



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

SEPTEMBER 2004



Cynthia Scranton's winning entry
"A Mother's Love"

CONGRATULATIONS TO *"The Great Southwest"* SHOW WINNERS!

- 1st – Cynthia Scranton – *A Mother's Love*
2nd – Ann Stone – *A Record of the Ages*
3rd – Bess Reide – *Shadow Mountain*

Honorable Mentions

- HM – AnnieLaurie Burke - *Sundancer*
HM – Geri Cacciatore – *El Toro El Muerto*
HM – Linda Hauser – *Colors of Sedona*

Thank you to our August show judge, **Daryl Bryant**. A native Californian, Daryl studied with Millard Sheets as well as at USC before traveling to Florence, Italy to work, paint, and study. Daryl is a signature member of both Watercolor West and the National Watercolor Society.

THIS MONTH'S FEATURED ARTIST ...

Linda Hauser began painting in 1990 as a way to unwind and relax, after spending long hours working as a surgical scrub nurse. Painting enabled her to make many friendships with others who share her passion. "I certainly didn't realize at the time, the positive impact painting would make in my life." Studying under Betty Hook, Linda's talent quickly emerged. In addition to winning numerous awards throughout Southern California, two of her paintings now hang in the La Habra City Hall.

Recently, Linda's paintbrushes have been temporarily set aside and replaced with her digital camera as she captures the beauty of the great outdoors in stunning photography. *"As I look back on my childhood I feel blessed to have had loving parents who enjoyed traveling, they always made the most of our summer vacations. As a child growing up in Pomona, the Grand Canyon, Washington D.C. and Yellowstone seemed a world away, yet our station wagon would transport us to these and other beautiful destinations each summer. Dad always had his camera, we always returned with several albums of Polaroid photos and carousels full of slides."*

Traveling north along the scenic California coast to Mendocino and to Sedona, Arizona, Linda was afforded countless photo opportunities this summer.

Enjoy Linda's photography at the **Blondes in the Basement** show in the Progress Space Gallery throughout the month of September.





the creative work of 5 artists

**Linda Hauser • Karin Jordal
Laura Mallory • Melanie Phillips
Marilyn Sweeney**

September 11 - September 26, 2004

**Open Thursday - Sunday, 11 am - 4 pm
Artists' Reception on September 11, 6 - 10 pm**

**PVAA Progress Space - Gallery SoHo
300 A. South Thomas St.
Pomona (in the arts colony)**

CONGRATULATIONS TO:

Phoenix International... and the talented artists who participated in the August show in Prog Space.

Sindi Wasserman... Sindi’s photography is on display at the Boveldt Coffee Café through Labor Day. Boveldt is located just a few doors south of SoHo on ground level.

AnnieLaurie Burke... Who will be relocating to Wichita, Kansas in early September to start work for a new company as Compliance Manager for 22 chemical terminals in 8 states.

RAFFLE REMINDER: Manny Evalle’s beautiful watercolor, *Yosemite Valley* is still sitting on an easel, on display at Gallery SoHo, waiting to go to a new home. I am VERY happy to report that Manny is back with us and recovering from several medical issues that took him out of commission for a while. The raffle will definitely take place at PVAA’s Open Juried Show reception on October 9. Tickets are of course available at the Gallery and will be for sale up until the drawing. The drawing benefits Gallery SoHo and will help offset our many expenses.

ARTISTS HELPING ARTISTS (AHA!) meets at PVAA every Second Saturday from 3 – 5 PM. Round Table, coffee, networking and PERFORMANCES. Bring your portfolios, fliers, event announcements and plenty of business cards. First timers free, otherwise only \$4.

MONTHLY ART SHOW & SALE CALENDAR – 2004

January

ANYTHING GOES!

January 8 - Feb.6
Take-in Jan. 3, 12 - 4
Reception January 10

February

SEEING RED

February 12 - March 5
Take-in Feb. 7, 12 - 4
Reception February 14

March

SEA AND LANDSCAPES

March 11 - April 2
Take-in March 6, 12-4
Reception March 13

April

SMALL STUFF

April 8 - 30
Take-in April 3, 12 - 4
Reception April 10

May

ANIMALS ARE PEOPLE, TOO

May 6 – June 2
Take-in May 1, 12 - 4
Reception May 8

June

ARTIST’S CHOICE

June 10 - July 2
Take-in June 5, 12 - 4
Reception June 12

July

AMERICA THE BEAUTIFUL

July 8 - Aug. 6
Take-in July 3, 12 - 4
Reception July 10

August

THE GREAT SOUTHWEST

Aug. 12-Sept. 3
Take-in Aug. 7,12 – 4
Reception Aug. 14

September

AUTUMN HARVEST

Sept. 9-Oct 1
Take-in Sept. 4, 12 - 4
Reception Sept. 11

October

MASKS!

