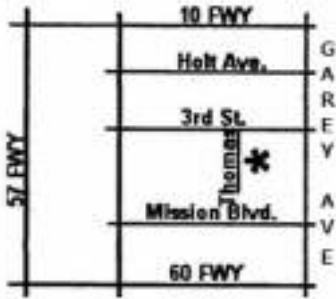


**Pomona Valley Art Association
and GALLERY SOHO**

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

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FEBRUARY 2013 PVAA NEWSLETTER

**Pomona Valley Art Association
Membership Application**



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.

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ eMail _____

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

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 _____

909-469-1599

300-A South Thomas Street
Pomona, CA 91766



POMONA VALLEY ART ASSOCIATION

FEBRUARY 2013

Student Show Opens in March at The PVAA Gallery SOHO

It is time to prepare for the Annual Pomona Valley Art Association's Student Art Show. The show will be hosted by the Pomona Valley Art Association and the membership is graciously providing the SOHO Gallery as an exhibition space. The show will take place during the month of March as in previous years. We look forward to another fabulous exhibit of student work.

Please see the attached prospectus and feel free to forward the information to art teachers and students that may be interested in participating.

March 13th Associated Demo Features Richard Stergulz

Richard is an Illinois native who by the age of eight knew he wanted to be an artist. He graduated from the American Academy of Art in Chicago in 1983 which began his successful commercial art career. After 12 years of doing commercial art, Richard felt it was time to fine tune his fine art style.

Richard moved to California in 1995 and started painting for himself in a realistic style with a touch of Russian impressionism. "I admire the Russian Impressionists, especially Nickolai Fechin, for their intense brush strokes that exude passion into their paintings. I also admire Norman Rockwell for his amazing drawing ability and the volume of work he produced in his lifetime."

Monthly Master Artist Demonstration
2nd WEDNESDAY OF EACH MONTH / 9:30-11:30 a.m.

Goldy S. Lewis Community Center
at Rancho Cucamonga Central Park, 11200 Baseline Road
Rancho Cucamonga, California

The public is welcome!
Donation of \$5 is accepted for non-members.

Gallery SOHO to Display PVAA 32nd Annual OJS in April

Once again the PVAA Open Juried Show show will be displayed in the Gallery SOHO. It promises to be better than. More space will be provided for entries. Please see the attached prospectus.

PVAA Members Take Awards at MVAL Annual Members' Show

We're proud to announce the PVAA members that were winners in the Mid Valley Art League members' show.

The awards and categories are as follows: Milford Zornes Memorial Award: **Michiko Ikeda**, 'Little Sparkles', Henry Fukuhara Award: **JoAnn Formia**, 'Bayshore Marina, Morro Bay', Altadena/Pasadena Soroptimist Club Award: **Hanna Adler**, 'Day in Tallin', Honor Court: 3rd Place: **Setsuko Okubo**, 'Expression of Earth', Landscape: Honorable Mention: **Sandra Rooney**, 'Discovery', Portrait/Figure: 1st Place: **Hanna Adler**, 'Sunday Best' and 3rd Place: **Veronica Kortz**, 'Ring Master'.

Additional Categories include: Seascape: 3rd Place: **Jan Wright**, 'Sea Wars', Structural/Mechanical: Honorable Mention: **Michiko Ikeda**, 'Unoccupied', Animal: Honorable Mention: **Laura Barnes**, 'Rear Window', Floral/Still Life: 2nd Place: **Veronica Kortz**, 'Butterfly Bougainvillea' and 3rd Place: **Michiko Ikeda**, 'Oh Joy!'.

Welcome
NEW MEMBERS

Mary Ann Carey
Jurgen Ziesmann

Congratulations
to Our
Monthly Winners

PVAA
MONTHLY
EXHIBIT

▶
1st Place:
Veronica Kortz,
Orange County
Regional Park,
Oil



- 1st Place: Veronica Kortz , Orange County Regional Park, Oil
- 2nd Place: Jerius Williams, Twilight Forest, Photograph
- 3rd Place: Mary Ann Carey, In the Beginning, Assemblage
- HM 1: Linda Hauser, God's Palette, Photograph
- HM 2: Veronica Kortz, Malibu Retreat, Oil

▶
2nd Place:
Jerius Williams,
Twilight Forest,
Photograph



▲ **3rd Place:** Mary Ann Carey,
In the Beginning, Assemblage



▲ **HM-1:** Linda Hauser, God's
Palette, Photograph



▲ **HM-2:** Veronica Kortz,
Malibu Retreat, Oil

Monthly show winners are displayed on the digital newsletter in full-color on our website at www.pvaa.net

