

**Pomona Valley Art Association  
and GALLERY SOHO**  
300-A South Thomas Street  
Pomona, CA 91766  
Phone: 909-469-1599  
www.pvaa.net

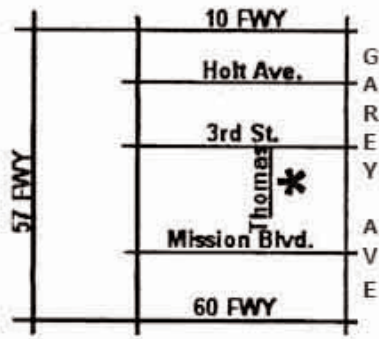
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300-A South Thomas Street  
Pomona, CA 91766

# POMONA VALLEY ART ASSOCIATION

October 2008



## OCTOBER 2008 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 \_\_\_\_\_

- |                                   |            |                                  |                    |
|-----------------------------------|------------|----------------------------------|--------------------|
| <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: \_\_\_\_\_

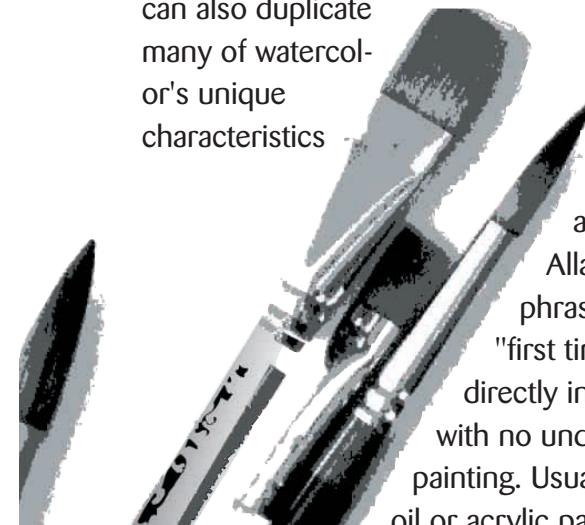
## ART FROM A to Z- How Well Do You Know Your "Artistic Alphabet?"

**A.W.S.:** Abbreviation of the American Watercolor Society, established in 1866.

**Accent:** A detail, brushstroke, or area of color placed in a painting for emphasis.

**Acid Free:** Acid free refers to papers without acid (pH) in the pulp when manufactured. High acidity papers degrade quickly.

**Acrylic:** Paint made from pigments and a synthetic plastic binder, water-soluble when wet, insoluble when dry. Developed commercially in the 30s and 40s and perfected in the 50s through 70s, this popular alternative to oil paint can also duplicate many of watercolor's unique characteristics



when used in a fluid manner.  
**Alla Prima:** Italian phrase meaning "first time". Painting directly in one session with no under-drawing or painting. Usually refers to oil or acrylic painting.

**Analogous colors:** A grouping of related colors next to each other on the color wheel. Example: Yellow, Yellow Green, and Green.

**Aquarelle:** The French term for the process and product of painting in transparent watercolor.

**Arches®** - The brand name for a very popular watercolor paper that has been made in France for more than 400 years. It's an acid-free paper manufactured in numerous sheet sizes, finishes and weights (thickness). Arches is also available in 30 foot rolls.

**Archival Paper:** Archival watercolor paper is any pure 100% rag, cotton, or linen watercolor paper of neutral or slightly low ph, alkaline (base) vs. acidic, and pure ingredients. Some synthetic papers are archival in nature but have unique working properties.

### Welcome NEW MEMBERS

#### OCTOBER

Nancy Brinkley  
Frances Ortiz  
Kathleen McCall  
Jacklyn Stallcup  
Elinor Livingston  
May Mar

# Pomona Valley Art Association's 5th Annual Artisan's 2008 Christmas Festival

Please join us for PVAA's 5th Annual Artisan's Christmas Festival in Nov. & Dec.

Where: Progress Gallery at 300-B South Thomas Street, Pomona

Take In: Saturday, November 1st, 11 a.m. – 4 p.m.

Show Dates/Hours: Sunday, Nov. 2nd – Sunday Dec. 14th, 11 a.m.- 4 p.m. / (Closed Mon. – Wed. and Thanksgiving Day)

Opening Reception: Saturday, November 8th, 6 p.m. – 10 p.m. / Take Out: Sunday, Dec. 14th 4 p.m.-6 p.m.

