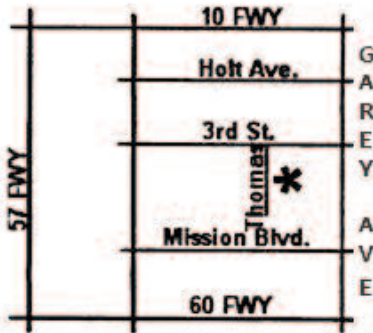


**Pomona Valley Art Association  
and GALLERY SOHO**

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

NON-PROFIT ORG US POSTAGE PAID CLAREMONT, CA 91711-9998 PERMIT No. 101
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**JUNE 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 \_\_\_\_\_

- |              |            |             |                    |
|--------------|------------|-------------|--------------------|
| ___ \$125.00 | Lifetime   | ___ \$28.00 | Family             |
| ___ \$100.00 | Patron     | ___ \$24.00 | Couple             |
| ___ \$50.00  | Sponsor    | ___ \$20.00 | Single             |
| ___ \$35.00  | Sustaining | ___ \$6.00  | Student (under 18) |

Please indicate your areas of interest: \_\_\_\_\_

909-469-1599

300-A South Thomas Street  
Pomona, CA 91766

# POMONA VALLEY ART ASSOCIATION

June 2009



## Millard Sheets Center For The Arts By Linda Hauser

It's almost time for the Fair ! This Fall you'll see some familiar faces behind the counter of the Gallery Store at the Millard Sheets Center for the Arts. Sixteen Gallery SoHo Artists have been selected to have their artwork displayed and for sale in exchange for volun-



teering hours working in the MSCA Gallery Store. This is a great opportunity for our SoHo artists to showcase their

artwork and offer the public information about Pomona Valley Art Association and our Gallery

SoHo. This also gives us the opportunity to express our profound gratitude and pay tribute to Millard Sheets, one

of the founders of the Pomona Valley Art Association in 1948.

Dawn Scherer, Gallery Representative for the MSCA (and Past PVAA President) came up with the idea to have Gallery SoHo artists involved by staffing the MSCA Store. In addition, it gives the community the opportunity to purchase unique art items and benefits the artists with income from their sales.

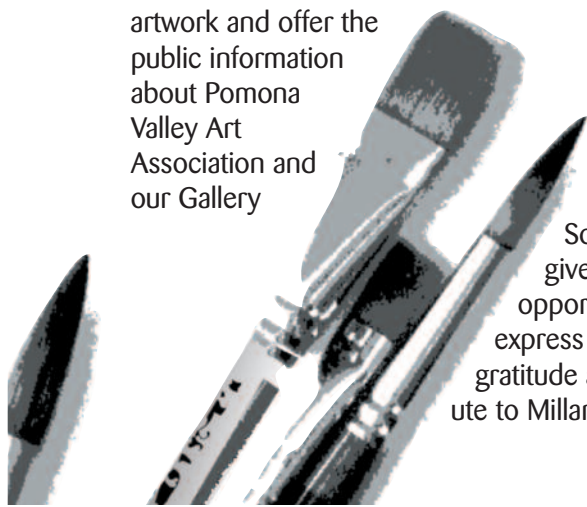
There will also be non-PVAA artist's artwork for sale in the Gallery Store as well as items owned by the Sheets Center. The theme for this year's MSCA exhibition is The Making of Art: The First

continued on pg 2

## Welcome NEW MEMBERS

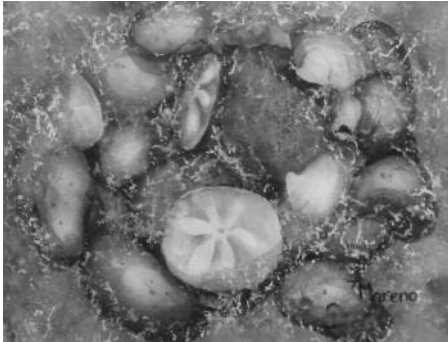
### JUNE

- Elizabeth Rymer
- George Muecke
- Alison Denning
- Keiko Kojima
- Homer Raymond
- Linda Scott
- Lusk Family
- Mello Family
- Leslie Gardner-Lemus
- Elizabeth Morentin
- Marian Hwang
- Sydney Lee Berner
- Joan Engman
- Daniel Nevills