2013 Gallery SoHo Monthly Open Art Show, Sales Schedule & Themes

| | | | |
|---|--|--|---|
| January "Creative Journey" Jan. 6 - Feb. 1 Take in: Sat, Jan 5, 11-4 Reception: Sat, Jan 12, 6-9pm Pick Up: Feb 2 | April "No Monthly Show" (PVAA OJS SHOW) | July "Homeland" July 7 - Aug 2 Take in: Sat, July 6, 11-4 Reception: Sat, July 13, 6-9pm Pick up: Aug 3 | October "Wild-thing" Oct. 6 - Nov 1 Take in: Sat, Oct 5, 11-4 Reception: Sat, Oct 12, 6-9pm Pick up: Nov 2 |
| February "Heart and Soul" Feb. 3 - Mar. 1 Take in: Sat, Feb 2, 11-4 Reception: Sat, Feb 9, 6-9pm Pick Up: Mar. 2 | May "Mini Expressions " (miniature show 10" x 10" or smaller) May 5 - 31 Take in: Sat, May 4, 11-4 Reception: Sat, May 11, 6-90pm Pick up: June 1 | August "Atmospheric Elements" Aug. 4 - Sept 6 Take in: Sat, Aug 3, 11-4 Reception: Sat, Aug 10, 6-9pm Pick up: Sep 7 | November "Far Horizon" Nov 3 - Dec 6 Take in: Sat, Nov 2, 11-4 Reception: Sat, Nov 9, 6-9pm Pick up: Dec 7 |
| March "No Monthly Show" (Student Show) | June "Nature's Gifts" June 2 - July 5 Take in: Sat, June 1, 11-4 Reception: Sat, June 8, 6-9pm Pick up: July 6 | September "Once in a Blue Moon" Sept. 8 - Oct 4 Take in: Sat, Sep 7, 11-4 Reception: Sat, Sep 14, 6-9pm Pick up: Oct 5 | December "It's a Wrap" Dec. 8 - 29 Take in: Sat, Dec 7, 11-4 Reception: Sat, Dec 14, 6-9pm Pick up: Jan 4, 2014 |

- All media welcome.
- Awards: \$25 for 1st place, \$15 for 2nd, \$10 for 3rd.
- Photo ribbon given if show contains 5 or more photography entries.
- Limit 3 entries per person, all fees are due at take-in or piece will be rejected. No Exceptions.
- Entry fee for PVAA members is \$10 each or 3 for \$25.
- Entry fee for non PVAA members is \$12 each. Entry fee for students is \$6 each.
- 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 hanging pieces are required to have wire hangers.
- 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.

PLEASE ATTACH TO THE FRONT OF
ARTWORK IN THE LOWER, RIGHT
CORNER.

Student _____ grd _____

Title _____

Medium _____

School _____

Teacher _____

Student _____ grd _____

Title _____

Medium _____

School _____

Teacher _____

Student _____ grd _____

Title _____

Medium _____

School _____

Teacher _____

Student _____ grd _____

Title _____

Medium _____

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Teacher _____

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School _____

Teacher _____

Student _____ grd _____

Title _____

Medium _____

School _____

Teacher _____

Student _____ grd _____

Title _____

Medium _____

School _____

Teacher _____

Pomona Valley Art Association
Student Show 2013

Dear Art Instructor or Art Student,

It is time to prepare for the Jr./Senior art show, which is open to students in grades 7 - 12. The Pomona Valley Art Association is proud to announce the Annual Student Art Exhibit. We have had exceptional work entered in the show every year and we are looking forward to exhibiting quality student work again.

[This year we are excited to exhibit the student work in the Pomona Valley Art Association's own Soho Gallery. The gallery is located at 300 S. Thomas in the city of Pomona.](#)

- **Take in time for artwork will be on Saturday, March 2nd, 2013 from 12:00 – 4:00 pm.**
- **Students, parents, and teachers may come to the gallery on Friday, Mar. 8th from 12:00 – 4:00 to preview the show. The awards list will be sent via email to those who have provided an email address at the time of take-in. Contact Lisa Keffer-Ruiz (passion4paint@verizon.net) to make sure you are on the email contact list.**
- **The awards reception will be held from 2:00 – 4:00 pm on Saturday, Mar. 9th. Winners will be acknowledged at 3:00 pm.**
- **The artwork will be on display Mar. 8th – 29th from 11:00 – 4:00 pm.**
- **Pick up times will be on Saturday, Mar. 30th from 3:00 – 5:00 pm. Please be advised – Artwork will be released to students, parents or teachers only by Lisa Keffer-Ruiz or Carolyn Cunningham. Other members of PVAA will not be responsible for releasing artwork. This is a precaution to ensure that the artwork is returned to the proper owner.**

