



**Pomona Valley Art Association
and GALLERY SOHO**

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



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

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POMONA VALLEY ART ASSOCIATION

JULY 2014

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.

Join Sylvia Megerdichian's Monday Open Studio

A Place for Friends to Gather, Be Inspired, and Create Art in a peaceful and supportive environment. Appropriate for all painting levels. Call or e-mail Sylvia for more information.

ART BOX STUDIO

Every Monday from 9:30 am - 2 pm.
1302 MONTE VISTA, STE. 9
UPLAND, CA 91786 / Ph: 909-981-4508
artboxsylvia@netzero.net

FREE 27-Page e-Book Titled LANDSCAPE PAINTING



TECHNIQUES From Artist Daily.Com

Download the book at our website: www.pvaa.net

Watercolor landscape painting artist Joseph Bohler believes in being fully present during a painting session, which is one

reason he likes landscape painting so much. He even occasionally uses a recorder to capture the sound of the water or nearby horses, and he will scribble in a journal to note the smells, temperature, or how he feels at that moment. He takes photos, but it is abundantly clear that he is truly in his element while painting outdoors. Being physically present while painting landscapes does infuse the painting with life, but landscape painting on-site has its challenges—not the least of which is all the information present outside of a reference photo. He recommends spending sometime taking in the surroundings, before setting up.

Welcome
NEW MEMBERS

Barbara Case • Christopharo
Gail Brito Watson • Paul Chadwick Africano
Robert (Robi) Guillen, Jr.

PVAA FEATURED MEMBER

James Lott

My name is James Lott. I am a native of California. I have lived in Chino and Ontario all of my life. I have several hobbies which take up most of my time. I enjoy back packing, mountain bike riding, wood working, baking and photography. I have won a few ribbons at the LA County fair for my jams, jellies, and peanut butter.

I have 2 daughters, Jessica and Taylor. Jessica was married last

November and works for Disneyland at the Disneyland hotel while she finishes her degree in Hotel and Restaurant management. Taylor just finished her 3rd year of college. She will be studying in

Scotland in the fall and graduating in May with a degree in Psychology and a minor in Theater production.

I have been married to Lori for almost 12 years. We have been together for 14 years. We don't have any kids, but our two dogs are like having two kids. We both enjoy working on our house and taking pictures. Lori is just learning photography and has already gotten an honorable mention with one of her first pictures.

I first became interested in photography in Junior High School. I only had a Kodak Instamatic camera that took really poor pictures. One of my favorite pictures with that camera was on a backpacking trip where two big horn sheep appeared out of nowhere and posed side by side just long

enough for me to take the picture. When I got home and got the film developed, the picture turned out as well as expected from that camera.

Over the years I took pictures with whatever camera I had, but most of the time I was unhappy with the outcome. I eventually

got a Pentax 35mm film camera. I worked on my photography skills using that camera to take better pictures. At that time, I was traveling to different countries with my job so I took that camera

everywhere. I got some great photos from some amazing locations around the world.

Around 2008 I upgraded to a digital SLR camera. I studied everything there was to know about the camera. I was getting better shots, but I still wasn't satisfied. I am very much the perfectionist in everything I do. If I can't do something at a professional level, I will either figure out how to do it better or move on.

In 2013 I decided to move up to the next stage and start my photography business. I upgraded to a Canon 5D Mark III camera. Over the past year, I have been taking pictures of what I love most but was unable to photograph with my previous cameras.



PVAA Art Continues to Dominate Walker House 2nd Story Gallery

The gallery is open to the public the 2nd and 3rd Friday and Saturday from 5:30 to 8:30 pm

JULY 2014 Exhibiting Artists...

Shannon Littleton



Shannon Littleton is an award winning, self-taught artist and writer from Southern California. She likes to work with a number of different mediums when creating her artwork, but is most known for her abstract style paintings in acrylics and pastels. She also enjoyed a revolving exhibition of her artwork at PVAA's Co-Op gallery, Gallery SoHo, from 2011 until 2014.

