



# 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

SEPTEMBER 2005



Winning Entry, "Native American",  
By Roger Trivinos

## Featured Artist

Roger Trivinos

Roger Trivinos loved to draw when he was a small child in Peru. His drawing evolved into painting. He attended the American Academy of art where he studied art majoring in illustration. Roger realized early that his paintings wouldn't make a consistent living for his family so he became a graphic artist. However, recently, he has been focusing on painting. He misses the challenge of the brush and pigments. Roger said that the computer can do just about anything, but the computer still needs the human to operate it. He said it is more challenging to paint than to imitate painting on the computer. In painting you have to hold a brush, mix pigments into different shades and viscosities. "The artist also has to be aware of the behavior of light". Roger paints primarily in oils, but he dabbles in watercolor and pastel. His winning entry, "Native American", was done in pastel from a live native American model. His second place entry, "Dios Sol Dios Luna", is a representation of yin and yang as the sun and the moon. The maiden is peacefully waiting to be sacrificed. Roger has been living in the U.S.A. for 22 years and has been married for 17 years. He has 2 sons and 1 daughter.

## CONGRATULATIONS TO AUGUST'S MONTHLY SHOW WINNERS! "THE GREAT SOUTHWEST"

- 1<sup>st</sup>** – "Native American", Roger Trivinos  
**2<sup>nd</sup>** – "Dios Sol Dios Luna", Roger Trivinos  
**3<sup>rd</sup>** – "Cactus in Bloom", Linda Hauser

Honorable Mention –  
"Mittens", Demette Peterson

The Judge for "The Great Southwest" was **Trudi Parker**. Trudi has been painting for 42 years. She started painting without any instruction and framed and sold all of those early pieces. She teaches art in her own studio called "Best Art" and at several other locations. She had the opportunity to teach a group from Columbia her style of painting roses. Trudi was president of Edgewood Art Association in Covina and was a member of several other art associations. She has won numerous awards for her artwork and has paintings hanging in Mexico, Columbia, North Carolina, South Carolina, Michigan and New Mexico. We were pleased to have Trudi Parker as our judge for "The Great Southwest".

## Sad News

Our condolences go to long-time member and supporter of PVAA, Bobby-Lou Hargis, whose husband, Henry, passed away. Also, PVAA member and past president, Joan Beauregard, passed away. Both Henry and Joan will be greatly missed.

View Roger's paintings on his website:  
[www.roger-art.com](http://www.roger-art.com).

# Art Chat

## Expectations on Entering Art Competitions

By Mary Montelongo, Editor

Artists love to create and many wish to share their creations with others in shows and competitions of all kinds. Often artists have expectations of winning “big” only to feel the agony of defeat when they don’t see a ribbon by their beloved piece or even worse when their piece is juried out of a show. Although most artists understand that art is subjective and that jurors have their own preconceived ideas of what art should be, they still feel a twinge of rejection when their piece is not picked for an award.

As one who has chaired competitions including a National Open Juried Art Show and one who has volunteered at numerous “take-in’s for art shows, I have witnessed the almost obvious is often overlooked or altogether dismissed and that is the show prospectus or also known as a “call for entries”. Artists should know that if they follow each of the rules and information entailed in this document that their piece will have a better chance of being selected to show and in many cases win an award.

Here are a few of the most overlooked items in a show prospectus:

**Deadlines:** They are meant to be adhered to. How many times has a volunteer seen an artist flying through the doors with paintings flailing at their sides 30 minutes past the deadline? There are even a few PVAA members who show up a day late to show their work at the monthly show expecting their work to be shown.

**Correct and professional framing:** If it says, “no sawtooth hangers” don’t bring paintings with sawtooth hangers. All shows require wire and eye hooks for hanging paintings. If yours doesn’t have these, don’t expect the volunteer at take-in to supply you with the needed hardware. Also, make sure your frame is put together correctly so that it won’t fall to pieces after it is hung.

**Label artwork and slides:** If the show requires you to label your artwork and/or slides make sure you follow the prospectus directions completely. Many pieces of art are dismissed because they lack the information needed to process the piece.

**Pick-up:** When the show is over it is up to the artist to pick up their artwork by the designated deadline. Venues do not have the space to store artwork and it is a huge imposition to expect volunteers at these venues to handle and store your artwork.

Hopefully, these tips will help you find entering shows fulfilling and positive experience. Just follow your prospectus to success!

