

909-469-1599

300-A South Thomas Street  
Pomona, CA 91766

[www.pvaa.net](http://www.pvaa.net)



# POMONA VALLEY ART ASSOCIATION

OCT / NOV 2014

## Walker House 2nd Story Gallery Features Two PVAA Members

*The gallery is open to the public Nov. 14th,  
15th, 21st and 22nd from 5:30 to 8:30 pm.*

### DON MARKOFSKI

Don is a watercolorist and designer who delights in landscape painting. A dramatic sky along with an old building, or a neglected, rusting structure can be found in many of his paintings. He has enjoyed art and drawing as long



as he can remember. Don's high school art teacher greatly influenced his art choices. He received a degree in graphic design (then called Commercial Art) and subsequently earned a BA Degree in Art from California State University Los Angeles. A 40-year career as a graphic designer has fulfilled Don's lifelong goal of working in the arts. Don has completed numerous commissioned works and enjoys the challenge of continually improving his painting.

Don's graphic design and fine art examples can be viewed at [www.MarkofskiCreative.com](http://www.MarkofskiCreative.com)

### MARYANN RACHFORD

Maryann's earliest memories are of drawing. Art has always been a passion in her life and she views this as a gift from God. Her studies in art have resulted in numerous degrees including a EdD in Art & Interdisciplinary Education. Her career has included films and commercials and Art Director

positions for ad agencies. Along the way she has taught at UCLA, Biola University and other Southern California Universities.

She is currently teaching at Citrus College and Azusa Pacific University, where she was formerly Art Director in the



theatre for several years. She has shown in and received awards in numerous shows and competitions across the country and has also illustrated various books and advertisements, and just completed illustrations for an upcoming book about Michael the Archangel.

Maryann's art can be seen at Gallery SOHO, 300 S. Thomas St., Pomona, CA. Gallery info at [www.pvaa.net](http://www.pvaa.net)

*Local artists are invited to exhibit their artwork at the renowned Walker House when the San Dimas Festival of Arts hosts its monthly 2nd Story Gallery. Prospective exhibitors are juried into the gallery which is located at 121 N. San Dimas Ave. Admission is free and refreshments are served. For more information, call 909-599-5374.*



## Welcome NEW MEMBERS

DJulie Nguyen • Juan A. Lopez • Luanne Lynch  
Daisy Barrientos • Michael Thomas • Ryan Armstead

# PVAA FEATURED MEMBER

## Linda Hauser

I began my career as a surgical nurse, helping others was a very rewarding 30 year profession. A few years before I retired, I began to realize a need for a relaxing and fulfilling hobby. Art and photography have always been something I enjoyed. My Grandmother was an artist, my Father was an enthusiastic photographer of our vacations and family events.

In 1991, I began taking painting classes with Betty Hook, a very well-known and accomplished artist. Betty strongly encouraged her students to join local art associations and enter their artwork in as many art shows as possible. And that is exactly what I did, I am blessed to have taken that path. My involvement in these associations has allowed me to meet many wonderful and talented artists, many of which have become life-long friends. Although the joy I get from my artwork and photography is enormous, the friendships I have gained through art makes me smile the most”

Linda enjoys photography, painting in oils, water-color, pastel and acrylic, her focus being landscapes, seascapes, floral and still life. She uses many of her photographs as an inspiration for her paintings.

Linda has won numerous awards for her photographs and paintings throughout Southern California. She has been on the Board of Directors for the Pomona Valley Art Association since 1992, she has held many positions including President of the association. She is a member of the Associated Artists of the Inland Empire and many other art associations. She

has been a juror at the Los Angeles County Fair “America’s Kids” art exhibit each year since 1997.

Linda exhibits her artwork and photography at Mt. Baldy Artisan Loft in the Mt. Baldy Village, at the Laguna Beach Art



Hotel in Laguna Beach and at the Pomona Valley Art Association’s Gallery SOHO, in the Pomona Arts Colony. Linda is currently PVAA’s Membership Chairman, Gallery SOHO Exhibiting Artist Trainer and Open Juried Show Co-Chairman.