Renee Matter



Renee fell in love with oil painting and she has been painting with oils ever since. 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.

Raul Acosta



I am so proud to be part of the "Gallery Soho" family. I have been taught and learned so much from my fellow artists. Attached is a photo of one of the pieces from my latest theme....."Patriotism".

Local artists are invited to exhibit their artwork at the renowned Walker House when the San Dimas Festival of Arts hosts its monthly 2nd Story Gallery. Prospective exhibitors are juried into the gallery which is located at 121 N. San Dimas Ave. Admission is free and refreshments are served. For more information, call 909-599-5374.



Xanadu Recommends The Most Effective Way to Approach Galleries With Your Work

J. Jason Horejs, Owner | Xanadu Gallery, Scottsdale, AZ

There are a number of different ways you might approach a gallery for representation. Let's explore the most common approaches and discuss the advantages and disadvantages of each.

Potential Approach Vectors...

Call for an Appointment with the Director or Owner of the Gallery

If the gallery you wish to approach is local, or if you are travelling and are in the area, you may call the gallery to try and set an appointment for a portfolio presentation and review. The advantage of this approach is that if you can get an appointment to meet with the decision-maker at the gallery they will have a chance to see your work, meet you and ask questions about your work. Of course, that's a big "if". The chief disadvantage of this approach is that gallery owners are always busy. Speaking from experience, it's pretty rare that I would agree to an appointment with someone who called out of the blue.

Mail/Email Portfolio to Gallery

Another potential approach is to mail a copy of your portfolio to the gallery. If you've created a printable portfolio, you can produce multiple copies of the portfolio, making it easy to send copies to a number of galleries at the same time. This approach holds the advantage of removing the possibility of direct rejection. For some artists, the fear of rejection is debilitating. I can completely understand this, and for these artists, a remote approach may be the only way they can submit their portfolio.

The problem with this approach (again, I'm speaking from experience) is that it's very easy for the gallery owner to ignore your submission. Every gallery has piles of portfolios that have been submitted for review. Rarely do any of those portfolios result in representation. It can happen, but the odds are small. That being the case, if you are going to mail a portfolio, be prepared to mail dozens in order to elicit a response.

If you can get an email address (preferably the direct email of the owner or director) it may be more efficient and less costly to send a digital copy of your portfolio via email. Again, the odds of review, let alone acceptance are very low. Be prepared to send out hundreds of email portfolios.

Cold Call

It may surprise you to learn that the most effective approach to getting into a gallery the cold call. Presenting yourself and your portfolio, unannounced is the most effective way to elicit a response. Making an approach in person guarantees you won't be ignored. Almost all of the artists who are showing in my gallery, approached me cold. That is, they walked through my front door with their portfolio in hand and introduced themselves directly.

The disadvantage of this approach is that it requires courage in the face of possible rejection, and sometimes necessitates travel. Sometimes it won't be possible for you to get through the gatekeepers to talk to the decision maker.

Still, having spent over 20 years in the art business, I can say that, without question, the in-person, personal approach to the gallery is by far the most effective at securing representation. If there is any way that you can find your way to the gallery to present the portfolio in person, I recommend doing so.

A Multi-Pronged Approach Strategy

While a personal approach is the most effective, there's no reason you can't begin making approaches using all of the above methods. If you've developed a list of dozens of galleries you would like to approach, begin approaching those that are accessible in person, and email your portfolio to the ones that aren't. The key to your success is your persistence. The more galleries you can put your work in front of, the higher your likelihood of success.

Let me be clear, none of these approaches is a sure-thing. In fact, you are going to hear "no" far more frequently than "yes". The important thing is to get your work out in front of as many galleries as possible. In our next lesson we'll talk about how to overcome rejection.

CCMA Live Figure Classes With Artist Gayle Stratford

Paint with artist Gayle Stratford from a live model at an uninstructed workshop on the first Thursday of each month from 11 am until 3 pm.
Cost is \$10.