October 7 - Nov. 5
Take-in Oct. 2, 12 - 4
Reception Oct. 9

November

ART OF TODAY

November 11- Dec. 3
Take-in Nov. 6, 12 - 4
Reception Nov. 13

December

SPIRIT OF THE SEASON

December 9 - 31
Take-in Dec. 4, 12 - 4
Reception Dec. 11

ARTISAN'S CHRISTMAS FESTIVAL NOVEMBER 6 – 28

There is still time to secure your booth at the PVAA sponsored **Artisan's Christmas Festival** during the month of November. Located in the Progress Space, it will be open during regular Gallery SoHo hours Thursday Through Sunday, November 6th through 28th. Booths are available for \$25 rent. A great opportunity to sell your holiday related art and crafts. Contact Melanie Phillips to reserve a space. 909-980-0918.

Upcoming Prog Space Events in 2004

- **September – Blondes in the Basement**
- **October – PVAA Open Juried Show**
- **November – Artisan's Christmas Festival**
- **December – Group Photography Show**

Saturday Night Observations in the Arts Colony (stuff I noticed last Second Saturday)

by Laura Mallory

- ★ There aren't many abandoned store fronts anymore. Second St. between Garey and Main appears to have NO vacancies. There are several empty galleries for lease on 3rd but they appear clean and just waiting for new occupants.
- ★ There is now a bookstore, florist and 2 coffee places (Starbucks and Boveldts) within 1 block of PVAA.
- ★ There's a new gallery in town... é – gallery for the emerging artist. It's where Cutress Gallery used to be.
- ★ The Arts Colony now has it's own newspaper, CIVIL EYE\$. I'm not sure if I like it or not. We (PVAA) got a mention in the August edition. "The So Ho Gallery owned by the Pomona Valley Art Association is more typical of the Coffee Clutch organizations seen in dry-heave suburbia, but is a necessary and welcome organization in the community."

For one thing, it's coffee klatch or kaffee klatch not coffee clutch, and I really don't much like the dry-heave suburbia reference. But I guess a backhanded compliment is better than no compliment at all.

- ★ The elevator going down to SoHo doesn't stink like it used to.
- ★ And there's the 2nd Street Bistro, an honest to goodness gourmet restaurant in our midst.
- ★ A body piercing establishment conveniently located for those so inclined.
- ★ A lot more "regular folk" walking around than there used to be. (I assume that those I see as regular folk would be the people invading the neighborhood from "dry-heave suburbia").

Take time to walk around the colony next time you come to Second Saturday, I think you will be pleasantly surprised how things are changing (for the good).

WORKSHOPS/DEMOS/EXHIBITIONS

Associated Artists of the Inland Empire, Joseph Todorovitch will be demonstrating oils in September, October's demonstrator is TBA. Demos are at 9:30 am, the 2nd Wednesday each month, Magnolia Center, Upland. Call (909) 463-6259 for more info.

The High Sierra Watercolor Workshop with Barbara Parish, En Plein Air, Bishop, CA - September 13th - 17th, 2004. For information call Barbara at 760-947-8052

Art Box Studio, Collage Workshop with Gerald Brommer Oct 18 - 22, 2004. Call Sylvia for more info @ (909)-981-4508

African Reflections: Two Views, Jan Wright and Doris Lynch, September 1 - September 30. Reception: Sunday, Sept 12, 2:00 - 4:00 PM. at La Habra Art Association, 215 Orange St., La Habra (562) 691-9739.

Associated Artists of the Inland Empire, 20th Annual Fall Open Juried Art Show & Sale at Magnolia Recreation Center at 651 West 15th Street, Upland, CA. Show runs Friday, September 24, 4PM to 9PM. Saturday, September 25, 12:00 Noon to 6:00 PM and Sunday, September 26, 12 Noon to 4PM. Awards and Reception on Friday, September 24, from 6:00 to 9:00 PM.

Registration is by mail. Take-in is Thursday, September 23, 4:00 to 8:00 PM. For more info call: Betty Cardinale (909)980-5615, Linda David (909)985-6335, or Shirley Bonneville (909)463-6251

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. 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, Info: (909) 981-4508.

Anne Williams: teaches Free Art Classes through Mt. SAC. Watercolor on Mondays: 9 am - noon at Joslyn Park, Covina, and 1 - 4 pm, Heritage Park, Diamond Bar. Tuesdays: 9 am - noon, Irwindale Senior Center and Thursdays 1- 4 pm Diamond Bar Community Center. Drawing on Tuesdays: 12:30 - 3:30 pm, Diamond Bar Community Center and Thursdays at Pathfinder Park, Rowland Heights from 9 - noon. 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: teaches watercolor at Rancho Cucamonga Senior Center, Mondays, 12:30 to 3:30 pm, no fee, 18 years old and up. Call Melanie for info at (909) 980-0918

PVAA ANNUAL OPEN JURIED SHOW... is just around the corner. You received your entry form in last month's newsletter. If you misplaced it or need another form, it is available for download on the PVAA website at www.pvaa.net. There is a link on the homepage to the entry form.

