



Pomona Valley Art Association

300-A South Thomas Street, Pomona, CA 91766

909-469-1599, or visit our website: www.pvaa.net

P V A A N E W S L E T T E R

N O V E M B E R

2 0 0 7

The President's Message

My message this month will be short and sweet.

It is time for PVAA to nominate and elect new members to the board. During my time with the Association I have tried to get more people involved with the running of the Association. So here we go again and I need my fellow PVAA members to step up to the plate and help distribute the load for running all the different events amongst more members.

If you or your spouse or significant other would like to place your name into the hat for a board position then give Al (see Nomination Time article for his contact information) and give him a call or come by the gallery and place your name in the ballot box.

Remember, this association will only be as good as you want it to be. So step up and help! If we all do a little then no one person will have to do it all and be overloaded.

Also, on another note; the holidays are around the corner. Please visit the Gallery SOHO and the Christmas Show to be held in Progress Space this December and find that special gift for that special someone in

your life. You will be doing two things; supporting a fellow artist and letting the recipient of that gift know you spent that little extra time to find that special gift that says you care.

Thanks and cheers.

Lucien van Oosten

Nomination Time

Its nomination time again. The 2007 description for each position is listed below for your information. If you are interested in any of these positions, please contact Al Yookum, at (909) 576-5253. There will be a box available at the gallery for your convenience.

PVAA Board of Directors

PRESIDENT shall preside at all meetings of the Association and the Board, call for all ad-hoc committees including an audit committee and nominating committee, shall call special meetings, make an annual report, act as ex-officio member of all committee meetings except Nominating Committee, oversee all the activities of the Association and perform such other duties as pertains to the

office. This Board position has budget oversight responsibilities.

VICE PRESIDENT shall assist the President, and in the absence of the President, shall discharge the duties of the President, review the by-laws annually and convene a by-laws committee when needed. In case of resignation or death of the President, shall become President for the unexpired term. This Board position has budget oversight responsibilities.

RECORDING SECRETARY shall keep an accurate record of all the proceedings of the Association and Board meetings and keep current changes in the by-laws following Board action.

TREASURER shall be the custodian of all funds of the Association unless otherwise provided, will keep an itemized account of all receipts and expenditures, file periodic reports to the Board, meet with the annual audit committee and render a written audited report at the annual meeting, deposit funds of the Association in a financial institution of the Board's choosing and sign checks for payment of the bills of the Association. This Board position has budget oversight responsibilities.

NEWSLETTER EDITOR shall be responsible for the collection of material, writing the monthly newsletter for the Association

and sending the finished product to the printer/distributor. This Board position has budget responsibilities.

MEMBERSHIP CHAIRMAN processes applications and renewals, collects membership fees and forwards funds to the Treasurer, keeps a database of current members and an updated mailing and email list that is forwarded each month to the printer/distributor. This Board position has budget responsibilities.

PUBLICITY CHAIRMAN shall provide to the appropriate community media announcements of upcoming events, exhibits and such activities as the Association may conduct or participate in, producing pictures for publication whenever and wherever possible.

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

OFFSITE EXHIBITION CHAIRMAN shall arrange for the exhibition of juried art by members of the Association in offsite locations approved by the Board, train appropriate offsite personnel on the completion of sales receipts including applicable sales tax, collect sales receipts and money of sold artwork and deliver to the Treasurer, notify artists of the time and place at which they will show and supervise take-in, artwork hanging and take down.

HOSPITALITY CHAIRMAN shall provide and arrange for serving refreshments at all receptions and special occasions

when asked to do so and submit refreshment purchase receipts to the Treasurer for reimbursement. This Board position has budget responsibilities.

OPENED JURIED SHOW CHAIRMAN shall make arrangements for the annual show, including securing a venue, arranging for a competent juror, arranging awards, appointing committees to assist with organizing, set-up, take-in, hanging and take down of the show and artwork, collecting show entry fees, maintaining a list of all entries and delivering all collected funds to the Treasurer. This Board position has budget responsibilities.

MONTHLY SHOW CHAIRMAN shall make arrangements for monthly exhibitions based on themes approved by the Board, collect entry fees, maintain a list of entries deliver funds monthly to the Treasurer and supervise take-in, hanging and take down of all entered artwork, present or mail award prizes to award winners. This Board position has budget responsibilities.