Sincerely,

Lisa Keffer-Ruiz

Carolyn Cunningham

Pomona Valley Art Association

Soho Gallery Hours: 11:00-4:00 pm Thursday-Sunday
300 S. Thomas St.
Pomona, CA 91766

PVAA Student Show for Grades 7 - 12

Rules and Conditions

The categories may include: pastel, charcoal, pencil, colored pencil, acrylic, watercolor, tempera, oil pastel, oil paint, scratchboard, ink, mixed media, 3D, digital, and photography.

Preparing work for Entry

All 2 dimensional works on paper or board must be cleanly matted or framed. Any canvas must be painted around the edges or framed. All 2D artwork must be ready to hang with wires or hooks **SECURELY ATTACHED** on the back of the entry. **(Please be advised that the use of duct tape, electrical tape, and painter's tape is inappropriate for the gallery environment. These tapes have failed in the past and caused considerable damage to the students' artwork.)** Entries must be identified with the **entry form** **securely attached to the back** of the artwork. (Entry form sheets are included in this mailing.) Each entry must also be identified with the **artwork label** **in the lower, right hand corner of the front of the piece** (artwork labels are included).

Each 3 dimensional entry must be identified with the **entry form** **securely attached to the bottom** of the artwork (entry form sheets are included in this mailing). Each entry must also have an **artwork label** **attached to the work** so that the artists who install the show will have a label to place on the podium near the artwork (artwork labels are included).

Any artwork that does not meet the above requirements will not be accepted.

Rules for Entry

Size of entry for PVAA is not to exceed 40 inches in any direction

The artwork must be original and created completely by the student.

Art that contains previously published work will not be accepted.

Artwork that has previously won in a PVAA Student Show may not be entered.

Each artist is limited to 2 entries in any given *category*.

The Pomona Valley Art Association would like to keep a high standard art exhibit for all. In order not to offend the artists or the viewing public the following show policy has been enacted: **Any art containing images of eight balls or anything drug, alcohol, or tobacco related and shock art will not be hung. Nudes not presented in good taste will not be hung.** Please remember this show is for all ages.

Judging

There will be several categories for judging and these will vary depending on what types of art are entered. All artwork will be judged for creativity, skill, quality, and presentation.

ENTRY FORM – PLEASE PRINT
attach to the back of the artwork if 2D or
underside if 3D

Student name _____

Address _____

Phone _____ grd ___ age ___

School _____

Address _____

Teacher _____

Title of work _____

Medium _____

Every reasonable care will be taken to assure the proper handling of entries. However, neither the Pomona Valley Art Association, nor its agents, will be responsible or liable for damage or loss. **Artwork may not be removed from show until March 30, 2013.** Submitting an entry to this exhibition shall imply an agreement on the part of the entrant to these conditions.

ENTRY FORM – PLEASE PRINT
attach to the back of the artwork if 2D or
underside if 3D

Student name _____

Address _____

Phone _____ grd ___ age ___

School _____

Address _____

Teacher _____

Title of work _____

Medium _____

Every reasonable care will be taken to assure the proper handling of entries. However, neither the Pomona Valley Art Association, nor its agents, will be responsible or liable for damage or loss. **Artwork may not be removed from show until March 30, 2013.** Submitting an entry to this exhibition shall imply an agreement on the part of the entrant to these conditions.

ENTRY FORM – PLEASE PRINT
attach to the back of the artwork if 2D or
underside if 3D

Student name _____

Address _____

Phone _____ grd ___ age ___

School _____

Address _____

Teacher _____

Title of work _____

Medium _____

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attach to the back of the artwork if 2D or
underside if 3D

Student name _____

Address _____

Phone _____ grd ___ age ___

School _____

Address _____

Teacher _____

Title of work _____

Medium _____

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Awards

Best of Show \$200
1st Place each category \$100
2nd Place each category \$75
3rd Place each category \$50
Honorable Mentions awarded at the discretion of the Judge.
Additional Awards to be announced at The Awards Presentation.

Dates

Take-In:

Saturday, April 6, 11 a.m. to 4 p.m.
SoHo Gallery, 300-A Thomas St., Pomona

Exhibition:

April 11th - 28th
Thur - Sun, 11 a.m. - 4 p.m.
'Second Saturday', April 13, 11 a.m. - 9 p.m.

