



# POMONA VALLEY ART ASSOCIATION

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

NEWSLETTER

APRIL 2004



## CONGRATULATIONS TO "Sea and Landscapes" SHOW WINNERS!

- 1<sup>st</sup> – Geri Cacciatore – *Cripple Creek*  
2<sup>nd</sup> – Phyllis Duran – *Window to the Sea*  
3<sup>rd</sup> – Mignon Anderson – *Empathy*

### Honorable Mentions

- Terri Erwin – *Ochres*  
Manny Evalle – *Morning Mist*  
Betty Hook – *Cayucous*

Our juror for the March show was visual and performing arts teacher from the Pomona Unified School District, Keith Compton.

Above: 2<sup>nd</sup> place winner, *Window to the Sea* by PVAA member Phyllis Duran.

## THIS MONTH'S FEATURED ARTIST

On January 24th, at the home of Jack and Marci Stewart, **Bess Reide** was honored by friends, associates and PVAA members, as a special scholarship fund, "A Legacy of Light Campership", was established in Bess's honor. The fund will allow underprivileged children in the Inland Valley the opportunity to experience camping at the Camp Fire USA, Mt. San Antonio Council Camp Nawakwa in the San Bernardino Mountains.

Bess's involvement with Camp Fire began when her daughter wanted to be a Blue Bird. As time passed, she became more involved, started recruiting and training volunteers and eventually became a Camp Fire District Director.

We are so proud to have Bess as a member of PVAA. She's not only a wonderful artist but she's a wonderful person who touches the lives of all around her.



Above: Marci Stewart joins Ursula Kreeger in presenting Bess Reide with certificate of recognition.

## **PVAA 2004 STUDENT SHOW**

The Pomona Valley Art Association is excited to announce the 53<sup>rd</sup> Annual Student Art Exhibit. Every year we have had exceptional art entered and we are looking forward to seeing the students work again this year.

Congressman David Drier will take a winning picture to hang in the Hall of Congress in Washington D.C. and one picture will go to his local office for one year. Additionally, four of the top winning exhibits will hang in Gallery SoHo for one week.

This year our student show will be held in PVAA's Prog Space from April 7 – April 10 during regular Gallery hours. The Reception will be on April 10 at noon and the show will remain open during the 2nd Saturday Art Walk. Stop by and see the wonderful art!

## **FRIDAY SESSIONS GOING STRONG!**

Join our every third Friday painting group. If you are an avid painter or a beginner, come and enjoy the morning with other artists. If you are a beginner you can learn watercolor from Ann Williams for a \$ 2 material charge.

On April 16<sup>th</sup> Melanie Phillips and Barbara Bernath will once again demonstrate M. Graham watercolors. Last month's Session was enjoyed by all those attending and this coming session promises to be just as entertaining. Melanie and Barbara will also have other art materials on hand so don't miss this opportunity to see what's new in the ever changing world of art supplies.

**WE'RE ALMOST THERE...**Have you noticed the growing list of PVAA artists on the sidebar of the pvaa.net homepage? We are close to having all the current Gallery SoHo artists represented on the website. (No small accomplishment)

If you are an exhibiting artist in PVAA's Gallery SoHo, you are entitled to your free mini webpage, no strings attached. And even if you aren't a Gallery SoHo artist, you can still have one \*if\* you are a member of PVAA, for a mere \$5 a month.

Here's what you need to do:

1. I will require a bio or artist statement from you, and 2 or 3 pictures of the work that you would like to have on your page.
2. Pictures in a digital format are preferred but I can scan snapshots.
3. Title, price and medium of your work that will be displayed. That's it! Pretty easy, huh?

Call me, Laura Mallory, at 909-596-5326 and let me know you want to be on the PVAA website. We'll arrange to get your text and pictures, and then put your page together.

## **MEMBERS IN THE NEWS.....**

**Ann Stone** has just completed three 3' x 4' landscape paintings and has been commissioned to complete three additional ones of the same or larger sizes.