Visit Linda’s photography website at [www.LindaHauser.com](http://www.LindaHauser.com)

## Karen Werner is The Winner of Annual PVAA Award



Congratulations to Karen Werner, winner of the “Pomona Valley Art Association Award” at the Associated Artist of the Inland Empire Annual Show in September.

### FREE 31-Page e-Book

## Understanding Linear Perspective Drawing



From Artist Daily.Com  
Download the book at our website: [www.pvaa.net](http://www.pvaa.net)

Understanding Linear Perspective Drawing: One-Point Perspective, Two-Point Perspective...Plus What Is a Vanishing Point

Take a deeper look at one of the most common types of perspective drawing, linear perspective.

This tutorial begins with a look at one-point perspective and the basics of perspective drawing. Add even more dimension to your work using the two-point perspective technique. Then challenge yourself by adding a third vanishing point, and transitioning into three-point perspective. Get your free download today to get started drawing perspective using three-, two-, and one-point perspective! perspective drawing video tutorial

## Noteworthy and Ongoing...

### You'll Find PVAA on FaceBook! Stop By and 'LIKE US' Today

Simply enter POMONA VALLEY ART ASSOCIATION in



your FaceBook search window and you'll be there. You can have a gallery of your artwork containing up to a dozen images and also tell visitors what's going on in your 'art world'.

### FALL INTO ART-- Art Show and Benefit For HELPING HANDS.

Opening Night: November 8th, 2014 - 6 pm to 10 pm

Apothecary Gallery, 565 West 2nd Street, Unit 1, Pomona

Local artists & artisans are featured...original artwork, ceramics and Glass, jewelry, wood art, drawing & Painting and photography. Each artist donates 30% of their sales to 'Helping Hands' for the months of November and December.

Through a partnership with Helping Hands, Caring Hearts Pomona, Apothecary Gallery and Conchi Sanford, Curatorial will be donating proceeds from sold works to Helping Hands, a non-profit that helps feed the hungry and cloth the needy of Pomona.

### Join Sylvia Megerdichian's Monday Open Studio

A Place for Friends to Gather, Be Inspired, and Create Art in a peaceful and supportive environment. Appropriate for all painting levels. Call or e-mail Sylvia for more information.

#### ART BOX STUDIO

Every Monday from 9:30 am - 2 pm.

1302 MONTE VISTA, STE. 9

UPLAND, CA 91786 / Ph: 909-981-4508

[artboxsylvania@netzero.net](mailto:artboxsylvania@netzero.net)

### WHAT GOING ON!

Share your accomplishments with your fellow members.

E-mail Don at [dmarkofski@hotmail.com](mailto:dmarkofski@hotmail.com)

# Open Board of Directors Positions...We Need Your Help!

If any of the vacant positions below interest you, please submit your name and position of interest to [dmarkofski@hotmail.com](mailto:dmarkofski@hotmail.com), OR mail your nomination to the Pomona Valley Art Association, 300-A South Thomas Street, Pomona, CA 91766. Nominations must be received NO LATER THAN Monday, November 24th.

**This association will only be as good as you want it to be!  
If we all do a little, then no one person will have to do it all.**

Thank you,  
Renee Matter, Nomination Committee Chair  
Don Markofski, Nomination Committee Co-Chair

## BOARD OF DIRECTORS

President: Jerius Williams

**Vice President: OPEN**

**Treasurer: OPEN**

**Membership: OPEN**

Recording Secretary: Kassidee Williamsen

Newsletter: Don Markofski

**Historian: OPEN**

Website: (outsourced to TheWovenWeb - L.Mallory)

Social Media Coordinator: James Lott

Monthly Show: Kathleen McCall (chair)

