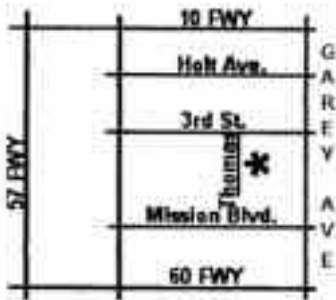


**Pomona Valley Art Association
and GALLERY SOHO**

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

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JULY / AUGUST 2013 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

JULY / AUGUST 2013



Exhibit Opportunity For PVAA Artists at Upland Thursday Nites

The **Upland Market and Artwalk** provides an exhibit and sales opportunity for PVAA members. This is on Thursday nights during the Spring and Summer (5-9 pm) in downtown Upland. The specific need exists to provide information, brochures and membership applications to passers by (potential members) at the PVAA booth. Artists wishing to set up and work the booth are welcome to display and sell their own work as well.

For those that might want their own booth, you can have a 10'x10' booth at the weekly event for as little as \$10.00/per week. If anyone has any questions, pertaining to the **Upland event only**, they can reach Jolene at 909-931-1565.

Members that would like to help by working the PVAA booth should leave a message at the Gallery SOHO at 909-469-1599.

“Like” Us (PVAA) On Facebook!

Please visit and "Like" PVAA's new Facebook page at www.facebook.com/PomonaValleyArtAssociation. You



can post on our wall and let other PVAA members,

friends and family know what you've been up to in the world of art. We're hoping to fill up photo albums with an archive of events, show winners and familiar faces from PVAA. It will also be a place where you can find out about upcoming events and activities. We hope to see you there!

Fairplex Exhibit Update

Preparation is well underway at the Millard Sheets Center for the Arts for the 2013 LA County Fair Exhibit. This year the exhibition will feature unique and intriguing works such as World War II style painted bomber jackets, marionettes, paper sculptures, mosaic sculptures, sand painting, metal



robot sculptures, and other forms of "Art From the Attic".

PVAA volunteers have been helping to structure the Gallery Store and paintings to be sold have been delivered and hung

and 3 dimensional art and gift items created by our members will be displayed and for sale in the Gallery Store as well. During the Fair, Demonstrating artists from Southern California will be presenting their talents in all five rooms of the Gallery. Many of these demonstrators are PVAA members.

The Fair starts on Friday, August 30th at 3PM and will be open all weekend including Labor Day Monday. After that, the Fair is closed on Monday and Tuesday and the last day to enjoy visiting with our artists and members in the Gallery or the Gallery Store will be on Sunday, September 29, 2013.

Welcome NEW MEMBERS

Christine Nash Phillips
Julio A Salazar
Stacey Jean Wright

Jenny Allen
Joan Robben
Ashley Dvorak

PVAA MONTHLY EXHIBIT

Congratulations
to Our
Monthly Winners

Theme: NATURE'S GIFT

- 1st Place: Arlene Moreno, Photography, "San Dimas Pride"
- 2nd Place: Jan Wright, Watercolor, "Home Kitchen"
- 3rd Place: Arlene Moreno, Photography, "Taos, New Mexico"
- HM: Jerius Williams, Photography, "Fields of Gold"
- HM: Jerius Williams, Photography, "Harvest"
- HM: Renee Matter, Oil, "Morning on the Rocks"
- HM: Nancy Rutherford, Watercolor, "Tranquility"

3rd Place:
Arlene Moreno,
Photography,
"Taos, New Mexico"



HM: Jerius Williams, Photography, "Fields of Gold"



1st Place: Arlene Moreno, Photography, "San Dimas Pride"



2nd Place: Jan Wright, Watercolor, "Home Kitchen"



HM: Jerius Williams,
Photography, "Harvest"



HM: Renee Matter, Oil,
"Morning on the Rocks"



HM:
Nancy
Rutherford,
Watercolor,
"Tranquility"

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.

PVAA Members Exhibiting at Rancho Santa Ana Botanic Gardens in Claremont.

This is the largest botanical garden dedicated exclusively to California's native plants. Visitors are welcome to enjoy the meandering pathways of this 86 acre natural setting which offers beautiful views and fun events throughout the year.



Arlene Moreno



Kathleen McCall



Linda Hauser



Renee Matter



Jonella Ramsey

FREE e-Books Can Now Be Downloaded on PVAA Website

PVAA in conjunction with ArtistsDaily.com has provided e-books for downloading on the PVAA website (www.pvaa.net). These are abridged versions of the original books and contain valuable information and instruction.

The existing library consists of the following books:

The Color Wheel & Beyond - Color Theory, Mixing Colors, and How to Create Complementary Color Schemes



Colored Pencil Techniques - Create Faster, Richer Effects in Your Colored Pencil Drawings

Drawing Basics - 26 Free Beginner Drawing Techniques to Learn How to Draw

Human Figure

Painting Tutorial - Painting Figures like the Masters and Figure Paintings to Express your Feelings

PVAA Members Juried Into Southern California Shows

PVAA artist **Veronica Kortz** had worked juried into the Summer Salon at Segil Fine Art Gallery in Monrovia.