**AnnieLaurie Burke** has been invited to submit one of her lovely beaded pieces to a PBS affiliate for their annual fundraising auction. Congrats, AnnieLaurie!

**FROM YOUR PRESIDENT**

Dear Exhibiting Gallery Members,

Hi Guys! As summer vacation days approach, please keep in mind that we can no longer be gone one month and make up hours the following month. This leaves the month we are gone short handed.

Instead, we must sit 5 hours a month, trade with someone, OR pay them to sit for you the month you are gone. (Maybe you can repay them with a dinner, I know that sounds cool to me!)

Also, Gallery Artists, let us see your gorgeous faces at the 1<sup>st</sup> Saturday 9 am monthly meetings. We are a body of creative participants. If the feet or eyes of that body aren't present, how ever will we be at our best??

See you soon,  
Your Prez,  
Maia Peters

<b>MONTHLY ART SHOW &amp; SALE CALENDAR – 2004</b>			
<b>January</b>	<b>February</b>	<b>March</b>	<b>April</b>
<b><i>ANYTHING GOES!</i></b>	<b><i>SEEING RED</i></b>	<b><i>SEA AND LANDSCAPES</i></b>	<b><i>SMALL STUFF</i></b>
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
<b>May</b>	<b>June</b>	<b>July</b>	<b>August</b>
<b><i>ANIMALS ARE PEOPLE, TOO</i></b>	<b><i>ARTIST'S CHOICE</i></b>	<b><i>AMERICA THE BEAUTIFUL</i></b>	<b><i>THE GREAT SOUTHWEST</i></b>
May 6 – June 2 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
<b>September</b>	<b>October</b>	<b>November</b>	<b>December</b>
<b><i>AUTUMN HARVEST</i></b>	<b><i>MASKS!</i></b>	<b><i>ART OF TODAY</i></b>	<b><i>SPIRIT OF THE SEASON</i></b>
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

**REMINDER - AMERICAN FRAME** gives PVAA 5% of all orders placed by our members if they give our code which is A-287.

Many thanks to PVAA treasurer **Joe Ingalls** for preparing this condensed 2003 year end income and expense statement.

<b>2003 PVAA Income/Expense Summary</b>			
<b>Gallery SoHo 2003</b>		<b>Membership 2003</b>	
<b>Income</b>		<b>Income</b>	
<b>Category</b>	<b>YTD</b>	<b>Category</b>	<b>YTD</b>
SoHo Sales	\$8,112.00	Memberships	\$2,164.00
Space Rent	\$3,943.00	Donations	\$31.00
Other Income	\$59.00	American Frame	\$44.00
Donations	\$109.00	20% Due PVAA	\$109.00
Sales Tax Coll.	\$696.00	Fees-Mo Shows	\$2,410.00
Cr Card Fee Inc	\$82.00	Special Events	\$285.00
<b>Sub-total Income</b>	<b>\$13,001.00</b>	<b>Sub-Total Income</b>	<b>\$5,043.00</b>
<b>Expenses</b>		<b>Expenses</b>	
Jeved Mgmt.	\$969.00	<b>Category</b>	<b>YTD</b>
Telephone	\$1,188.00	Printing-NwsLtr	\$1,975.00
Sparkletts	\$16.00	Postage-NwsLtr	\$351.00
Insurance	\$599.00	Printing-Other	\$84.00
Paid to Artists	\$8,112.00	Postage-Other	\$326.00
Marketing	\$300.00	Exhibit Prizes	\$650.00
Printing	\$17.00	Supplies	\$13.00
Postage	\$2.00	Business Lic	\$148.00
Cr Card Mach	\$248.00	Hospitality/Meals	\$116.00
Cr Card Fee	\$506.00	Exhibit Expense	\$362.00
2002 SalesTax	\$596.00	<b>Sub-total Expense</b>	<b>\$4,025.00</b>
Supplies	\$1,510.00	<b>Total Assoc</b>	
Refreshments	\$33.00	<b>Inc/Exp</b>	<b>\$1,018.00</b>
Repairs	\$40.00		
Cleaning	\$25.00	<b>PVAA Assoc 2003</b>	
Internet	\$135.00	<b>Income</b>	<b>\$18,044.00</b>
<b>Sub-total Expense</b>	<b>\$14,296.00</b>	<b>Expenses</b>	<b>\$18,321.00</b>
<b>Total SoHo</b>		<b>Net Gain/Loss</b>	<b>-\$277.00</b>
<b>Inc/Exp</b>	<b>-\$1,295.00</b>		

