



POMONA VALLEY ART ASSOCIATION

300-A South Thomas Street, Pomona CA 91766
(909) 469 -1599 – visit us on the web at: www.pvaa.net

NEWSLETTER

FEBRUARY 2004



CONGRATULATIONS TO "ANYTHING GOES" SHOW WINNERS!

- 1st – Manny Evalle – *Tropical Paradise*
2nd - Bobby-Lou Hargis – *May 3 President CAA*
3rd: - AnnieLaurie Burke – *Music A'borning*

Honorable Mentions

- Laura Mallory – *Home Tree Home*
Kathy Eppick – *Onion*
Sindi Wasserman – *Before the Falls*

Our juror for January's show was Susie M. Blakelock. Ms. Blakelock holds both a bachelors and masters in art and was art supervisor of all 176 schools in the LAUSD. She now belongs to numerous art associations and has shown her artwork in dozens of galleries nationwide. Above: First place winner, *Tropical Paradise* by Manny Evalle.

Local landscape artist Phinit Cheamak recently had an opportunity to debut his beautiful works on PBS television network KVCR - a public service channel servicing the Inland Valley. Phinit was interviewed by Evening Segment Producer/On-air Correspondent Maura Graber for *Evening Edition* which aired on Friday evening, January 16 and Saturday January 17.

Phinit will also be demonstrating his talents on Valentine's Day, February 14th at Second Saturday at Gallery SoHo. Please stop by Phinit's table and see his collection of greeting cards, limited- edition prints, his new "Circle of Life" paintings on wood, and an array of original watercolors, oils, and pastels, and acrylics. As always, Phinit's work can be viewed on-line at his web-site:

www.peacethroughart.net.



As a new exhibiting member of Gallery SoHo, Phinit is happy to be on display with so many fine local artists. From the bottom of his heart-mind he wishes you a Happy New Year and hopes that the coming months will bring each one of you who reads this much success and prosperity and restful meditation. Peace and love. Phinit

Attention, Business Owners, Members and Artists! Our best attended event of the month is the 2nd Saturday ArtWalk, and visitors to the Colony always enjoy relaxing with light refreshments and fine art at the premier gallery in the area, PVAA's own Gallery SoHo. Starting in February, PVAA will be seeking sponsors to feature at our Hospitality Table. This makes it easy for you to promote your services in the Pomona Valley area while helping PVAA promote the arts. For a donation of \$50 to cover the costs of refreshments, PVAA will recognize your generosity as a sponsor with a sign and your business cards at the table. The Hospitality Committee will also provide volunteers to host the table.

Our inaugural sponsors are PVAA members Ron and Mary Montelongo. Ron is owner of **Performance Carpet Care**, specialists in floor and carpet installation and maintenance. Ron has also been very generous with his time in helping with PVAA shows and other events. Thank you, Ron, for your support!

Sessions at SoHo is back!! Artist Anne Williams will be leading painting sessions every 3rd Friday at Gallery SoHo from 10 a.m. to noon. ALL painters and mediums welcome.

On February 20, Anne will be teaching a watercolor class for beginners. What a marvelous opportunity to learn the basics from a professional artist (and for only a \$2 materials fee!). If you have never tried watercolor, this is your chance. All supplies will be provided, so you just need to bring yourself and your enthusiasm. Contact Anne Williams at (909) 595-8182 for more info. See you there!

FREE INTERNET EXPOSURE FOR ARTISTS! Did you know that more art patrons are now shopping the Internet for fine art? Why not take advantage of this advertising medium for your artwork? You don't need a computer -- PVAA can give you access to the World-Wide Web!

Exhibiting members of Gallery SoHo may have three photos and a link to their web site in PVAA's online gallery at the PVAA website at **no charge**. Other PVAA members may feature two photos for a service fee of \$5/ month. All you need to provide is text and pictures. Your information must include: 1) bio or artist statement; 2) titles of artwork, medium, dimensions, and price (or "NFS").

