July 11-26 Take in: Sat, 7/4, 11-4 Reception: Sat, 7/11, 6-10pm Pick up: August/1&2</p>	<p>October "Dreamscape" Oct. 10 - Nov. 1 Take in: Sat, 10/3, 11-4 Reception: Sat, 10/10, 6-10pm Pick up: November/7&8</p>
<p>February "Seeing Red" Feb. 14-28 Take in: Sat, 2/7, 11-4 Reception: Sat, 2/14, 6-10pm Pick up: March/7&8</p>	<p>May "Wild about Nature" May 9-31 Take in: Sat, 5/2, 11-4 Reception: Sat, 5/9, 6-10pm Pick up: June/6&7</p>	<p>August "Patterns & Textures" Aug. 8-30 Take in: Sat, 8/1, 11-4 Reception: Sat, 8/8, 6-10pm Pick up: September/5&6</p>	<p>November "Recycled" Nov. 14-29 Take in: Sat, 11/7, 11-4 Reception: Sat, 11/14, 6-10pm Pick up: December/5&6</p>
<p>March "Reflections" Mar. 14-29 Take in: Sat, 3/7, 11-4 Reception: Sat, 3/14, 6-10pm Pick up: April/4&5</p>	<p>June "Favorite Places" June 13-28 Take in: Sat, 6/6, 11-4 Reception: Sat, 6/13, 6-10pm Pick up: July/4&5</p>	<p>September "Shades & Shadows" Sept. 12-27 Take in: Sat, 9/5, 11-4 Reception: Sat, 9/12, 6-10pm Pick up: October/3&4</p>	<p>December "Color of Winter" Dec. 12-27 Take in: Sat, 12/5, 11-4 Reception: Sat, 12/12, 6-10pm Pick up: January/2&3</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.

A Tribute to Active PVAA Member and Reknowned Artist, Bess Reide



Universally, when any of us considers the true meaning of Christmas, the reality of God's gift of His Son, Jesus, the light of the world fills our hearts with love, hope and faith for a better tomorrow.

This last year on Christmas Day, a dear friend and artist whose life brought light and color to all who knew her entered life eternal. Bess Reide was a diminutive giant whose gentle and strong spirit blessed all who were privileged to know her. The fact that she died on Christmas Day might at first seem terribly sad, and yet, we are reminded by her copper enameling and cloisonné art, our memories of her and her years of volunteer work that she lives on in our hearts.

Bess was truly one of God's special gifts to the world, whether to the Inland Empire Camp Fire Girls, Claremont United Church of Christ, Pomona Valley Art Association and Gallery SoHo, her family and friends.

In the 1960's Bess was the Regional Director for the Camp Fire Girls, she continued to volunteer and support the organization for the remainder of her life. She loved sharing stories of her many adventures while with the Camp Fire

Girls, now known as Camp Fire U.S.A.

Bess taught copper enameling and cloisonné art at the Armstrong Center in Ontario for over 35 years. She had a unique gift to work with people of all ages and help them discover their special talents. Bess regularly won awards for her beautiful and unique artwork, as did many of her students.

For many years Bess was invited to be a judge at the Los Angeles County Fair, she especially enjoyed judging the arts and crafts in the America's Kids Exhibit.

Bess designed and created banners for her church, one for each season of the year and later for each organization in the church, over 50 banners in all. The beautiful banner that hangs just outside the entrance to the SoHo Gallery was also one of Bess' creations.

She was an active member of the Pomona Valley Art Association for over 30 years, serving on the board for many of those years. Bess' unique and beautiful jewelry, copper enamel plates and artwork was what many considered the focal point

of PVAA's SoHo Gallery. Her generous spirit, humility and stoic nature was always present; even in her last year, at the age of 94, she contin-

ued to drive and volunteer at the SoHo Gallery.

For those of us who knew Bess, we are saddened for our loss, she will be greatly missed; but at the same time our spirits are lifted by the gift of having known this dear sweet friend with a heart of gold, Bess Reide.

“Bess was truly one of God's special gifts to the world”

• **MEMORIAL SERVICES** •
Saturday, March 14th at 3:00 PM
Claremont United Church of Christ
233 W. Harrison, Claremont

Written by Marci Stewart and Linda Hauser.

Why Spend Your Time and Hard-Earned Money on a Professional Brochure?

1. Your brochure is to your clientele what a storefront is to a retail customer: a window into your business. As your potential client looks at your artwork, they make an automatic opinion of your ability. Do you look professional and credible?
2. Credibility may be the single biggest obstacle to overcome before someone will buy your artwork. How you present yourself will go a long way toward establishing the credibility necessary to sell your art.
3. 'You don't get a second chance to make a first impression'. A professionally-produced brochure establishes the step in client relations that contributes to a long-term relationship with an art buyer.
4. Much of your potential buyers contact may not be in person, but over the phone and through eMails. A professional brochure will be a useful tool to include with correspondence. It is your 24/7 salesperson; it is present when you can't be.
5. The 'Art Buyer' is often an upscale professional. They enjoy the best. A professional brochure establishes rapport for you.
6. Other Artists are probably sending brochures to your prospects. You want to be better than your competitor.
7. Your rates are commensurate with the professional artwork you produce. A professional brochure helps establish the fees you charge.
8. Effective sales literature, which displays your artwork professionally, will help create a desire to respond.
9. Get professional help...don't try to do it alone.

Better sales literature and professional brochures, displaying your artwork as being only professional, can lead to better sales, better clients and better income.

DON MARKOFSKI is an experienced, designer creating Effective Marketing Solutions! He is an award-winning professional with more than 25 years experience designing innovative logos, effective brochures, responsive direct mail, newsletters, ads and related marketing materials.

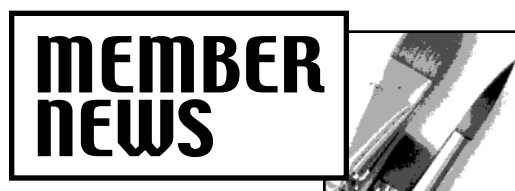
"I will help you create brand awareness, increase market share, launch new products and boost sales."

Don Markofski / eMail: dmarkofski@hotmail.com
Website: www.MarkofskiCreative.com / Phone: 909-593-8540

PVAA 28th Juried Show Scheduled For May 2009

Attention artists! Due to possible venue problems later this year, the annual open juried show is scheduled for May, 2009—the last month that PVAA is guaranteed use of the Prog Space.

As always, all media are welcome. Take-in will be Friday, May 1 and Saturday, May 2. The show will be up until the end of May. Look for the prospectus in the March newsletter although it may appear on the web site earlier. Additional copies will be available to local art associations and artists throughout the area.



JoAnn Formia has begun her two-year term as president of Watercolor West. She also was accepted into the 2009 San Diego Watercolor Society show in San Diego. She was recently featured as an "artist to watch" in a national art magazine. She is in demand as a demonstrator in the Southern California area.

Jan Wright has a solo show at the Temple City Community Center through February. She also was juried into Women Painters' West Encino show where her work will be on display until March. She recently demonstrated for East Valley Art Assn. and will be presenting a triplex demo for South Bay Watercolor Society in July.

Both Jan and JoAnn were invited to participate in the Manzanar travel show which will be exhibited in Palos Verdes and the Owens Valley between January and May.

I want to hear from you! Whats going on! Share your accomplishments with your fellow members. Email your information to Don Markofski (editor) at dmarkofski@hotmail.com