# PVAA MONTHLY EXHIBIT

## Congratulations to Our PVAA Monthly Winners



**First Place:**  
'Rosarito Rocks'  
Arlene Moreno -  
Watercolor

### May Monthly Show Judge - Lisa Cabrera Overall:

- 1st- "Rosarito Rocks" Arlene Moreno- watercolor
- 2nd- "Joshua Tree" - Gary Bjorklund- digital \*
- 3rd- "Indian Canyon Oasis" Veronica Kortz- oil
- HM- "Alpine Beauty" Nancy Brinkley- watercolor
- HM- "Ceci in the Garden" Gretchen Gilbert- Ink
- HM- "Owl Moment" Gretchen Gilbert- Ink

### Photography:

- 1st- "Mendocino Fuchsias" Linda Hauser
- 2nd- "Quiet Visitor" Sindi Wasserman
- 3rd- "Anza Borrego Ocotillo" Linda Hauser

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continued from pg 1

## Millard Sheets Center For The Arts

30,000 Years. Each year, several hundred thousand fairgoers visit the Millard Sheets Center for the Arts.

We hope you'll visit the exhibition at Millard Sheets Center for the Arts during the Fair; stop by and say "hi" to our SoHo artists. The Fair will open on September 5th and closes on October 4th. It's open Labor Day, Monday Sept. 7th, but closed subsequent Mondays and Tuesdays. See you at the Fair!

## Top 7 Ways to Save on Your Framing & Printing

1. **Quality. Wholesale.** Order fine art quality framing and matting from the largest, most diverse online, in-stock selection anywhere - at wholesale prices - from [pictureframes.com](http://pictureframes.com).
2. **Be in the Know.** Join the [pictureframes.com](http://pictureframes.com) E-List for subscriber-exclusive discounts on already wholesale pricing, new product highlights and other insider info at [pictureframes.com/subscribe](http://pictureframes.com/subscribe).
3. **Deeper Discounts.** Save up to 70% off already wholesale prices in OutletShop at [pictureframes.com/outletshop](http://pictureframes.com/outletshop).
4. **Free Editions Proof.** Receive one free proof with each open or limited edition of giclee reproductions (starting with only five) at [pictureframes.com/editions](http://pictureframes.com/editions).
5. **Quantity Discounts.** Available starting from as few as 5 frames. Mix and match at [pictureframes.com/readymade](http://pictureframes.com/readymade).
6. **Subscribe and Receive.** Sign up for [pictureframes.com](http://pictureframes.com)'s free catalog and receive a special welcome offer, secret savings and other catalog-exclusive offers.

### 7. Exclusive 15% Discount...

**15% Discount**

Take advantage of this month's 15% discount -  
Only for Pomona Valley Art Assoc members.

Order by June 30th at [pictureframes.com](http://pictureframes.com) and  
enter code PVA15 to enjoy your special savings.