SOHO GALLERY

SOHO COORDINATOR shall coordinate the work of the committee, convene the gallery committee as needed, recruit new gallery members either individually or with a committee, jury applicants' work, keep board apprised of pending vacancies, steps being taken to fill them, etc., collect rents and deliver funds to the Treasurer. Maintain a current list of gallery members and assign new gallery members as space becomes available. This

Board position has budget responsibilities.

SOHO INSTALLATION CHAIRMAN is responsible for installing the art work at change out or at any time new work needs to be hung, assigns designated spaces to artists at each trimester, rotating artists to ensure equity, makes sure the work is hung appropriately and works with new artists to ensure an over-all "look" for the gallery (bios, business cards, etc.).

SOHO MAINTENANCE/LOGISTICS CHAIRMAN is responsible for the maintenance, custodial tasks and upgrades for the gallery space including painting, informs board of repairs, improvements needed and obtains approval for necessary expenditures and recruits other gallery members to assist with projects as needed. This Board position has budget responsibilities.

SOHO TRACKER Monitors sitter sign-ups at the first of each month, notes vacancies, notifies members who have not signed up, monitors sign-in sheet periodically to be sure gallery members are signing-in as scheduled and reports sitting results annually or as needed.

SOHO TRAINER conducts periodic training for artists who have been selected as potential gallery members, assigns keys to new gallery members when they are officially assigned and serves as "coach" for new gallery members who have questions or need additional training.

PROGRESS SPACE COORDINATOR shall be responsible for renting the Progress Space Gallery, collecting rents and delivering funds to the Treasurer, assisting occupying artists with logistics and maintaining the Gallery appearance. This Board position has budget responsibilities.

COMMUNITY LIAISON attends community, valley and art-related meetings and events requiring a representative of the Pomona Valley Art Association and shall either present a written or oral report to the Board at their regular meetings.

WEBMASTER shall be the keeper of the Association's website, keep the site updated, create web pages for gallery artists, maintain the domain name registration in a current status and maintain hosting.

SUPPLY CHAIRMAN Inventories supplies and purchases supplies as needed. This Board position has budget responsibilities.

Monthly Show Winners

**Congratulations to the
October Monthly Show
"Dreamscapes"
Winners:**

Daniel Cunningham, our **First Place** winner for his oil "Night & Day". **Richard Freund** received **Second Place** for his mixed-media "Dark Dream" and **Third**

Place went to **Susan Evans** for her digital titled "Wisdom's Gate".

Honorable Mention goes to **James McClure** for "Nite Dreams".

November's theme is "Recycled".



About the Judge

Judge Kat Trevino

Kat Trevino won her first art award, a poster for the Reading-is-Fundamental Campaign, when she was 7. It was a unicorn over rainbow clouds and the slogan read, "Find your Fantasy..Read."

Kat, now 31, has stayed with that theme, creating fantasy worlds in her art. "I try to capture what's in people's minds and their imaginations that you couldn't otherwise picture," she says.

Kat does this in a variety of mediums. She's a painter, photographer, graphic artist,

poet, sculptor, and has even done glass blowing. She wins at least 2 awards a year and takes classes to keep up with the trends in art. "Next, I have to make short films," she sighs. And she writes too, her first novel, 'When Darkness Falls', is a Vampire fable that is expected to be out soon. Kat painted the "Butterfly Sky" mural on the Hollywood 101 FWY. She started the project 3 years ago and although it looks finished, she says it isn't. "I was working about 4' from traffic: it was bizarre. We were on a scaffold, about 20' up - I have to get the nerve to get back up there and finish the sky," she says.

Kat has a day job as a Graphic Director with the Cyber Group Network in San Bernardino. She also has her own graphic illustration business KATTWORKS. KAT TREVINO is a unique artist whose special creations "Katmosheres" are fantasy-like imageries that range from computer-altered photography, corporate web designs, to Fine arts. KATTWORKS goes beyond most graphic studios, with multi medium versatility, working closely with the clients molding their dreams into reality.

Current Exhibit:

OFF THE WALL

October 31st to November 11th
from 10:00am - 4:00pm,
Riverside Art Museum, 3425
Mission Inn Avenue, Riverside,
CA. 92501

Check out her web site at:

www.kattworks.com

Awards

Progress Gallery 2005, Soho Artist Colony 2005, Pomona Valley Art Alliance 2004, Multi Media Excellence 2004, S.B. County Museum Tribute 2003, Fine Arts Institute Achievement, I.E.'s Best of 2000, Ram First Choice Award, Art Center/Sturges for Arts, Tom Akin's for Excellence, Lawson Sculpture Award, Williams Graphics Honor, 95'-99' Best in Show, Winning Brochure Design

October Newsletter correction

I apologize as last month I printed that a Mini Webpage is included in PVAA Membership. There is a fee for the webpage. If you are interested in setting up a webpage, please contact webmaster@pvaa.net.