Jan Wright and JoAnn Formia had paintings in the Pasadena Society of Artist's 88th Annual Exhibition 2013

Hanna Adler had work accepted in the NWS (National Watercolor Society) Members Show, June 8 to August 18 in San Pedro at the NWS building.

Life Drawing Sessions!

The 1st Friday of the month, 7-10 p.m.
All media welcome (bring your own supplies)
Please bring \$20 to help cover cost of the model

Whittier Art Gallery
8035 Painter Ave, Whittier, CA 90602 , (562) 698-8710

WATERCOLOR WEST Continues Annual Demonstration Series

Every year, in conjunction with our annual international exhibition, we (Watercolor West) invite five well-known watercolor artists to conduct seminars. The first seminar in the series is always given by the juror for the exhibition



and provides discussion about the show selections (The juror's seminar is held from 10AM - 3PM). The remainder of the seminars are about the work of the individual

speaker. The artist will discuss his or her work, answer questions and give a painting demonstration. These artist seminars are held at the exhibition location at the indicated times, with a break for lunch. Each demonstration is only \$25. You can call the Brea Civic Center at (714) 990-7730 for additional information. A complete information flier and application can be downloaded from the Watercolor West website at www.WatercolorWest.org.

Ratindra Das
Sunday, September 22
10am - 3pm

Jeanne Hyland
Saturday, October 26
10am - 3pm

Thomas Schaller
Saturday, November 9
10am - 3pm

Chuck McPherson
Saturday, December 7
10am - 3pm

Frank Eber
Sunday, December 15
1pm - 5pm

Brea Gallery
Brea Civic & Cultural Center
1 Civic Center Circle
Brea, CA 92821

I want to hear from you!

Whats going on!
Share your accomplishments with
your fellow members.
Email your information to
Don Markofski (editor) at
dmarkofski@hotmail.com

PVAA FEATURED MEMBER

Renee Matter

Renee Matter is a native of Southern California. She was born in Downey and grew up in San Gabriel, the youngest of 5 children. Her first inkling of being an artist was at the age of 7 when she copied and drew a skeleton and Mickey Mouse. Throughout her formative years, her biggest influences in art came from her Mother, Virginia and her brother Mike (both very talented artists). Renee grew up drawing cartoons that she copied and even tried doing a few of her own. She has taken numerous private art classes including sculpture and watercolor painting. She learned a tremendous amount in art instruction at Pasadena City College.

In 2000, after Renee graduated from The University of Phoenix with a Bachelor's degree in business management and the dream trip of a lifetime to Italy, Renee took an adult evening painting class with her mother and fell in love with oil painting. She has been painting with oils ever since, mostly teaching herself until she joined the Pomona Valley Art Association and became a showing artist at Gallery SoHo. Since joining PVAA, Renee has learned a lot about art by other artist's work and networking with other artist's.

Currently, Renee is taking a figure painting class and studying under Joseph Todorovich. She has also joined the Thursday's Plein Air group and learns from some of the local masters. She is the gallery coordinator at Gallery SoHo, and served as Open Juried Show Chair OJS for PVAA's annual show. Renee is also co-manager at the Millard Sheets Gallery Store at the L.A. County Fair every September. She encourages young artists at every chance she gets.

Renee is married, lives with her husband Dave and her sister Shannon in LaVerne. She Has 2 cats, 3 daughters Natalie, Linda and Judi and 2 grandchildren, Gabriel and Scarlett (hopefully artists themselves).



Area Art Happenings



'Associated' Monthly Demo Features Celeste Blair

As a child, I started drawing from the Masters' lithographs by Durier and Rembrandt in my mother's Bible. I was fortunate to have private tutor classes in oils with Dr. Karl Schicker at S.F.A. University, Nacogdoches, Texas and won awards at local fairs. I learned pastel portraits as a street artist on Jackson Square with a Master Teacher Frank J. Federico and had workshops in oils and pastels for life drawing in New Orleans. In Texas I taught art at recreation centers. Later, in Houston I studied with Professor Richard Stout in composition and design, oils and acrylics. I received my BFA in Fine Arts at Houston University.

My life's journey led me to study meditation to enhance my painting and my life. In Italy I studied with Dr. Varma who painted the portraits of the Maharishi and his Master Guru Dev. These portraits were always on display at the discourses held during my Meditation Teacher training. While still in Italy I took a workshop from an artist I met outside the Sistine Chapel on Fine Art Miniatures. After another workshop in Italy in oils then I came back home to teach Meditation in Texas, then moved to Laguna, California.

In California I started drawing, painting and offering private tutoring again. I found it very encouraging when I won several awards at the Seal Beach Art Shows and Renaissance Fairs. I worked at Knott's Berry Farm as a Portrait Artist, after which I had a Gallery/Studio in Cannery Village, Newport Beach, CA where I did many paintings and portraits for private collectors. For about ten years I painted quick-sketch portraits of angels at Metaphysical Fairs

www.gregoryadamson.com
phone: 909.553.5316
greg@gregoryadamson.com

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.