Send your electronic files to Cathi Chase at cathi@catgraphy.com. BE SURE YOUR PHOTOS ARE IN JPG FORMAT ONLY, NOT OVERLY COMPRESSED, NOT TO EXCEED 56 KB EACH IMAGE. Don't have electronic files? PVAA will format your photos and copy free of charge. Just send your printed/typewritten text (on white paper only, no script fonts) and three good-quality color photos of your artwork to AnnieLaurie Burke, 612 Chaparral Drive, Diamond Bar, CA 91765 (or leave in AnnieLaurie's folder at the Gallery).

Special Thanks to Special Members

- **Thanks to those** who volunteered for Board positions this year. We have several positions still unfilled. (see page 4) If you are interested in giving of your time and talents please contact us and let us know. We need you.
- **Thanks to all** of you who have generously provided items to fill the gallery's popular grab bags. We currently have bags suitable for the ladies; however, we are short of items suitable for boys and girls, and gentlemen. Small stuffed toys, balls, dolls and other items for the children are needed as well things men might use such as key chains, scratchpads and the like. Bring to the gallery in a container marked "for Ann Stone" and she will do the rest.

MONTHLY ART SHOW & SALE CALENDAR – 2004

January	February	March	April
<i>ANYTHING GOES!</i>	<i>SEEING RED</i>	<i>SEA AND LANDSCAPES</i>	<i>SMALL STUFF</i>
January 8 - Feb.6 Take-in Jan. 3, 12 - 4 Reception January 10	February 12 - March 5 Take-in Feb. 7, 12 - 4 Reception February 14	March 11 - April 2 Take-in March 6, 12-4 Reception March 13	April 8 - 30 Take-in April 3, 12 - 4 Reception April 10
May	June	July	August
<i>ANIMALS ARE PEOPLE, TOO</i>	<i>ARTIST'S CHOICE</i>	<i>AMERICA THE BEAUTIFUL</i>	<i>THE GREAT SOUTHWEST</i>
May 6 – June 4 Take-in May 1, 12 - 4 Reception May 8	June 10 - July 2 Take-in June 5, 12 - 4 Reception June 12	July 8 - Aug. 6 Take-in July 3, 12 - 4 Reception July 10	Aug. 12-Sept. 3 Take-in Aug. 7,12 – 4 Reception Aug. 14
September	October	November	December
<i>AUTUMN HARVEST</i>	<i>MASKS!</i>	<i>ART OF TODAY</i>	<i>SPIRIT OF THE SEASON</i>
Sept. 9-Oct 1 Take-in Sept. 4, 12 - 4 Reception Sept. 11	October 7 - Nov. 5 Take-in Oct. 2, 12 - 4 Reception Oct. 9	November 11- Dec. 3 Take-in Nov. 6, 12 - 4 Reception Nov. 13	December 9 - 31 Take-in Dec. 4, 12 - 4 Reception Dec. 11

PVAA Board Members - 2004

President:	Jo Ann Peters
Vice President:	---open---
Recording Secretary:	Mary Montelongo
Corresponding Secretary:	Marci Stewart
Treasurer:	Joe Ingalls
Newsletter Editor:	Laura Mallory
Webmaster:	Cathi Chase
Historian:	Mary Shaw
Gallery Co-Directors:	Melanie Phillips & Barbara Bernath
Circulation:	AnnieLaurie Burke
Membership Chair:	AnnieLaurie Burke
Publicity – Courier	Bess Reide
Publicity – Daily Bulletin	Linda Hauser
Hospitality Chair:	AnnieLaurie Burke
Student Show Co-Chairs:	Kyung Kim & Elizabeth Sides
Programs Director:	Anne Williams
Off-site Gallery Representative:	Manny Evalle
Community Liaison Representative:	Dona Avila
Monthly Show Director/Committee:	Jim McClure and Maia Peters, Mary Montelongo, Ann Stone, AnnieLaurie Burke
Open Juried Show Co-Chairs:	Linda Hauser & Laura Mallory
Members at Large:	Ginger Marshall, ---one open---