Open Juried Show

I would like to say that the entries in this year's Open Juried Show are some of the best I have seen overall in the three shows I have helped hang, chair and participated in. Anyone who came by the show will attest it really was a well rounded show featuring many different media with a great variety of styles and techniques of artwork being displayed.

This year, thanks to Jack Geddes, we had another banner year with getting additional donations so we could give additional cash

wards to more artists who participated. Once again we gave awards to over 50 different artists. Quite an accomplishment, which only makes this show one of the best for the participating artist to both be able to display their work and get rewarded for their efforts.

This year's show was also our first attempt to get our fellow member artists to participate by allowing them to be judges on awards they wanted donate. There were approximately 10 additional awards given this year because of this great new feature in this year show.

In closing, I want to give my personal thanks to Linda Hauser who stepped up to the plate and helped me and all of you by taking over getting the show hung, being there to host the judges, help write out and hang all the award ribbons before the show opened. Without her devotion and unselfish help there would not have been a show.

Please make a point of saying thanks when you see her. Also I want to thank all those who donated their time during take in. Please visit and use those businesses that donated gift certificates and merchandise. I would also encourage all of you to write a thank you note to the following City Officials who donated money to be given as awards in this show:
Pomona Councilman Rodrigues, District 2
Pomona Councilman Carrizosa, District 3
Pomona Councilman Lantz, District 4

The Fairplex, Millard Sheets Gallery
Claremont councilmember E. Taylor
Claremont Mayor Yao

Thanks to all those who participated and congratulations to all those who won.

Opened Juried Show chair
Lucien van Oostern

Call for Entries

La Habra Art Association NOVEMBER ART FESTIVAL

The La Habra Art Association's annual November Art Festival, a juried fine arts exhibition, will be held from November 8 – 29th at the La Habra Art Gallery, 215 North Orange Street, La Habra California. The Gallery is open from 1 – 5 pm from Thursday through Sunday. For more information call the La Habra Art Gallery, Thursday – Sunday from 1:00 – 5:00 pm. (562-691-9739).

Arts Colony of La Mirada presents

Mirrors of your Mind 2007 An open juried art show November 19 thru December 5, 2007

This show is open to all artists displaying watercolor, mixed media, oil, acrylic, pastel, photography and sculpture. Artwork must be hand delivered to Paxon Gallery on Tuesday November 12th or Wednesday, November 13th from 3 to 7 pm. For more information, please contact Melody Anderson at (714) 522-8357.

CABRERA'S Gallery,
637 W. Second St.
Pomona, Ca.
(909) 230-1926

Cabrera's Gallery is looking for artists to display in her gallery on Second Saturdays. No fee to hang/display. There is a 25% commission if the work sells. Call Lisa to set an appointment for an interview.

Vickie Carman Gallery,
635 W. Second St.
Pomona, Ca.
(909) 636-3447
Call after 6 pm for an appointment

The Vickie Carman Gallery is looking for artists to display in her gallery on Second Saturdays. No fee to hang/display. There is a 25 % commission if the work sells.

Call Vickie to set an appointment for an interview and to show her a sample of your artwork.

Interested in showing your artwork?

The Claremont Art Walk is looking for artists who wish to display their work. It is held the first Friday of every month. Currently it's free and it is held in the village.

Call Edward at (909) 973-2708, and see if you get accepted.

PVAA Satellite Gallery

The Gallery is available/accessible to all PVAA member artists for them to display their

artwork for a reasonable monthly fee. The advantage of this gallery is that it is located at Persnickity Antiquity, 180 E. Second Street, Pomona, Ca. 91766. Open 6 days a week; closed Tuesday. It is on the ground floor, in the Antique Row area of downtown Pomona. PVAA members will not be required to act as docents at this gallery.

If you are interested, contact Lucien van Oosten either by e-mail: vogaruda@earthlink.net or phone: (626) 481-0824

He will send you all the information on cost and display guidelines.

PVAA Christmas Show

There might still be some space available. Call DJ Hermansen for information and fees (760) 249-5713.

