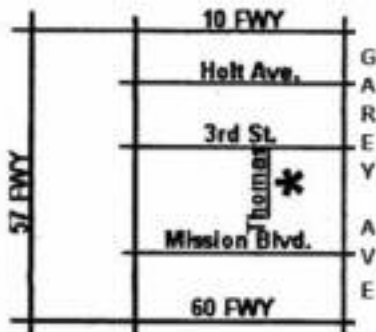


**Pomona Valley Art Association
and GALLERY SOHO**

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

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FEBRUARY 2012 PVAA NEWSLETTER

**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

909-469-1599

300-A South Thomas Street
Pomona, CA 91766

POMONA VALLEY ART ASSOCIATION



FEBRUARY 2012



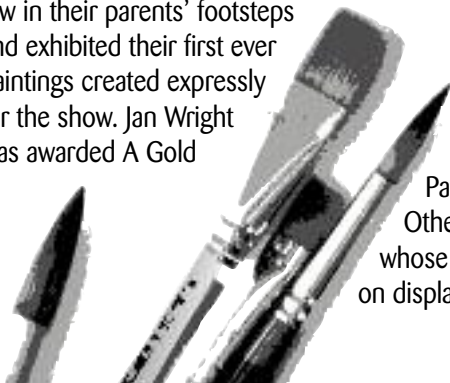
PVAA Member Declared Winner in NWS Donor Show

The National Watercolor Society Donor show opened on January 14 with a total of 88 paintings on display at its San Pedro gallery. Among paintings of note was a piece by Milford Zornes exhibited by Bill Anderson. Maria Zornes



Jan Wright, prominent PVAA member, is shown with watercolor painting which garnered her the NWS Gold Palette Award at the Donor Show.

Baker, Milford's daughter attended. Also, two donor artists, Lowri Sprung and Mike Van Winkle, decided to follow in their parents' footsteps and exhibited their first ever paintings created expressly for the show. Jan Wright was awarded A Gold



Palette award. Other PVAA artists whose paintings were on display included

Alan Marriott and Michi Ikeda.

Jack Richeson of Jack Richeson Co., Inc. was present to assist with the presentation of merchandise he donated for a raffle. He also made available a series of 22 lithographs created by Zoltan Szabo to be sold to benefit NWS. Szabo had set himself the task of creating a painting representing each state in the union and although he didn't complete the task before his death, the forty-three in the collection are remarkable.

Current plans are to exhibit them at the Salamagundi Club in New York City where Richeson was named Man of the Year in 2011. More information is will be available at NWS-web.org.

Jan Wright

The PVAA SoHo Gallery Gets Much Needed, Major Facelift

If you haven't been down to the SoHo Gallery (PVAA headquarters) lately, your next visit will certainly be a pleasant surprise. Countless hours have gone into the painting, plastering, patching and a list of numerous other tasks that contributed to the much-needed facelift.

Renee Matter pulled together a crew of tireless workers including her husband, Jerius Williams, Carolyn Cunningham, Bob Marshall and other lesser known, but much appreciated helpers.

There's still work to be done. Although much of the work will have been completed by publication date. As one member so smartly stated, "Wow, now it looks like a real gallery."

New cabinets will be constructed on the inner pillar to tuck away the folding walls. This will not only provide practical storage for the valuable walls when needed, but it will also afford additional space for displaying artwork.

Great Job. We can't thank the volunteers enough!

Don Markofski

PVAA MONTHLY EXHIBIT

Congratulations to Our PVAA Monthly Winners

Theme: New Beginnings

Judge: Michael Bourne

1st Place: Veronica Kortz,
Victoria Beach Sunrise, oil

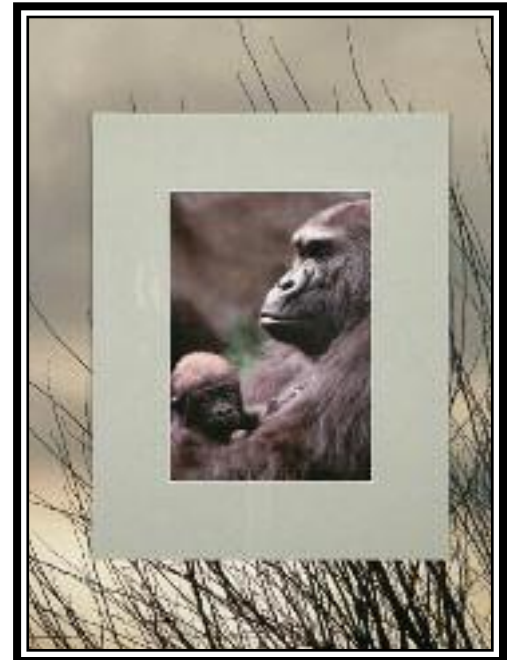
2nd Place: Jerius Williams,
Mother's Love, photography