### **FIVE ARTISTS EXHIBIT THEIR ARTWORK IN PVAA'S PROG SPACE**

Five local artists will hold an exhibition, "The Heart of Matter" in PVAA's Prog Space in May. The artists, all PVAA members, will include Melanie Phillips, Jim McClure, Beverly Lazzeri, Elizabeth Sides and Linda Hauser. The exhibition will offer visitors a wide range of style and medium. The opening receptions will be on Saturday, May 8<sup>th</sup>, 6 p.m. – 10 p.m. and Sunday, May 9<sup>th</sup>, 1 p.m. – 4 p.m., the exhibition will run through Saturday, May 29<sup>th</sup>. Gallery hours: Thursday – Sunday 11am – 4 pm. Most of the artwork will be for sale. More details about this upcoming show and each of the artists in next month's newsletter.

**Associated Artists of the Inland Empire**, John (Jim) Salchak will be demonstrating Watercolor in April. Gene Turner watercolor/colored pencil in May. Demos are at 9:30 am, the 2<sup>nd</sup> Wednesday each month, Magnolia Center, Upland. Call (909) 463-6259 for more info.

**Artbox Studio**, April 24 - 25, Milford Zornes. Call Sylvia for info: (909) 981-4508

**Millard Sheets Gallery**, Master Woodworker Sam Maloof, April 4 – May 2

**Art Work Studio**, open group show April 16 -18th, titled "Thirteen Ways of Looking at a Blackbird" at the Claremont Forum Gallery. Dates: April 16-18 Opening reception: Friday April 16, 5 - 8 pm Closing Reception: Sun. April 18th, 3 - 5 pm. Hours: Friday: 3 – 8 pm; Saturday and Sunday 12 - 5 pm. Location: Claremont Forum Gallery, 111 S. College Ave, Claremont. For more information call Anne Seltzer at Art Work Studio (909) 624-8424

**Get Connected! Get Energized!** Artists Helping Artists (AHA!) and PVAA are proud to announce the popular **AHA! Round Tables** are coming to Gallery SoHo. These round tables are informal networking forums that bring together fine artists, musicians, digital artists, arts educators, writers, arts leaders and visionaries to connect, share projects and collaborate. These gatherings have been occurring in Santa Monica, Pasadena, Los Angeles and San Diego and now will be coming to Pomona on Sunday, April 25, 1 pm to 3 pm. The Round Tables are FREE to any first time artist who has not attended an AHA! Expo or round table before.

**Aqua Media & Collage Floral Workshop** April 24th 9:30 am - 12:30 pm Gibson Center. \$60 includes supplies and take home paint. Call to save your spot! Barbara Bernath (909) 628-8027 or Melanie Phillips (909) 980-0918

## 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](http://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, Info: (909) 981-4508.

**Anne Williams:** teaches Free Art Classes through Mt. SAC. Beginning Water Color, Mondays: 9 am – noon and 1 - 4pm, Joslyn Center, Covina. Tuesdays: 9 am – noon, Heritage Park, Diamond Bar. Drawing, Tuesdays: 12:30 – 3:30 pm and Water Color Thursdays: 1 – 4 pm, Summit Ridge Park, Diamond Bar. Call Ann for Info: (909) 595-8182.

