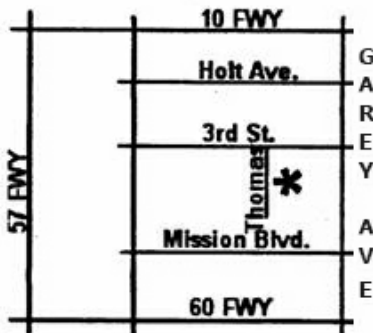


**Pomona Valley Art Association
and GALLERY SOHO**

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

NON-PROFIT ORG
US POSTAGE
PAID
CLAREMONT, CA
91711-9998
PERMIT No. 101



NOVEMBER 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 _____

- | | | | |
|--------------|------------|-------------|--------------------|
| ___ \$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: _____

909-469-1599

300-A South Thomas Street
Pomona, CA 91766



POMONA VALLEY ART ASSOCIATION



November 2008

Presidents Message

When I opened the door to the Prog. Space to hang the ribbons for the Open Juried Show I was thrilled to see the beauty of the art displayed. Congratulations to all of the winners! 52 ribbons and awards were given. Richard Freund won best of show for his 3-D piece titled "Psyche", which was truly one of a kind.

Judging can be a difficult job, and with the quality of the art this year it was a particularly arduous task. Thank you Fealing Lin for an outstanding job!

Looking ahead, November and December is our 5th Annual Artisans Christmas Festival. We will be having artisans from all over sharing their talents at the festival. If you are interested in having a booth contact Brenda O'Brien or Linda Hauser at: 909-469-1599. Come in from the cold and purchase an original piece for someone special this Christmas.

The rumor is true, we will be undergoing some renovations next year but

the SoHo Gallery and the Progress Space will continue to be open during construction. It will be a little dusty but in the end it will be a wonderful transformation, we'll be sharing more on this later.



It's time for nominations for the PVAA board. If you are a PVAA member you can be on the board. Come to our next board meeting and find out what goes on behind-the-scenes. At the SoHo Gallery the first Saturday of the month 9 am.

Happy Thanksgiving and happy creating,

Debra Walters
debrawaltersart@mac.com

Welcome NEW MEMBERS

NOVEMBER

- Lee Sanderson
- Leonida Haydnk
- Alfred Gaytan
- Bonnie Pierson
- Elizabeth Carr
- Mary Ann Osko
- Rita DuShane-Jones
- Cynthia J. Dunlap
- Andrew Cruz
- Tamara Kukta
- Brian V. O'Keefe
- Donna Larson
- Lana Blades
- Dorothy H. Davis
- Kelly M. Hernandez
- Karie Farman
- Christine Olanio
- Debbie Ornstead

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

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**

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

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

Nomination Time - 4 B.O.D. Positions Vacant.

It's nomination time again. The 2008 description for each position is listed below for your information. Board members work hard and often spend endless hours dedicating time and resources to their prescribed position.

The following positions are vacant and need to be filled:

1. President/2. Recording Secretary/3. Trainer/4. Hospitality

If you or your spouse or significant other would like to 'place your name into the hat' for a board position then Please contact Brenda O'Brien, Gallery Coordinator (909) 393-7895. 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 PLEASE, step up and help! If we all do a little then no one person will have to do it all and be overloaded.

Thank you, Brenda O'Brien Gallery Coordinator (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, layout, copyfitting and sending the finished product to the printer/ mailing house. 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.

Watercolor West Holds Seminar Series In Conjunction With Annual Show In Brea

Every year, WATERCOLOR WEST in conjunction with the annual international exhibition, invites six well-known watercolor artists to give seminars.

The artist will discuss his or her work, answer questions and give a painting demonstration and sometimes a slide show.

These artist seminars are held this year at the Brea Gallery in the Brea Civic Center Complex. The demonstration or seminar is held in the Brea City Council Chambers. The Circular room and stadium-style seating couldn't provide a better venue.