3rd Place: Kathleen McCall,
Tropical Fish in the Year 29299", watercolor

Honorable Mention: Linda Hauser,
Laura's Graduation Cap, photography



1st Place: Veronica Kortz, Victoria Beach Sunrise, oil



2nd Place: Jerius Williams,
Mother's Love, photography



3rd Place: Kathleen McCall,
Tropical Fish in the Year 29299",
watercolor



Honorable Mention: Linda Hauser,
Laura's Graduation Cap, photography

2012 Gallery SoHo Monthly Open Art Show, Sales Schedule & Themes

February - 2012

“The Red Show”

Feb. 13th - 29th

Take in: Sat, 2/4, 11 am - 4 pm

Reception: Sat, 2/11, 6 -10 pm

Pick Up: March 2 & 3

NO MONTHLY SHOW IN MARCH!
Annual Student Show Will Be In Gallery

- 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.

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.

Fairplex Exhibit Update

2012 Plans For Millard Sheets Center at Fairplex are Underway

Plans are underway for the participation of the Pomona Valley Art Association during the 2012 LA County Fair in the Millard Sheets Center for the Arts Gallery Store. As a member of PVAA, if your work is selected, you can sell through the Gallery Store during the Fair. All PVAA artists who have merchandise in the store must also work the designated shifts and serve on a committee. If you are interested in learning more about this opportunity please call Dawn Scherer at 909 624 6787 or email her at days-break@gmail.com. by March 1, 2012.



POMONA VALLEY ART ASSOCIATION 30th ANNUAL – Open Juried Show December 8 -11, 2011

SPECIAL AWARD WINNERS

<u>CATEGORIES</u>	<u># TITLE</u>	<u>ARTIST</u>
FAIRPLEX AWARD	#69 "SOMETHING BORROWED"	HANNA ADLER
FAIRPLEX AWARD	#54 "AMARILLO IN THE DISTANCE"	JERRY ROGERS
FAIRPLEX AWARD	#31 "BEACH BABY"	VERONICA KORTZ
BETTY HOOK MEMORIAL AWARD	#63 "OBSERVATION POINT"	CATHERINE LIN
BESS REIDE MEMORIAL AWARD	#64 "RUSTY BIRD"	MARGARET BURNETT
MILLARD SHEETS MEMORIAL AWARD	#36 "RESTING FLEET"	JOANN FORMIA
MILFORD ZORNES MEMORIAL AWARD	#37 "IT'S HERE I KNOW IT"	JOANN FORMIA
ASSOCIATED ARTISTS AWARD	#78 "BEES"	CARMEN LINDSAY



Collage & Jewelry Design With Aleta Jacobson 511 Art Studio

ARE YOU READY for a day of fun with Aleta Jacobson, president of the SO CA Collage Society. She is the winner of numerous awards, including Grand Prize – Citrasolv, Fall Into Art, 2011 1st place Mixed Media Pomona VAA 2011 . See some of her work at <http://www.citrasolv.com/art/aleta.html> and Facebook <http://www.facebook.com/profile.php?id=100000746903457>

SPEND THE DAY, Thursday, February 16, 2012 from 9:30 – 3:30.

COMPLETE two small collage art projects (ready for hanging), a pair of earrings or pendant and an original decoupage gift box.

LEARN design collage format, color selection , use of texture as well of the technical skills needed for successful collage development.

COST \$85 for the day - all materials included plus snacks.

BRING a passion for learning and a sack lunch. All materials are included to finish your projects, plus you will receive a take home pack of artist papers.

IF YOU WANT TO bring some of your favorite watercolor and acrylic brushes and small palette with watercolors, please do so, **but it is not necessary**.

PLEASE SIGN ME UP

When: Thursday February 16th, 2012

Time: 9:30am - 3:00pm (1/2hr. break)

Where: 511 Art Studio

1040 Northwestern Dr.

Claremont, CA- Phone: 909-241-2131

NAME: _____

PHONE: _____ e-mail _____

Call Aleta at 909-241-2131 or email her at alp511@verizon.net to reserve a place. There are NO walk-ins. Maximum 8 participants

*****ATTENTION ALL MEMBERS*****

WE REALLY NEED YOUR HELP!
Vital PVAA Board Positions are vacant!
Please volunteer today and insure the
continued success of your association!

I think PVAA needs our help! I'm going to eMail
Debra Walters now at debrawaltersart@mac.com



The PVAA Board of Directors Descriptions

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.