Linda Hauser (co-chair)

Renee Matter (co-chair)

Jerius Williams (co-chair)

Publicity: Jerius Williams

Public Relations - Jerius Williams

**Off-Site Gallery Chair: OPEN**

LA Co Fair / MSGS - Renee Matter

Open Juried Show: Linda Hauser (chair)

Renee Matter (co-chair)

Laura Mallory (co-chair)

Young Artist Show: Kathleen McCall (chair)

Lori Lott (co-chair)

Hospitality:

Kathleen McCall (chair)

Mary Ann Carey (co-chair)

Gallery SOHO Coordinator: Renee Matter

**VICE PRESIDENT** shall assist the President, and in the absence of the President, shall discharge the duties of the President. In case of resignation or death of the President, shall become President for the unexpired term.

**TREASURER** shall be the custodian of all funds of the PVAA unless otherwise provided; keep an itemized account of all receipts and expenditures and make a monthly report to the Board of Directors. The Treasurer shall deposit the funds of the PVAA in a bank of the Board's choosing. The Treasurer (and other board members chosen by the president) shall have check signing privileges and sign all checks for payment of the bills of the PVAA.

**MEMBERSHIP CHAIRMAN** processes applications and renewals, keeps a database of current members and an updated mailing list that is forwarded each month to the Board of Directors.

**HISTORIAN** shall keep a scrapbook of publicity and all other works pertinent to the work and activities of the Association.

**OFF-SITE GALLERY CHAIRMAN** shall arrange for the exhibition of juried art by members of the association in off-site locations approved by the Board. The chairman shall notify artists of the time and place at which they will show.

# PVAA Members Included in Elite Group of 25 Artists at Padua Hills Annual Art Fiesta

***Kathleen McCall and Aleta Jacobson Featured at Padua Hills Art Fiesta Which Returns Sunday, November 2, 2014***

The Claremont Museum of Art will host the 10th Annual Padua Hills Art Fiesta on Sunday, November 2 with an outdoor art show, art and craft demonstrations, music and



more. This year's exhibit will feature original Fiesta artist Betty Davenport Ford.

Some local residents still recall the popular Art Fiesta held through the 1950s. Since 2011, the Claremont Museum of Art has continued the tradition with Claremont area artists showing their work under the shady olive trees of the beautifully restored Padua Hills Theatre.

**Sunday, November 2, 11am to 4pm  
at the Padua Hills Theatre,  
4467 Padua Ave., Claremont.  
Tickets are \$8 for adults or \$6 for CMA,  
RSABG and SAMFAC members.  
Children under 18 are free.**



Twenty five area artists will display and sell their paintings, ceramics, glass,

sculpture, textiles and jewelry. This year's Fiesta artists include Paul Brayton, Leslie Codina, Gina Lawson Egan, Crispin Gonzales, Kathryn Herrman, Mike Hill, Mary Hughes, Aleta Jacobson, Jens Lerback, Nancy Macko,



Kathleen McCalls featured artwork titled WHAT-MUSIC-LOOKS-LIKE.

Andree Mahoney, Carolyn Lee Males, Marciano Martinez, Richard Martinez, **Kathleen McCall**, Osvaldo Orellana, Jerry Owens, Ann Seltzer, David and Kauzumi Svenson, Ahlene Welsh, Jan Wheatcroft, Maureen Wheeler, Larry White and Rhys Williams.

Art and craft demonstrations by area art organiza-

tions will include potters from Claremont High School Adult Education Ceramics Program, craftsmen from Maloof Woodworkers, and artists from Chaffey Community Museum of Art and the dA Center for the Arts.

An Art Exhibit, Betty Davenport Ford: Capturing the Animal Spirit will feature 60 years of her sculpture inspired by the beautiful forms of nature. The exhibit is co-sponsored by

Rancho Santa Ana Botanic Gardens and the Sam and Alfreda Maloof Foundation for Arts and Crafts. ARTstART students will lead children in creative Art Activities.