ACROSS

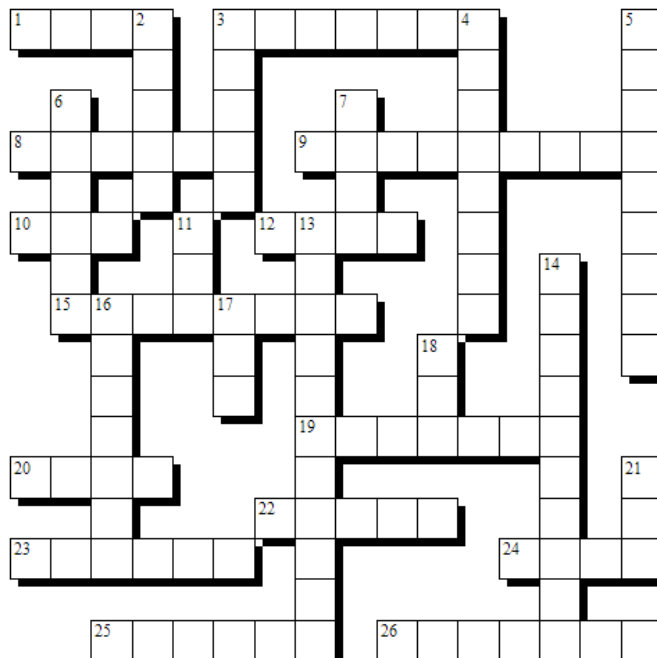
- 1 Cheap _____
- 3 Limited _____
- 8 Balanced and suspended art
- 9 Where SOHO really is
- 10 PVAA artist ____ Stone
- 12 Down in the dumps
- 15 Hanger
- 19 An opaque watercolor paint
- 20 High lightness and low saturation
- 22 A method of dyeing textiles
- 23 French term : "spraying of ink"
- 24 To glue and nail the corners of a frame
- 25 Pomona Arts _____
- 26 Yellow/orange pigment

DOWN

- 2 A dark brown
- 3 An artists' structure
- 4 It's not positive
- 5 High-fired clay
- 6 Milford _____
- 7 Low-fired ceramic ware
- 11 What we make
- 13 Planographic printing
- 14 Italian: a thousand flowers
- 16 A bright flexible polymer paint
- 17 Type of paint
- 18 The federal grant making agency
- 21 ____ and ink

It's All About Art

by the editor



solution on page 6

PVAA artist Manny Evalle has generously donated for raffle one of his fabulous watercolor paintings "Yosemite Valley" (shown at right). Tickets will be available for purchase beginning 2nd Saturday in February and will remain on sale in the Gallery through the drawing date of May 8. All proceeds will benefit Gallery SoHo.

This is a wonderful opportunity to become the owner of one of Manny's watercolors and at the same time show your support for PVAA's co-op Gallery SoHo.



WORKSHOPS/DEMOS/EXHIBITIONS

Associated Artists of the Inland Empire, Angela Hernandez demonstrates watercolor in February, and Hilda Batman Koplin will be demonstrating oil in March. Demos are at 9:30 a.m. on the 2nd Wednesday of each month at the Magnolia Center, 651 West 15th Street in Upland...at San Antonio and 15th Streets. Call (909) 463-6259 for more info.

San Gabriel Fine Arts Association, Rafael Maniago demonstrates oil on the 2nd Sunday of February at the San Gabriel Fine Arts Gallery, 343 S. Mission Drive., San Gabriel. Call (626) 282-1448 for time and info.

CLASSES

Bess Reide: Enameling and cloisonné at the Armstrong Center, 1265 S. Palmetto, Ontario. Info: (909) 593-4337

Elizabeth's Art Studio at 220 W Foothill, Suite J, Claremont. Classes for children ages 5 to 17 and adults 18 to "eternity". Instruction includes drawing, watercolor, pastel, oil, mixed media, and collage. Teacher Elizabeth Sides specializes in water soluble pencil, crayon, and water-soluble oil. Call (909) 621-1630 for further details, or visit www.elizabethsartstudio.com.

Betty Hook: Adults, group or individual instruction in pastel, oil and watercolor. Info: (909) 392-6974.

Sylvia Megerdichian: workshops, Mondays from 9:30 a.m. to 2:00 p.m. Art Box Studio, College Business Park, 1302 Monte Vista, #9, Upland, CA 91786. Info: (909) 981-4508.