## MONTHLY ART SHOW & SALE CALENDAR – 2005

<b>January</b>  <i><b>ABSTRACT &amp; COLLAGE</b></i>  Jan 13 – Feb 4 Take-in Jan 8, 12 – 4 Reception Jan 8	<b>February</b>  <i><b>RED SHOW</b></i>  February 10 – March 4 Take-in Feb.5, 12 – 4 Reception February 12	<b>March</b>  <i><b>SEA AND LANDSCAPES</b></i>  March 10 - April 1 Take-in March 5, 12-4 Reception March 12	<b>April</b>  <i><b>SMALL STUFF</b></i>  April 7 – May 6 Take-in April 2, 12 – 4 Reception April 9
<b>May</b>  <i><b>ANIMALS ARE PEOPLE, TOO</b></i>  May 12 – June 3 Take-in May 7, 12 – 4  Reception May 14	<b>June</b>  <i><b>FLORAL FANTASY</b></i>  June 9 – July 1 Take-in June 4, 12 – 4 Reception June 11	<b>July</b>  <i><b>AMERICA THE BEAUTIFUL</b></i>  July 7 – Aug. 5 Take-in July 2, 12 – 4 Reception July 9	<b>August</b>  <i><b>THE GREAT SOUTHWEST</b></i>  Aug 11 – Sept 2 Take-in Aug 6, 12 – 4 Reception Aug. 13
<b>September</b>  <i><b>COLORS OF AUTUMN</b></i>  Sept 8 – Sept 30 Take-in Sept. 3, 12 – 4 Reception Sept 10	<b>October</b>  <i><b>DAY OF THE DEAD</b></i>  October 6 – Nov 4 Take-in Oct 1, 12 – 4 Reception Oct 8	<b>November</b>  <i><b>PHOTOGRAPHY &amp; DIGITAL</b></i>  Nov 10 – Dec 2 Take-in Nov 5, 12 – 4 Reception Nov 12	<b>December</b>  <i><b>SPIRIT OF THE SEASON</b></i>  Dec 8 – Jan 6 Take-in Dec 3, 12 – 4 Reception Dec 10

### Upcoming Prog Space Events in 2005

September - Open

October – PVAA Open Juried Show

November – Christmas Artisans Festival

December – Christmas Artisans Festival

<p><b>Welcome New Members!</b> Gregory Poutre, Bernadine Heaberlin, Vernon &amp; Mary Krahn, Roger Trivinos and Roxanne Lee Barker.</p>
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## WORKSHOPS/DEMOS/EXHIBITIONS

**Associated Artists of the Inland Empire:** Hal Lambert will demonstrate watercolor in September. There is also an artist competition every month; September is "Animals & Birds". Monthly meetings are at 9:30 am, the 2<sup>nd</sup> Wednesday each month, Central Park Community Center, Rancho Cucamonga. Call (909) 463-6259 for more info.

**Associate Artists Annual Fall Show:** September 23-25, 2005 at Central Park Community Center, Rancho Cucamonga. Theme category is "Simply Artrageous". [www.associatedartists-inlandempire.org](http://www.associatedartists-inlandempire.org).

**Watercolor West:** Demonstrations at Riverside Art Museum beginning August 20th. For more info., call: (951) 684-7111. [www.riversideartmuseum.org](http://www.riversideartmuseum.org).

**AMOCA:** "Laying the Foundation", American Art Tile – Exhibition July 9<sup>th</sup>-November 5<sup>th</sup>. 340 S. Garey Ave. Pomona.

## CLASSES

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

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

**Sylvia Megerdichian:** Sylvia teaches classes every Monday from 9:30 a.m. to 2:00 pm. Figure Drawing Workshop with Joe Pastor September 30, October 1, 2. Watercolor Workshop with Frank Webb, Oct. 16-20 & Right Brain Drawing Workshop with Sylvia, Nov. 11-12<sup>th</sup>. Art Box Studio info. (909) 981-4508. Location: 1302 Monte Vista #9 Upland, CA.

**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. Thursdays 1- 4 pm Diamond Bar Community Center. Drawing classes on Tuesdays: 1- 4 pm, Diamond Bar Community Center. Call Ann for Info: (909) 595-8182.

**Anne Seltzer:** Artwork Studio offers private art lessons in drawing and painting. Info. (909) 624-8424

**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.

**Mary Montelongo:** teaches collage, Artistic Journaling and basic drawing for children. For more info, call Mary at (909) 591-6503.