We are collecting items for our raffle that will take place at the show reception. If you can donate anything that is "raffleable" we would very much appreciate it. The raffle proceeds will go towards the expense of putting on our annual student show. Please drop off your donation at Gallery SoHo during regular business hours or contact either Linda at (909) 946-8076 or Laura at (909) 596-5326 to make alternate arrangements.

See you in October!

Linda & Laura - show co-chairs

Looking for volunteers!

Due to the departure of our most valuable membership/hospitality/ and co-monthly show chairlady, AnnieLaurie, we are in dire need of someone to take care of the refreshment table at Second Saturday and our Annual Show coming up in October. It would also be wonderful if we could find someone to help out our hard working president Joann at the monthly show take-in. If any of you could volunteer time once a month it would be deeply appreciated. Call the gallery, and leave your name and number if you are interested.

Many are still unaware there is an art supply store right here in the arts colony. The **Painted Moon** is at 455 W Second. Show your PVAA membership card for a 10% discount!

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

Newsletter Stuff: I hate to write, I really do. I like to scan and copy and paste and be an editor. Please Email me info, articles, pictures, stories, tell me what you have been up to. Any shows, awards, ANYTHING you'd like to tell the PVAA membership (within reason, of course) will be greatly appreciated. Send to laura@lauramallory.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: Sept. 15th.

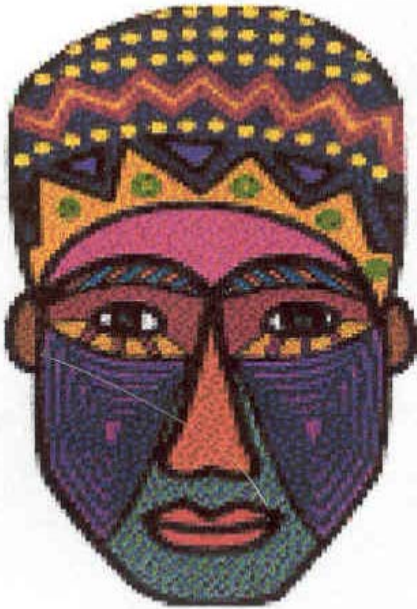
As I always say, I sometimes don't get my mail in a timely manner. It is delivered to the PVAA post office box. It sits there for maybe a couple days, maybe more. It then goes into my folder and I check for newsletter stuff for the last time on the 15th of each month. If it gets in my folder later than that, I'm not going to get it till the next month. So....if you are running close to the deadline, call me on the phone or email me. You can get the info to me that way or alert me there is late arriving mail heading my way. ☺

REMINDER - AMERICAN FRAME gives PVAA 5% of all orders placed by our members if they give our code which is A-287. Make Ann Stone proud and support this cause. It's an easy and profitable way to help your association.

M A S K S !

ART SHOW & SALE

October 7 - November 5, 2004



- ❖ Take-in Saturday, October 2, 12 - 4 pm
- ❖ Reception Saturday, October 9, 6 - 10 PM
- ❖ Limit 3 entries per person. ...\$7 for PVAA members (\$4 students), \$9 for non-members (\$5 students). Student division is for high school seniors and younger.
- ❖ Fees payable to PVAA, all fees non-refundable. Membership available at time of entry.
- ❖ All work must be picked up between Nov. 4 - 7, during regular gallery hours, Thurs. - Sun. 11-4

- ❖ 1st, 2nd, 3rd place ribbons shall be awarded as well as cash awards. \$25 -- 1st Professional and Student Division, \$15 2nd, \$10 3rd. Honorable mention ribbons awarded at judge's discretion.
- ❖ All media welcome
- ❖ Works will be displayed for sale at price indicated by artist (or marked NFS). PVAA retains 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 _____

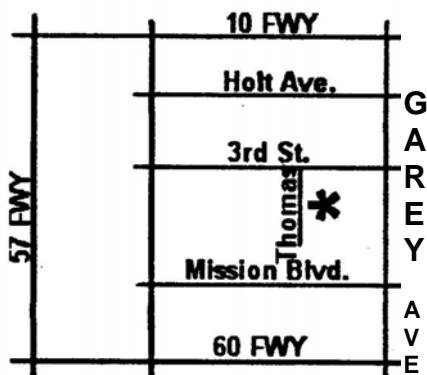
3. Title _____ medium _____ price _____

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.



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* Gallery SoHo

POMONA VALLEY ART ASSOCIATION

and **Gallery SoHo**

300-A South Thomas Street

Pomona CA 91766

Phone: (909) 469-1599

SEPTEMBER 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: _____