Anne Williams: Beginning Water Color, Mondays, no fee. Mornings: 9 a.m. – noon, Joslyn Center, West Covina. Afternoons: 1- 4 pm, Heritage Park, Diamond Bar. Tuesdays: 9 a.m. – noon, free through Mt. SAC., Irwindale. Info: (909) 595-8182.

Anne Seltzer and Christine Wiseman: Artners Studio in Upland offers a variety of classes for all experience levels. Info: (909) 624-8424 or (909) 908-0868.

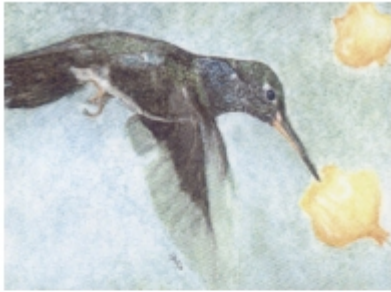
Melanie Phillips: Rancho Senior Center, Mondays, 12:30 to 3:30 pm, no fee, 18 years old and up. Gibson Center, Tuesdays, 12:30 to 2:30 pm, seniors, donation requested. Info: (909) 980-0918.

Big Congratulations to one of our Gallery SoHo directors, the ever so talented Melanie Phillips, who has been invited to show her watercolors in "A Celebration of Color" at Cal Poly Pomona's Bronco Exhibit Gallery. The show will run March and April. We are all so proud of you, Melanie!

WOW! An art supply store in the Arts Colony, (a novel idea, eh?) **The Painted Moon**, 455 W. Second Ave. Show your PVAA membership card for a 10% discount!

the **PVAA OPEN JURIED SHOW** is coming...

Show runs October 9 -30, Take-in Oct 1 & 2. Awards reception October 9, 7:00 p.m.

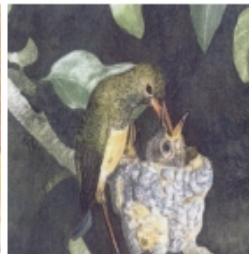


Spotlight on Jodi Schneider

A warm welcome to new PVAA member Jodi Schneider! Jodi is a creative arts teacher for the Pomona Unified School District teaching "Adult Ed for Older Adults"

She has been painting in watercolor for 2 years after being inspired by a wonderful artist and instructor, Karen Clark of Rancho Cucamonga. Jodi specializes in pet portraits painted from a photo of your pet and offers free consultation. She can be reached at (909) 852-3058.

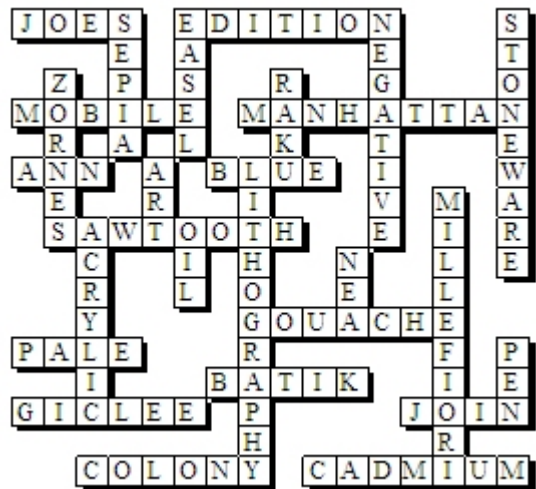
In addition to teaching and art, Jodi is an ordained minister and a Chaplain at Pomona Valley Hospital.



Framing and Matting: Melanie Phillips will professionally frame and mat your artwork at a discount to all artists. Best prices in town and quick return. For more information call: Melanie Phillips at (909) 980-0918

The SoHo Monthly Show now has a "student division". Enter your work in our monthly show and compete with other students for ribbons and cash prizes! See our monthly calendar for show titles and details.

Coming Soon! "On the Move Art Supplies" Melanie Phillips and Barbara Bernath will be a supplier for most of your art supply needs. We will deliver to your art class or gallery. Just phone us with your order! We will also carry **M.Graham** watercolor paint and **Golden fluid acrylics**. Look for our ad in the next newsletter.