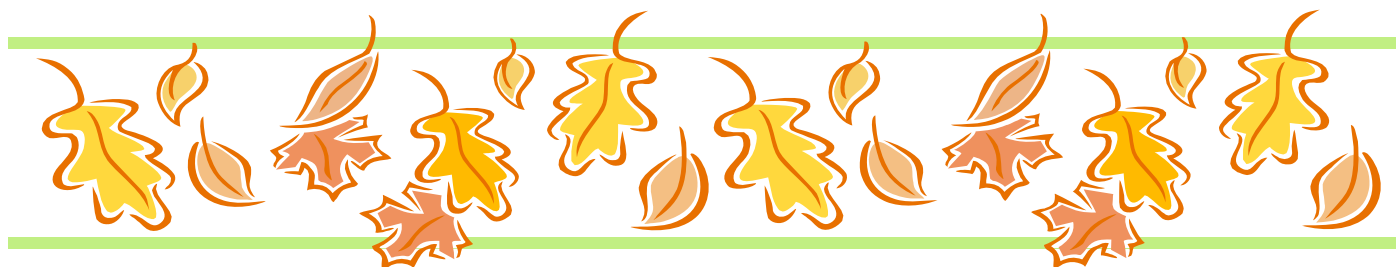
**Phyllis Case Bennett:** teaches Chinese Brush Painting at Claremont Adult School, two classes; Wed. 9 am-12 noon and 1 pm-4 pm and watercolor Plein Air classes Tue. 9 am-12 noon. Phyllis will be conducting Plein Air classes in various mountain locations for info. call: (909) 593-5520.

**Joslyn Senior Center** – Offers demonstrations, gallery show, music, poetry reading, dance workshops. Located at 660 North Mountain, Claremont CA, (909) 399-5488.

## Harvest Festival

**Saturday, October 15, 2005, 9-5 (6?) p.m.**

**La Verne** Old Towne on D and Bonita– **Arts and Crafts Fair** featuring approximately 100 vendors. 6-8,000 people usually attend this festival; booths are 10'x10' and cost \$50. A reduced price is offered if you demonstrate. Call Debra Walters for booth information (909) 593-3446. Also, there will be bounce houses, food and live entertainment.



.....**Call for Entries!**.....

### **Pomona Valley Art Association's 24<sup>th</sup> Annual Open Juried Show - October 8-30, 2005**

**Take-In:** Saturday, October 1, 11 a.m. to 4 p.m.

**Reception:** Saturday, October 8<sup>th</sup>, 6 p.m. to 10 p.m. Awards will be presented at 7 p.m.

**Location:** Progress Space Gallery, 300 South Thomas St., Pomona Ca 91766

Show Prospectus available on PVAA website: [www.pvaa.net](http://www.pvaa.net)

This show is always an exciting event and there is always a great feeling of "community". This is a great opportunity to show off your talents as well as to meet new people. Open Juried Show Chairman, Jim McClure welcomes anyone who would like to help with take-in, hanging, reception food and set-up and painting pick-up. Call the gallery and leave a message if you would like to volunteer.

## Member in the News –

Our illustrious Jan Wright is showing her artwork, "Now and Again: California Vistas" at Michael Brandman Associates (MBA), 621 East Carnegie Drive, Suite 100, San Bernardino, CA, August 16 – November 30, 2005.

**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.

## Gallery Spaces for Rent

The Prog Space is a great space to rent, call Melanie Phillips (909 980-0918 for more information.

The Claremont Forum has a large gallery space for weekend exhibit rental. Call Anne Seltzer for information: (909) 624-8428

**Phoenix International** is offering framing to PVAA members at 50% (909) 469-2531.



**A Note from the Editor:** Send informational items that you would like to see in print to [artsi1@verizon.net](mailto:artsi1@verizon.net). If you don't do email, just put your items in my folder at Gallery SoHo or send via US Mail to PVAA, attn: Mary, or feel free to call me at (909) 591-6503.

**Next Deadline: October 15<sup>th</sup>.** ☺

-Mary Montelongo

# Day of the Dead



## ART SHOW & SALE October 6 – November 4, 2005

- ❖ Take-in Saturday, October 1, 12 - 4 pm
- ❖ Reception Saturday, October 8, 6 - 10 PM
- ❖ Limit 3 entries per person. ...\$10 or 3 for \$25 for PVAA members, \$12 for non-members (\$6 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 November 5th, during regular gallery hours, 11-4 pm.
- ❖ 1st, 2nd, 3rd place ribbons shall be awarded as well as cash awards. \$25 -- 1<sup>st</sup> 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 \_\_\_\_\_

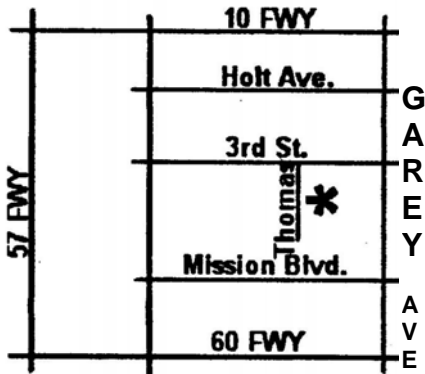
3. Title \_\_\_\_\_ medium \_\_\_\_\_ price \_\_\_\_\_

\* 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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 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

SEPTEMBER 2005 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: Laura Mallory

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: \_\_\_\_\_