Each seminar runs from 10 AM - 3 PM, with a break for lunch, on the Saturdays shown below. The cost is only \$20 per seminar. I have attended numerous demonstrations in recent years and have found each of them, needless to say, well worth the money.

Contact the City of Brea Art Gallery for more information and reservations at 714-990-7730. And while you're taking in the seminar series, stop at the Brea Art Gallery and visit the Watercolor West 40th Annual Show.

Don Markofski, Editor

2008 SEMINARS

Saturday, October 25: Al Setton
Saturday, November 8: Stan Goudey
Saturday, November 22: Jim Salchak
Saturday, December 6: Donal Jolley

40th Annual
Watercolor West Juried Exhibition
October 12 - December 19, 2008

Brea Gallery
The Brea Civic and Cultural Center
1 Civic Center Circle
Brea, CA 92821

La Habra Art Association's Annual November Art Festival

November 6 – 30th

The La Habra Art Association's annual November Art Festival, a juried fine arts exhibition, will be held from November 6 – 30th at the La Habra Art Gallery, 215 North Orange Street, La Habra California.

The exhibit will feature works by southern California artists in a variety of media including watercolor, oil, acrylic, pen, pencil and pastel.

The show's juror is Gerald Brommer, a well-known California artist, teacher and author.

Everyone is invited to the opening reception which will be held from 7:00 to 9:00 pm on Saturday, November 8, 2008.

The Gallery is open from 1-5 pm Thursdays through Sundays. For more information about this show or the La Habra Art Association call 562-691-9739 or visit our website: lahabraartgallery.org. Admission is free.

ON-LINE ART STORE LINKS:

<http://www.dickblick.com>

<http://www.aswexpress.com/>

<http://www.italianartstore.com/>

<http://www.misterart.com>

<http://www.judsonspleinair.com>

<http://store.artcity.com/index.html>

<http://www.swainsart.com/>

<http://www.utrechtart.com/>

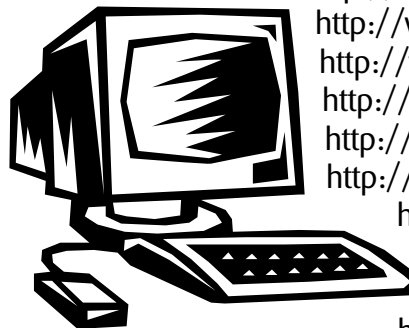
<http://www.jerrysartarama.com/>

<http://www.danielsmith.com/>

<http://www.cheapjoes.com/>

<http://www.aaronbrothers.com/>

<http://www.clearbags.com/>





PVAA Claremont Foundation Show

The ART GLOSSARY



Balance: a feeling of equality in weight, attention, or attraction of the various elements

within a composition as a means of accomplishing unity.

Birds-eye view: seeing from a point of view from an altitude or from a distance; a comprehensive view in a downward direction; also called an "aerial view".

Bitmap image: a pixel-based image (.BMP) with one bit of color information per pixel, also known as a bitmapped image. The only colors displayed in a bitmap image are black & white. Quality decreases when image is enlarged.

Bristol board: a high quality heavy, drawing paper, sometimes made with cotton fiber prepared or glued together. Usual thickness is 0.006" and up and it is used for many types of two-dimensional artwork, including lettering.

Bright artist brushBright brush: refers to a brush that has the same shape as a "flat" however the hairs are not as long as those on the flat brush. (See illustration.)

Brush: a tool used to apply paints and inks to a surface, consisting of hairs, or bristles held in place by a ferrule attached to a handle. The quality of the hair determines the brush's quality and cost. Each type of brush has a specific purpose, and different fibers are used for different mediums.

Brushstroke: The mark left by a loaded (filled) brush on a surface. Brushstrokes can be distinguished by their direction, thickness, TEXTURE, and quality. Some artists purposefully obscure individual brushstrokes to achieve a smooth surface. Other artists make their brushstrokes obvious to reveal the process of painting or to express movement or emotion.

Brushwork: the distinctive technique in which an artist uses to apply paint with a brush onto a medium, such as canvas.