# 2009 Gallery SoHo Monthly Open Art Show, Sales Schedule & Themes

<b>Teachers:</b> This is a great opportunity for class assignments and to give your students experience of having their work on display in a gallery setting at a very reasonable cost.	<b>April</b> "New Beginning" Apr. 11-26 Take in: Sat, 4/4, 11-4 Reception: Sat, 4/11, 6-10pm Pick up: May/2&3	<b>July</b> "That's Hot!" July 11-26 Take in: Sat, 7/4, 11-4 Reception: Sat, 7/11, 6-10pm Pick up: August/1&2	<b>October</b> "Dreamscape" Oct. 10 - Nov. 1 Take in: Sat, 10/3, 11-4 Reception: Sat, 10/10, 6-10pm Pick up: November/7&8
	<b>May</b> "Wild about Nature" May 9-31 Take in: Sat, 5/2, 11-4 Reception: Sat, 5/9, 6-10pm Pick up: June/6&7	<b>August</b> "Patterns & Textures" Aug. 8-30 Take in: Sat, 8/1, 11-4 Reception: Sat, 8/8, 6-10pm Pick up: September/5&6	<b>November</b> "Recycled" Nov. 14-29 Take in: Sat, 11/7, 11-4 Reception: Sat, 11/14, 6-10pm Pick up: December/5&6
<b>March</b> "Reflections" Mar. 14-29 Take in: Sat, 3/7, 11-4 Reception: Sat, 3/14, 6-10pm Pick up: April/4&5	<b>June</b> "Favorite Places" June 13-28 Take in: Sat, 6/6, 11-4 Reception: Sat, 6/13, 6-10pm Pick up: July/4&5	<b>September</b> "Shades & Shadows" Sept. 12-27 Take in: Sat, 9/5, 11-4 Reception: Sat, 9/12, 6-10pm Pick up: October/3&4	<b>December</b> "Color of Winter" Dec. 12-27 Take in: Sat, 12/5, 11-4 Reception: Sat, 12/12, 6-10pm Pick up: January/2&3

- 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.

# Area Art Happenings



## La Habra Art Association

### A Jug of Wine, A Loaf of Bread and Art!

June 28th Join us for an art and wine mixer with the Association President. Contact the gallery for more information.

### Drawing and Water Media

on Tuesdays 10 a.m. to 2 p.m. \_\_\_Oil and Acrylic Painting on Wednesdays 8:30 a.m. to 11:30 a.m.

La Habra Art Association

215 N. Orange St. La Habra, CA 90631. For Info see [www.lahabraartgallery.org](http://www.lahabraartgallery.org) or call 562-691-9739.

## Chaffey Community Art Assoc.

### Clothed/Costumed Model In An Academic Setting

First Thursday of every month / 10 AM- 2 PM  
Portrait painting/drawing sessions with CCAA member and artist Gayle Stratford. Artists can either draw or paint from a live, clothed model who holds the same pose for the entire four hours. Attendees may use any medium. Session do not include instruction.

Cost Per Session:

\$10 /CCAA members / \$15 /non-members. Contact Gayle Stratford 909-944-8641 or [gstratford@att.net](mailto:gstratford@att.net)

The North Wing of the J. Filippi Winery  
12467 Base Line Rd, Rancho Cucamonga, CA 91739

## dA Center for the Arts

### Members Only Show (in main gallery)

Exhibit Dates: June 13 to June 27

Opening Reception: June 13, 6pm to 10pm

252-D S. Main St./909-397-9716/[www.dacenter.org](http://www.dacenter.org)

## National Watercolor Society

### 89th Annual Exhibition & Demo Series

October 10 – December 20, 2009

Entry DEADLINE: June 27, 2009

[www.nationalwatercolorssociety.org](http://www.nationalwatercolorssociety.org)

Demonstration Series (Brea City Council Chambers):

Sunday, Oct 11: Stephen Quiller

Saturday, Oct 17: Gerald Brommer

Saturday, Oct 24: Yachiyo Beck

Saturday, Nov 7: Chris Van Winkle

Saturday, Nov 14: Brenda Swenson

## JoAnn Formia Awarded PVA "Best of Show"

Oscar Van Young and Robert Uecker were instrumental in reviving my interest in art. Although, I have always had an interest in drawing and painting, it seems life got in the way. I find painting to be a never ending journey. I will never begin to know everything there is to know and learn about painting, regardless of the medium.



I have had the pleasure of painting at Manzanar National Monument with Henry Fukuhara for the past 5 years, and have enjoyed two trips to Mt. Carmel in Utah to paint with Milford Zornes. These men are two of California's Icons on the Art Scene. I have also had the great experience of painting with at least 50 others on a trip to Canyon de Chelly. Again, with many fine and accomplished artists. These trips allow artists to learn from each other and enjoy the comraderie of people with the same interests. A very inspiring and enriching experience. tion that is always present.

