

**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



December 2009



## The Gift: PVAA, The Beginning of our Art Association

By Linda Hauser

Several months ago I received a box of PVAA items from Past PVAA President, Dawn Scherer. The box contained numerous Progress Bulletin newspaper articles, many PVAA newsletters from the 1970's and a wealth of PVAA information about the early years of PVAA. The box was

**...”then I found it, the original typed minutes from PVAA’s first official meeting, January 21st 1952.”**

given to Dawn by her friend, Audra Herkert, the daughter of another PVAA Past President, Al

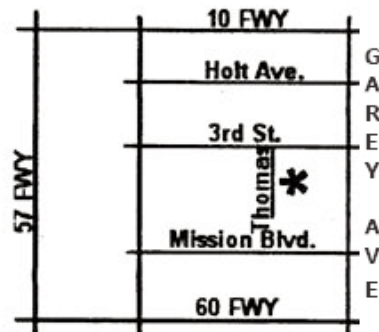
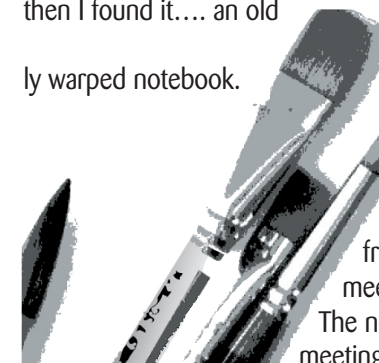
Anderson, who passed away in September, 2008.

Al Anderson was a gifted artist, he served as PVAA’s President in the mid 1970’s. Al received a bachelor’s degree in art from UC Santa Barbara and a master’s degree in art from the Claremont Graduate School. Al also was the head of Rowland High School Art Department for many years.

The evening I received this “PVAA box” I became mesmerized by the treasures inside. I found myself reading each article, looking at every picture, I couldn’t stop.... then I found it.... an old

blue cloth bound, slightly warped notebook.

As I opened it I couldn’t believe what I was looking at, the original typed minutes from PVAA’s first official meeting, January 21st 1952. The notebook contains board meeting minutes through 1960.



DECEMBER 2009 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: \_\_\_\_\_

### PVAA General Membership Meeting and Holiday Celebration Potluck

**We will be voting in the Pomona Valley Art Association board for the year 2010.**

Date: January 9th 2009 / Time: 4 o'clock PM  
Location: The home of Kathleen McCall  
1492 Mountian Ave. / Claremont, CA. 91711

**RSVP to Brenda O'Brien 909-282-7187  
or Debra Walters 909-994-3100**

Please bring your favorite holiday dish: main dish, salad or dessert. If you wish to be included in the gift exchange bring a gift, \$25 or less, to the party.

*Welcome*  
**NEW MEMBERS**

**NOVEMBER**

Randy Howard  
Carrie Todd  
Loki Pacheco-Taylor

# PVAA MONTHLY EXHIBIT

## Congratulations to Our PVAA Monthly Winners

SHOW THEME: "Recycled",  
THANK YOU judge was Ana  
Esquiviz from Galeria Rustica.

**1st place** - Jim McClure for his  
construction titled "ZX Droyd"

**2nd place** - Michi Ikeda for her  
watercolor collage titled "Once  
Again"

**3rd place** - Veronica Kortz for  
his oil painting titled "Vintage"

**Honorable Mention AND the  
Student Award** - Caitlin C.  
Nick Arach for her watercolor  
titled "Reflection".



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watercolor titled "Reflection".

## 2010 Gallery SoHo Monthly Open Art Show, Sales Schedule & Themes

<b>January</b> "New Beginnings" Jan. 9-31 Take in: Sat, 1/2, 11-4 Reception: Sat, 1/9, 6-10pm Pick Up: Feb 6&7	<b>April</b> "Decadence" Apr. 10-25 Take in: Sat, 4/3, 11-4 Reception: Sat, 4/10, 6-10pm Pick up: 5/1&2	<b>July</b> "Summer Magic" July 10-25 Take in: Sat, 7/3, 11-4 Reception: Sat, 7/10, 6-10pm Pick up: 8/7&8	<b>October</b> "Mysterious" Oct. 9-31 Take in: Sat, 10/2, 11-4 Reception: Sat, 10/9, 6-10pm Pick up: 11/6&7
<b>February</b> "The Red Show" Feb. 13-28 Take in: Sat, 2/6, 11-4 Reception: Sat, 2/13, 6-10pm Pick Up: Mar 6&7	<b>May</b> "Images of Spring" May 8-30 Take in: Sat, 5/1, 11-4 Reception: Sat, 5/8, 6-10pm Pick up: 6/5&6	<b>August</b> "Positives & Negatives" Aug. 14-29 Take in: Sat, 8/7, 11-4 Reception: Sat, 8/14, 6-10pm Pick up: 9/4&5	<b>November</b> "Cornucopia: Something Delightful" / Nov. 13-28 Take in: Sat, 11/6, 11-4 Reception: Sat, 11/13, 6-10pm Pick up: 12/4&5
<b>March</b> "Black & White" Mar. 13-28 Take in: Sat, 3/6, 11-4 Reception: Sat, 3/13, 6-10pm Pick up: 4/3&4	<b>June</b> "Expressions" June 12-27 Take in: Sat, 6/5, 11-4 Reception: Sat, 6/12, 6-10pm Pick up: 7/3&4	<b>September</b> "Variations of Color" Sept. 11-26 Take in: Sat, 9/4, 11-4 Reception: Sat, 9/11, 6-10pm Pick up: 10/2&3	<b>December</b> "The Gift" Dec. 11-26 Take in: Sat, 12/4, 11-4 Reception: Sat, 12/11, 6-10pm Pick up: 1/1&2

- 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 6-10 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.

## ☆ 2010 Pomona Valley Art Association Board Nominees ☆

President: Lucien van Oostein  
 Vice President: Bob Marshall  
 Treasurer: Joe Ingalls, (assistant open)  
 Membership: Linda Hauser  
 Newsletter: Don Markofski  
 Correspondence: Marci Stewart  
 Webmaster: Nathan Walters  
 Historian: Mary Shaw  
 Monthly Show: Kathy Eppick  
 Publicity/ Public relations: Open  
 Prog Space Coordinator: Position closed

Off-Site Exhibition: Sindi Wasserman  
 Student Show: Lisa Ruiz, Carolyn Cunningham  
 Open Juried Show: Open  
 Soho Gallery Coordinator: Brenda O'Brien  
 Hospitality: Open, (Corinne Gomez will assist)  
 Gallery Installer: Melanie Phillips  
 Gallery Staffing: Jan Wright  
 Gallery Trainer: Arlene Moreno  
 Gallery Maintenance/Logistics: Open  
 Supplies: JoAnn Peters

### 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.