This year we will be offering a booth to any artist wanting to display and sell their artwork, (first come, first served). The fee will be \$ 40 for an approx. 10' x 10' booth, all merchandise sales will run through Gallery SoHo and 20% of the sale will be retained for PVAA. Gallery SoHo also accepts Master Card and Visa, all credit card sales will be charged 5% to the artist. The gallery will collect 8.25 % sales tax on all sales. Artist's checks will be issued before the middle of January, artists may pick them up at Gallery SoHo during regular business hours or they may be mailed to the artist upon request.

One booth per artist, (additional booths may be available at the end of the sign up period) if you wish, you may share your booth with another artist. Each exhibitor will be required to work 5 hours (writing up sales receipts

and greeting visitors), a sign up schedule will be provided on the take-in day. All artists are encouraged to be at the Opening Second Saturday Evening Artwalk, we have a large crowd that attends the Artwalks, most of our sales are on those evenings. Also, there will be a sign up sheet for the reception foods/refreshments, participating artists are asked to bring a favorite hors d'oeuvre, snack, or dessert plate.

We have a limited number of tables; one can be requested per booth for a \$10.00 fee.

Each artist will be assigned a booth number before the take in day, please be sure to write this number on your price tags, as well as your first and last initial.

EXAMPLE:

LH-7  
\$ 25

## Booth Reservation

If you would like to reserve a booth, please e-mail Linda Hauser at: TLHauser@roadrunner.com or Brenda O'Brien at BOrien463@aol.com with the following information (to the right), or mail it to PVAA, attention: Linda Hauser or Brenda O'Brien. It will be first come...first served. Payments for the booths (payable to: PVAA) can be paid on the take-in day, however please contact either one of us prior to the take-in day to reserve your booth. Please call if you have any questions.

**Thank you, Linda Hauser  
(909) 946-8076**

PVAA  
MONTHLY  
EXHIBIT

Thanks to our Judge  
Mary Ann Rachford

### OCTOBER Show Winners

Maureen Wheeler - 1st place  
Jan Wright - 2nd place  
Carolyn Cunningham - 3rd place  
  
Sindi Wasserman  
Photography Award

## PVAA's 5th Annual Artisan's Christmas Festival Application

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

ZIP \_\_\_\_\_

PHONE #1 \_\_\_\_\_

PHONE #2 \_\_\_\_\_

E-MAIL (OPTIONAL) \_\_\_\_\_

WHAT TYPE OF ITEMS WOULD YOU BE SELLING?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Please mail this completed form to:**

Pomona Valley Art Association, 300-A South Thomas St., Pomona, CA 91766

Attn. Linda Hauser or Brenda O'Brien

or e-mail: Linda Hauser: TLHauser@roadrunner.com or

Brenda O'Brien: BObrien463@aol.com

# 2008 Gallery SoHo Monthly Open Art Show & Sales Schedule

<p><b>May</b> <i>The Rookery &amp; Other Images of Spring</i> May 8 to June 6 Take in: Sat. 3, 11-4 pm Reception: Sat. 10 Pick Up: June 6 &amp; 7</p>	<p><b>June</b> <i>Expressions</i> June 12 to July 4 Take in: Sat. 7, 11-4 pm Reception: Sat. 14 Pick Up: July 4 &amp; 5</p>	<p><b>July</b> <i>The Spirit of Summer</i> July 10 to Aug. 1 Take in: Sat. 5, 11-4 pm Reception: Sat. 12 Pick Up: Aug. 1 &amp; 2</p>	<p><b>August</b> <i>Positive &amp; Negative Space</i> Aug. 7 to Sept. 5 Take in: Sat. 2, 11-4 pm Reception: Sat. 9 Pick Up: Sept. 5 &amp; 6</p>
<p><b>September</b> <i>Variations of Color</i> Sept. 11 to Oct. 3 Take in: Sat. 6, 11-4 pm Reception: Sat. 13 Pick Up: Oct. 3 &amp; 4</p>	<p><b>October</b> <i>Mysterious</i> Oct. 9 to Oct. 31 Take in: Sat. 4, 11-4 pm Reception: Sat. 11 Pick Up: Oct. 31 &amp; Nov. 1</p>	<p><b>November</b> <i>Cornucopia . Something Delightful</i> Nov. 6 to Dec. 5 Take in: Sat. 1, 11-4 pm Reception: Sat. 8 Pick Up: Dec. 5 &amp; 6</p>	<p><b>December</b> <i>Winter Magic</i> Dec. 11 to Jan. 2 Take in: Sat. 6, 11-4 pm Reception: Sat. 13 Pick Up: Jan. 2 &amp; 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 6-1 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.*