Opening Reception:

'Second Saturday', April 13, 6 p.m. - 9 p.m.

Awards Reception & Presentation:

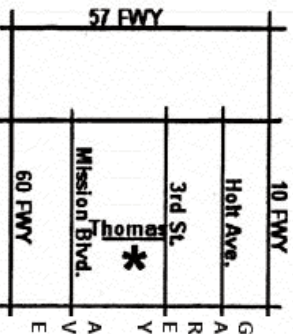
Awards Reception, Sun, April 28, 2-4 p.m.
Awards Presentation, Sun, April 28, 3 p.m.

Art Removal

Work must be removed on April 28, 4 to 6 p.m.
No work shall remain past April 28. A \$5 per day late fee will be charged each day after April 28.

Take-in and Show Location

PVAA SOHO GALLERY
300 So. Thomas St, Pomona, CA 91766



PVAA
32nd
Annual
OPEN JURIED
SHOW
2013

**Pomona Valley
Art Association**

PVAA SoHo Gallery
300-A S. Thomas St.
Pomona, CA 91766

CALL FOR ENTRIES!
Pomona Valley Art Association

PVAA
32nd
Annual
OPEN JURIED
SHOW
2013

April 11 - April 28
PVAA SoHo Gallery

This Annual Exhibition is open to all artists. We invite you to be a part of one of the oldest, largest, and most prestigious shows in the Inland Empire. Join hundreds of local artists: young and old, beginner and famous, in celebrating, sharing and awarding the very best regionally produced artwork.

Show Judge,
TO BE ANNOUNCED

Pomona Valley Art Association
300-A So. Thomas St. - Pomona, CA 91766
(909) 469-1599
www.pvaa.net

ENTRY FORM - COMPLETE AND RETURN WITH ENTRY FEE

Name _____

Address _____

City _____ Zip _____

Phone _____

Title _____

Medium _____ Price \$ _____

ENTRY FORM - COMPLETE AND RETURN WITH ENTRY FEE

Name _____

Address _____

City _____ Zip _____

Phone _____

Title _____

Medium _____ Price \$ _____

ENTRY REQUIREMENTS

Please read carefully!

ELIGIBILITY: Any artist may enter up to two works of original design, completed within the last five years. Works must be the original creation of the artist. Teacher-assisted class work, crafts, copies of portraits, copies of art work, or copies of copyrighted photographs will not be accepted for judging. Artwork must be of such nature as not to offend the sensibilities of the public. Work must NOT have been previously entered in a PVAA Open Juried Show.

CATEGORIES:

1. Oil
 2. Watercolor
 3. Acrylic (with or without glass)
 4. Mixed media (two or more different mediums)
 5. Pastel, pencil, charcoal, ink
 6. Printmaking, graphics, photography & digital
 7. Jewelry, enamel, cloisonné, glass, ceramics & misc.
 8. Sculpture, assemblage and other 3-Dimensional
- We reserve rights to change/combine categories

SPECIFICATIONS: Two-Dimensional works shall not exceed 36 inches framed in any direction. Larger pieces may be considered for an increased fee of \$3 per square foot and pre-approved by the exhibition director. All work that is not free-standing must be prepared for hanging with screw eyes and wires attached ONLY. NO EXCEPTIONS! Work must be clean, properly framed and prepared for presentation. Pencil, photos and digital art must be under glass or plexi-glass. 3-D work will be limited to a base size of 24 inches in any direction and may be no taller than 36 inches. Entries weighing over 30 lbs. must be moved in place by the artist. Size limits may be pre-approved on an individual basis for an increased fee.

FEES: PVAA members: \$15.00 per entry, non-members: \$20.00 per entry. Fees are payable to PVAA and are non-refundable. Acceptance of work into the show is at the discretion of the juror. Entries that may be juried out may be picked up April 13, 2013, from 10 a.m. - 12 noon, BY APPOINTMENT ONLY. Affected artists will be notified.

SALES/LIABILITY/RESERVED RIGHTS: Works are to be considered for sale at price indicated unless marked NFS. PVAA will retain a 20% donation on all sales (tax deductible by artist). Every reasonable care will be taken to assure proper handling of all entries; however, PVAA assumes no responsibility for damage or loss. Submitting an entry to this show shall imply an agreement on the part of the entrant. PVAA reserves the right to reject any work not suitably prepared for display or that may be deemed offensive to the community. PVAA reserves the right to reject any work that creates a liability/safety hazard to the public.