A Music Stage will feature local performers.

Festive foods from Casa de Salsa's taco bar and Spaggi's will be served with traditional Jamaica punch and fresh Padua Hills lemonade.

Holiday shopping gets an early start with unique handmade artwork or art books.

First held in 1953, the Padua Hills Art Fiesta was organized by local artists to bring art into the community. The studio art movement that flourished here in the 1950s centered on the use of natural materials and traditional sensibilities – watercolor, pottery, woodworking, sculpture in stone, bronze and ceramic, mosaic, textiles as well as painting. Visitors came from miles around to meet the artists and watch “art in action” at the popular festival. Today the tradition continues with a new generation of artists sharing their talents.

## Millard Sheets Gallery Continues to Provide Revenue For PVAA



For more than a half dozen years, The Millard Sheets Store & Gallery at the Fairplex has been staffed during the LA County Fair by PVAA members. Scores of people volunteered their time to work the cash register, help customers, hang artwork, clean glass counters and perform seemingly endless tasks many too numerous to mention.

On behalf of every PVAA member, the Board of Directors would like to sincerely thank all of those that contributed to making it successful. Revenue from the store is a vital part of our association's income. Many of the PVAA benefits not afforded other art associations are made possible because of revenue acquired from the gallery store. In spite of the lessened fair and gallery store attendance, monies received will obviously be very much appreciated. Many thanks to all.



## 7 Ways Art Galleries Can Help You Build a Successful Career

J. Jason Horejs, Owner | Xanadu Gallery, Scottsdale, AZ

Over the last several years, there's been a growing sense among some artists that art galleries may be waning – that the business model may not work anymore. The internet, large art shows and festivals provide artists new opportunities to display and sell their artwork directly to collectors. The tools and opportunities to build a successful art business have never been more accessible.

While I agree that the market is changing, and I believe that artists should pursue every opportunity to find new ways to market their work, I would like to share a few signs that art galleries still matter and demonstrate several ways that art galleries remain vital in helping artists build their careers.

### *For Many Collectors, Art Buying is About the Experience*

Perhaps one of the most important roles a gallery still fills is its ability to provide art buyers with a top-notch buying experience. Many of the sales I make through Xanadu Gallery are to people who are on vacation, or to buyers who have purchased a second home in Arizona to escape cold winters. These buyers love the experience of walking through galleries and the serendipity of finding a piece of artwork that speaks to them.

Art shows and festivals can provide buyers with a great experience and have the added benefit of allowing the collector to meet the artist, but most shows can't provide the same kind of high-end retail environment that an art gallery does. Galleries are able to control the art viewing environment – the temperature and the lighting, for example. Creating an atmosphere of luxury, galleries are often able to command higher prices than shows and festivals for the work they sell.

### *Seeing the Work in Person Still Matters (At least sometimes)*

I want to be very clear that seeing the artwork in person is not important in every sale – we are selling more and more artwork either online or through our Art Catalogue to collectors who have never seen the work in person. I firmly believe that a larger and larger percentage of art sales is going to occur online. That said, there is some artwork that has to be seen and touched to be understood, and there are some buyers who want to see the work before they buy it. There are ways to work around this – shipping art to a client on approval, for example – but online selling is still somewhat hampered by the disconnect of seeing work reduced down to pixels.

From a market perspective, these are two of the main reasons galleries still matter to buyers, but how do galleries help an artist sell more work and build a successful career?