**Anne Seltzer:** 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.

**Sell Your Art** ~ Ever consider owning your own domain name and selling your artwork on the internet? I specialize in developing artist's websites. I design elegant portfolio type sites as well as shopping cart sites. You can show your art off in a manner that displays your professionalism as well as your artistic talent. Being an artist myself, I understand your needs and concerns...from search engine placement to copyright issues.

Think of your website as a mat and frame. It's what your art is surrounded by. If it's not complimentary to your art, you are losing sales. Why not have a website that is worthy of all your hard work?

For a free consultation call Laura Mallory (909) 596-5326

**PVAA members** are, as always, invited to demonstrate in the Gallery on 2<sup>nd</sup> Saturday Art Walk night.

Call Melanie Phillips (909) 980-0918 or Barbara Bernath (909) 628-8027 to sign up

### **MILFORD ZORNES**

Watercolor Workshop  
Artbox Studio April 24<sup>th</sup> & 25<sup>th</sup>

Contact Sylvia Megerdichian  
(909) 981-4508.

**Newsletter Stuff:** Email info, articles, pictures, etc. to [laura@thewovenweb.com](mailto:laura@thewovenweb.com). If you don't do email, just put your items in my folder at Gallery SoHo or send via US Mail to PVAA, attn: Laura. Or feel free to call me at (909) 596-5326. Next Deadline: April 15<sup>th</sup> (ugh). Thanks, ☺

### **3000 + sq ft Gallery for Rent in the Pomona Arts Colony**

by the week or month

Contact Melanie (909) 980-0918 or Barbara (909) 628-8027 for info.

**Reminder:** You still have a chance to win **Manny Evalle's** magnificent watercolor, **Yosemite Valley**. Pick up your raffle tickets at the Gallery. The raffle benefits Gallery SoHo and will help offset our expenses. Drawing will be May 8 at the Second Saturday Art Walk.

### **Grand Opening Special!**

#### **"Art on the Move" art supplies**

All the painting supplies you need at a great price!  
"We will come to your studio or association meeting."  
All M. Graham Paints 25% off reg. price with an extra  
Bonus: Buy 3 paints and get one for free!

Call for more information.  
Barbara Bernath (909) 628-8027  
or  
Melanie Phillips (909) 980-0918

### **FREE TO GOOD HOME**

Could you use some paper making supplies? Ann Stone has some she wishes to pass on. Call her at (909) 621-4561. All she asks is that you make a donation of \$5 to PVAA.

### **WELCOME NEW MEMBERS**

Matt Artz, Ruby & Alvin Beilby, Terri Erwin  
Judy R. Ford, and Paula Hunt



## ART SHOW & SALE

May 6 – June 2

- ★ Take in Saturday, May 1, 12 – 4 pm
- ★ Reception Saturday, May 8, 6 – 9 pm
- ★ All media welcome.
- ★ Limit 3 entries per person.
- ★ Fees: \$7 for PVAA members (\$4 students\*), \$9 non-members (\$5 students\*). All fees non-refundable. Membership available at time of entry.
- ★ All work must be picked up between Thurs. June 3 and Sunday June 6, during regular gallery hours, 11- 4.
- ★ 1st, 2nd, 3rd place ribbons shall be awarded as well as cash awards.  
\$25 - 1st (open and 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. PV AA 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 \_\_\_\_\_

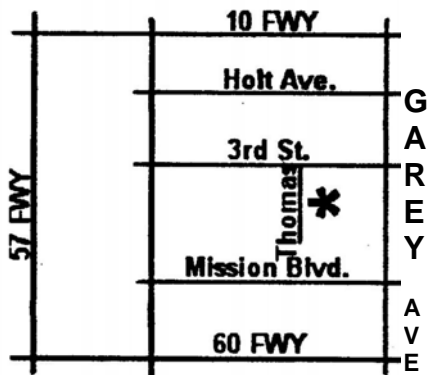
– PVAA has my permission to use photos of my art to publicize the show

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.

\* Open Division – all artists; Student Division – artists 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

APRIL 2004 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: 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: \_\_\_\_\_