Gallery SoHo is always looking for PVAA members to demonstrate in the gallery on 2nd Saturday Art Walk night. Call Melanie Phillips (909) 980-0918 or Barbara Bernath (909) 628-8027 for more information.

Newsletter Stuff: Email any info, articles, pictures, etc. you would like to submit for publication to laura@thewovenweb.com. If email isn't your thing, just put your items in my folder at Gallery SoHo or send via US Mail to PVAA, attn: Laura Mallory. Or feel free to call me at (909) 596-5326. The deadline for the March newsletter is Feb. 15.

Thanks ☺

SEA AND LANDSCAPES



ART SHOW & SALE

MARCH 11 - APRIL 2, 2004

- 👁️ Take-in Saturday, March 6, 12 - 4
- 👁️ Reception Saturday, March 13, 6 - 9 PM
- 👁️ All media welcome
- 👁️ Limit 3 entries per person.
- 👁️ Fees: \$7 for PVAA members (\$4 students*), \$9 non-members (\$5 students*), payable to PVAA. All fees non-refundable. Membership available at time of entry.

- 👁️ All work must be picked up between Thursday April 3 and Sunday April 6 during regular gallery hours, 11-4
- 👁️ 1st, 2nd, 3rd place ribbons shall be awarded as well as cash awards. \$25 - 1st and 1st Student*, \$15 - 2nd, \$10 - 3rd.
- 👁️ Honorable mention ribbons to be awarded at judge's discretion.

Works will be displayed for sale at price indicated by artist (or marked NFS). PVAA will retain a tax deductible donation of 20% on all sales. Every reasonable care will be taken to assure proper handling of all entries, however, neither PVAA nor its agents will be responsible or liable for damage or loss. Submittal of entry to this show shall imply an agreement on the part of the entrant. All work must be clearly marked with artist's name, title, medium and price on the back or underside. **Entries must be ready to hang or display.** NO sawtooth hangers. PVAA reserves the right to reject any work not suitably prepared for display.

Name _____ phone# _____

Address _____

1. Title _____ medium _____ price _____

2. Title _____ medium _____ price _____

3. Title _____ medium _____ price _____

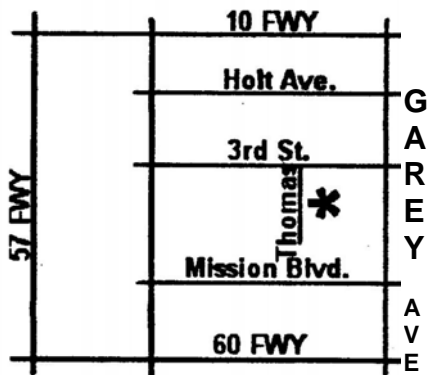
PVAA has my permission to use photos of my art to publicize the show

Pomona Valley Art Association will hold the Show at the Gallery SoHo, 300-A South Thomas Street, Pomona CA 91766 (one block west of Garey Avenue). Call (909) 469-1599 for more information.

* Students - through high school level



Non-Profit Org
 US Postage
 PAID
 Claremont, CA
 91711-9998
 Permit No. 101



* Gallery SoHo

POMONA VALLEY ART ASSOCIATION

and **Gallery SoHo**

300-A South Thomas Street

Pomona CA 91766

Phone: (909) 469-1599

F E B R U A R Y 2 0 0 4 N E W S L E T T E R

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: AnnieLaurie Burke

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ E-MAIL _____

- | | | | | | |
|--------------------------|----------|------------|--------------------------|---------|--------------------|
| <input type="checkbox"/> | \$125.00 | Lifetime | <input type="checkbox"/> | \$28.00 | Family |
| <input type="checkbox"/> | \$100.00 | Patron | <input type="checkbox"/> | \$24.00 | Couple |
| <input type="checkbox"/> | \$50.00 | Sponsor | <input type="checkbox"/> | \$20.00 | Single |
| <input type="checkbox"/> | \$35.00 | Sustaining | <input type="checkbox"/> | \$6.00 | Student (under 18) |

Please indicate your areas of interest: _____