[www.joannformia.com](http://www.joannformia.com)

**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](mailto:dmarkofski@hotmail.com)



# Influential California Artists

## Rex Brandt N.A. (1914-2000)



Rex Brandt was born in San Diego, California and studied art at Chouinard Art Institute (Los Angeles), University of California (Berkeley). He was a member of the National Academy of Design, American Watercolor Society, California Water Color

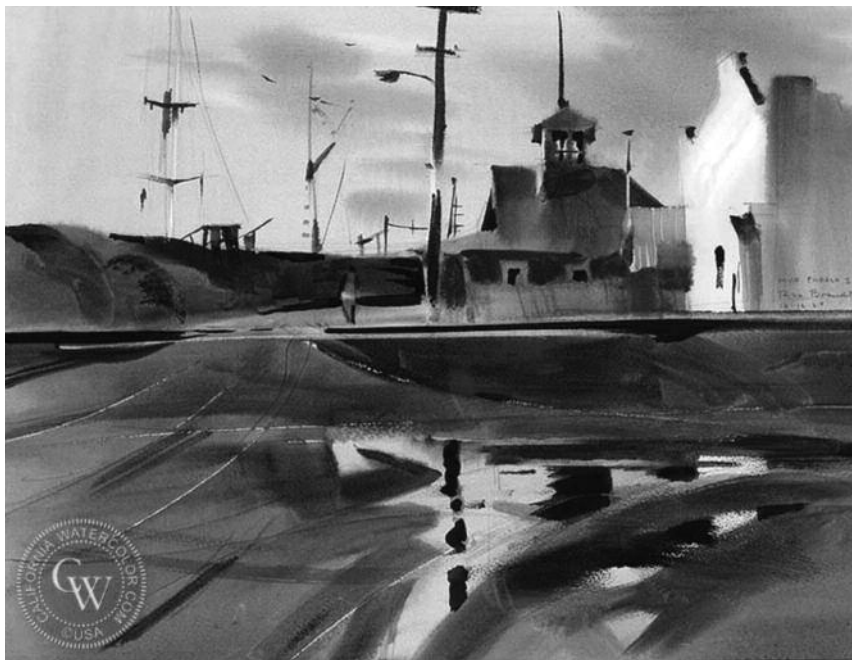
Society, Philadelphia Water Color Club. Rex Brandt was a native Californian artist. He was raised in Southern California and in 1928, while still attending junior high school, began studying art at the Chouinard Art Institute. After a few years at Riverside Junior College, he continued his art education at the University of California (Berkeley), studying with John Haley.

By the time he returned to Southern California, the core group of California watercolor artists was already forming. Although Brandt was still quite young, the more established artists immediately recognized his artistic talent and readily accepted him into the group. Within a few years he was winning awards from art shows throughout Western America.

For a brief period, he was involved with the P.W.P.A. Art Project and in 1939 was selected as one of the premier California watercolorists to exhibit in the New York World's Fair art exhibition, American Art Today. In the 1940s, 1950s and 1960s he refined his skills and developed the style of painting which would bring him international recognition.

Teaching art was also an important aspect of Brandt's career. In the early 1940s, he promoted watercolor workshops in San Diego. After World War II, he and Phil Dike formed the Brandt-Dike Summer School of Painting in Corona Del Mar. This became one of the most successful watercolor schools in California during the 1950s era. From 1947 to 1952, he taught watercolor painting and composition classes at the Chouinard Art Institute. Through these classes and his eleven instructional books on watercolor painting, Brandt educated and inspired a large number of professional watercolor artists.

In addition, he has produced murals, made six educational films and painted a number of architectural renderings. His watercolors have been printed on a variety of magazine covers and his story illustrations have appeared in Fortune, Life and Westways magazines. He was president of the



Mud Puddle, Adviso, 1969

California Watercolor Society in 1948 and is considered one of the most important and influential California watercolor artists.