One long pose. Workshop held in CCMA's Main Gallery, illuminated by north-facing natural clerestory light. For more information, contact Gayle Stratford at gstratford@att.net. To see head studies from the workshop or to obtain additional information, please visit the CCMA website at www.chaffeymuseum.org

Noteworthy and Ongoing...

You'll Find PVAA on FaceBook! Stop By and 'LIKE US' Today

Simply enter POMONA VALLEY ART ASSOCIATION in



your FaceBook search window and you'll be there. You can have a gallery of your artwork containing up to a dozen images and also tell visitors what's going on in your 'art world.'

The 'Second Saturday' Silent Auction Continues at SOHO

You'll find some wonderful artwork, often at 'next to nothing pricing' (depending on the number of bidders) at the SECOND SATURDAY Arts Colony Art Walk. These are original pieces displayed on an easel and ready for bidding. It's a great opportunity to add to your art collection. All proceeds go to your association.

Unique Exhibit Opportunity For Our PVAA Members as 'FEATURED ARTISTS'

Here's a really special opportunity for all PVAA artists. The association has established a 'Featured Artist Wall' within the Gallery SOHO. This is a unique exhibit & potential sales opportunity for those artists not presently gallery exhibitors. Artists creating framed artwork suitable for typical gallery hanging (wire only) will need to submit their names to Renee Matter at figitm126@aol.com to become eligible. Each selected artist's work will be displayed on a special wall in Gallery SOHO for a one-month exhibit period. In addition, the artist's works and biography will also be shown in the PVAA monthly newsletter. Candidates may be asked to submit examples of artwork via e-mail that might typify the artists work to qualify.

2014 Gallery SOHO Monthly Theme
JULY

NEW TAKE-IN TIME: 11-2 PM!



THEME: 'Red, White & Blue'

July 6 thru August 1

Take-In: Sat, July 5, 11am - 2pm

Reception: July 12 • Pick Up: Aug 2



The Monthly Open Art Show conditions for entry, exhibiting & sales can be found on the association website at www.pvaa.net

Studio 511 Presents...

3 to 5-day Intensive Acrylic / Mixed Media Workshop with CHRIS COZEN - July 17-21.



Workshop fee includes all products, paints and tools. Students will need to bring canvases, paper, aprons, and note-taking equipment. A detailed list will be provided upon registration.

Early Bird Fee: \$595 for full five days, \$ 425 Core days, and \$125 for Acrylic Basics or Day 5 purchased separately. After June 1 prices will rise to \$650 for full class, \$475 (3), and \$150 single days.

Contact Chris at chriscozen@aol.com or 626 399 1117 (cell)/626 395 9501 (home).

Whittier Art Gallery First Juried Exhibit of 2014, July 2nd - 26th

Continuing the Gallery's 75th anniversary celebration!

Featuring >>>CASH PRIZES<<<!

Take-In: Sun., June 29, 10:00 a.m. to 6:00 p.m. Exhibit opens Wednesday, July 2.

Reception: Saturday July 12, time TBA.

Closes: Saturday July 26.

Visit www.WhittierArtGallery.org for additional information. You can contact Whittier Gallery at (562)698-8710 or eMail at info@WhittierArtGallery.org

...In Memory

Dawn Scherer, long time PVAA member and friend to so many, left us for a better place on May 31, 2014. She touched so many lives through her love of art, her community and her friendships.

Dawn was the person who presented PVAA with the opportunity for its members to exhibit and sell their artwork in the Millard Sheets Center for the Arts Gallery Store at Fairplex. She served many terms as PVAA president through the years, and was the one who moved PVAA to the Pomona Arts Colony in 1998. Her vision of the expansion of Downtown Pomona, in particular the Arts Colony, broadened the reach of PVAA.

Dawn will be remembered for her ever present smile, enthusiasm and tireless devotion in whatever project in which she was involved. We are so fortunate that she shared her expertise and creative talents with PVAA.

She will be missed by her friends...and she had many. She was a friend to everyone who crossed her path.

We love you Dawn.