## 2014 Gallery SOHO Monthly Theme NOVEMBER

**NEW TAKE-IN TIME: 11-2 PM!**



### **THEME: CITY SCAPES**

**November 2nd thru December 5th**

**Take-In: Sat, Nov 1, 11 am - 2 pm**

**Reception: Nov 8 • Pick Up: Dec 6**



*The Monthly Open Art Show conditions for entry, exhibiting & sales can be found on the association website at [www.pvaa.net](http://www.pvaa.net)*

### **How Galleries Help you Sell More Art...Exposure**

I'll begin with what I feel is the most compelling and important arguments: exposure. While an independent artist can set up a website, do open studio tours, and participate in art shows and festivals, all of which have the potential to put your work in front of potential buyers, these efforts simply can't match the exposure you gain by having your work shown and sold in a gallery.

Unlike a show or studio tour, a gallery is open year round. Over the course of a year my gallery, for example, will be visited by thousands and thousands of potential buyers. This consistent stream of viewers gives an artist the best chance at reaching his or her audience and making sales. The art business, just like any other business, is a numbers game. While there are many things you can do to target potential buyers and increase your chances for success, in the end, you've got to have eyeballs on your work in order to reach those who are going to feel passionate enough about the work to pull out their credit card and make a purchase.

Some argue that your website gives you exposure to a vast potential audience online. This is true, but if you are tracking your traffic and online sales, you know how difficult it is to get visitors to your site, let alone convince those visitors to buy. I will concede that you could start to reach a broad audience by participating in a large number of art festivals and shows – in fact you might even be able to reach a larger number of people than you could through galleries.

### **Efficiency**

Simply put, every minute you spend on self-promotion and shows is a minute that you are not spending in the studio. If you have participated in open studios or weekend art festivals, you know that tremendous preparation and effort is required in order to make the events a success. Unfortunately, all that effort is no guarantee of sales at any particular event.

You might argue that you have plenty of time to participate in art events because you have plenty of artwork and don't need to be spending more time in the studio. I would encourage you to stop and think about what that means though; if you have plenty of inventory and plenty of time on your hands, you simply aren't selling enough.

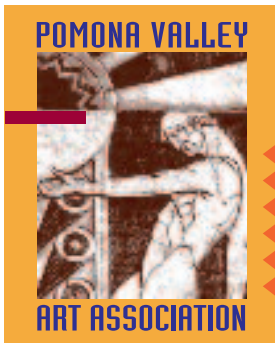
The artists that I show in my gallery would have a hard time participating in a lot of shows because, quite simply, they are too busy creating to keep their galleries in inventory.

By working with a gallery, you will be able to focus on producing work while the gallery focuses on producing sales – each of you is able to do what you do best. Moreover, very few artists are both creative and good at sales. Galleries are staffed by professionals who spend all day long, every day working on the sale of artwork. They are going to be better at moving a customer to the close than you are, and they are going to be better able to focus their efforts on following up with customers to close the sale.

### **REMEMBRANCE**

Sadly, **Jim McClure** has recently passed away. He was one of our Honorary members, and was also an exhibiting SOHO artist for many years. Jim will be dearly missed.

Also, **Tina Dabols** passed away in July. Tina was the wife of Karlis Dabols. Karlis is an active PVAA member and accomplished oil painter.



**Pomona Valley Art Association  
and GALLERY SOHO**

300-A South Thomas Street  
 Pomona, CA 91766  
 Phone: 909-469-1599  
 www.pvaa.net



**Pomona Valley Art Association  
Membership Application**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ eMail \_\_\_\_\_

**All donations are tax deductible. Mail your check and completed application to: Pomona Valley Art Association / ATTN: Membership Chairman / 300-A South Thomas St. / Pomona, CA 91766**

PVAA - Phone: 909-469-1599 / website: www.pvaa.net

Please indicate your area(s) of interest \_\_\_\_\_

**Pomona Valley Art Association**

PVAA is a non-profit, all volunteer organization. Your membership entitles you to numerous member benefits and helps to support the various association programs and activities.

- Full-time Student / \$6 (under age18)
- Single Membership / \$25
- Married Couple / \$30
- Family / \$35
- Sustaining / \$50
- Patron / \$100
- Benefactor (lifetime) / \$500