Things to See and Do around Town

Sketching with Watercolor Workshop

Brenda Swenson will be the presenter at the Sketching with Watercolor Workshop on Saturday, November 17, 2007 at the La Habra Art Association Gallery from 9 am – 4 pm.

The workshop is for everyone who wants to improve their drawing and painting skills, create great travel journals, enhance observational skills and learn how to use their sketches as

a roadmap to larger studio paintings. The cost is \$75.00.

Ms. Swenson is on the board of directors for NWS. Her paintings and sketches have been featured in many magazines and other publications. She is the author of two books, *Keeping a Watercolor Sketchbook* and *Steps to Success in Watercolor*.

For more information about the workshop contact the gallery at (562) 691-9739 or Dori at (714) 738-5532. For more information about Brenda, contact WWW.SWENSONART.NET.

by Doris Lynch

Day of the Dead at the Pomona Public Library Gallery Wall has been extended through November. Lisa Cabrera has 12 colored pencil and mixed media pieces on display.

Welcome New PVAA Members

Kenny Ratliff
Dawn Secord
Christopher Johnson
Laura Mulroy & Family
Travis North & Family
Jazmine Palomarez

Progress Gallery



Artisan's Christmas Festival

**PAINTINGS • HANDPAINTED GIFTS • PHOTOGRAPHY
GLASS FUSION • HAND MADE CHRISTMAS DECORATIONS
ORNAMENTS • POTTERY • JEWELRY • SWAGS • CARDS & MORE!**



OPEN THE MONTH OF DECEMBER
During gallery hours beginning December 6th.

Thursdays, Fridays, Saturdays & Sundays

11 a.m. to 4 p.m.

December 8th "Second Saturday Art Walk Night"

6 p.m. to 10 p.m.

Progress Space 300-A S. Thomas St. Pomona (909) 469-1599

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.

Schedule for 2007 Gallery SOHO Monthly Open Art Shows & Sale

September Shades & Shadows Sept. 6 to Oct. 5 Take in: Sat. 1, 11-4 pm <u>Reception:</u> Sat. 8 Pick Up: Oct. 5 & 6	October Dreamscape Oct. 11 to Nov. 2 Take in: Sat. 6, 11-4pm <u>Reception:</u> Sat. 13 Pick Up: Nov. 2 & 3	November Recycled Nov. 8 to Nov. 30 Take in: Sat. 3, 11-4pm <u>Reception:</u> Sat. 10 Pick Up: Nov. 30 & Dec. 1	December Color Of Winter Dec. 6 to Jan. 4 Take in: Sat. 1, 11-4 pm <u>Reception:</u> Sat. 8 Pick Up: Jan 4 & 5
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- * PVAA welcomes all artists to display and sell their art at our monthly Art Show and Sale.
- * All media welcome.
- * Awards: \$25 for 1st, \$15 for 2nd, \$10 for 3rd. Photo ribbon given if show contains 5 or more photo entries.
- * Limit 3 entries per person...\$10 ea. or 3 for \$25 for PVAA members, \$12 ea. for non-members, \$6 ea. for students.
- * An All-Artist reception occurs on the 2nd Saturday of each month from 6-10pm.
- * 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 taken).
- * All fees are due at take-in or piece will be rejected. No Exceptions.
- * Also PVAA retains a tax-deductible donation of 20% on all sales.

If you would like to respond to or submit any articles, offer your opinions or corrections, inform us of your achievements, or tell us what's happening in your neck of the woods, please do.

You can submit through email: (Nancy@pvaa.net), snail mail: PVAA/Gallery SoHo, Attn: Nancy Colburn, 300-A South Thomas Street, Pomona, CA 91766, phone: 909-469-1599, fax: 909-393-4740, or in person: drop off your submissions at Gallery SoHo, ask the person behind the desk to place them in my folder.



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 Permit No. 101

* Gallery SoHo

POMONA VALLEY ART ASSOCIATION

and **Gallery SoHo**

300-A South Thomas Street

Pomona CA 91766

Phone: (909) 469-1599

N O V E M B E R 2 0 0 7 N E W S L E T T E R

**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 _____

- | | | | | | |
|-----|----------|------------|-----|---------|--------------------|
| ___ | \$125.00 | Lifetime | ___ | \$28.00 | Family |
| ___ | \$100.00 | Patron | ___ | \$24.00 | Couple |
| ___ | \$50.00 | Sponsor | ___ | \$20.00 | Single |
| ___ | \$35.00 | Sustaining | ___ | \$6.00 | Student (under 18) |

Please indicate your areas of interest: _____