Biography courtesy of California Watercolors 1850-1970, ©2002 Hillcrest Press, Inc

# ☆ 28th Annual PUA Open Juried Show Awards ☆

CATEGORY	AWARD	ARTIST
BEST OF SHOW	\$200	JoAnn Formia
MILFORD ZORNES MEMORIAL AWARD	\$50	Setsuko Okubo
Popular Choice (announced on 5/24)	(No Monetary Award)	
Betty Hook Memorial Award	\$25	Dorothy Davis
Bess Reide Memorial Award	\$25	Alan Swartz
Associated Artist Award	\$25	Maureen Wheeler
Category 1 - Oil	1st - \$100	Veronica Kortz
	2nd - \$75	Lee Sanders
	3rd - \$50	John Wolfskill
Gift Certificate	\$100 certificate	Keiko Kojima
Gift Certificate	Value \$50	Keiko Kojima
	HM	Keiko Kojima, Daniel Cunningham, Nancy Kasten
	HM	Renee Matter, Claudel Palmer
Category 2 -Watercolor	1st - \$100	Setsuko Okubo
	2nd - \$75	Nancy Rutherford
	3rd - \$50	Mary Ann Osko
Artists Watercolor Box	\$175 value	Maureen Wheeler
Set of 24 Watercolors	\$94 Value	Donna Larson
Set of 24 Watercolors	\$94 Value	Shirley Manning
Set of 24 Watercolors	\$94 Value	Maureen Wheeler
Set of 12 Watercolors	\$74 value	Alan Marriott
Gift Certificate	Value \$50	Michi Ikeda
	HM	Liz Dorn, Bonnie Pierson, Elizabeth Preston
	HM	Kathy Eppick
Category 3 - Acrylic With or Without Glass	1st - \$100	Mark Wood
	2nd - \$75	JoAnn Formia
	3rd - \$50	Mary Ann Osko
Gift Certificate	\$100	Zurama Johnston
	HM	Marilyn Sweeney, Michelle Cardona, Saralyn
	HM	Lowenstein, David Hamel
Category 4 -Mixed Media	1st - \$100	Mary Ann Osko
	2nd - \$75	Michi Ikeda
	3rd - \$50	Melanie Phillips
Panel Gift Set	\$60 Value	Saralyn Lowenstein
Gift Certificate	\$50 Value	Jan Wright
	HM	Kathleen Ann McCall, Mary Ann Bourke
	HM	(2) Kathleen Ann McCall, (3) Kathleen Ann McCall
Category 5 - Pastel, Pencil, Charcoal, Ink	1st - \$100	Kathy Eppick
	2nd - \$75	Linda Scott
	3rd - \$50	Gretchen Gilbert
Drawing Paper Package	\$200 Value - Sent directly to artist	Sue Richardson
Apron/Cut	\$20	Carolyn Cunningham
	\$25 Gift Certificate	Linda Scott
	HM	Mollie Norin, Catlin Cinick Arach, Guy Newell
Category 6 -Printmaking, Graphics, Photography & Digital	1st - \$100	Lori Lusk
	2nd - \$75	Randy May
	3rd - \$50	Margaret Gallagher
Gift certificate-frames	Value \$100	Margaret Burnett
	HM	Margaret Burnett, Corey Emery, Dorothy Brunell
	HM	Lori Lusk
Category 7 - Other Media	1st - \$100	Richard Freund
	2nd - \$75	Richard Freund
	3rd - \$50	James Ellison

# So. California Art Walks



## Art Walks / 1st Thursdays San Pedro Art Walk

6-9 pm, some venues later  
Galleries and artists studios, craft vendors and live music. Street parking and pay lots.  
7th Street to 4th St., Pacific Ave to Palo Verde St., San Pedro, CA  
[www.1stthursday.com](http://www.1stthursday.com)

## Laguna Beach Art Walk

6-9 pm  
Laguna Beach is known for its arts community and summer-long arts festival. There are so many galleries that you probably won't be able to see them all in 3 hours. The Galleries on South PCH start about 5 blocks from those in north and central Laguna Beach, so free shuttles run from 6:15 - 8:45 pm, departing from Laguna Art Museum (corner PCH and Cliff Dr ) and Bluebird Center ( 1590 S. Coast Highway ).  
[www.firstthursdaysartwalk.com](http://www.firstthursdaysartwalk.com)

## Art Walks / 1st Fridays Claremont First Friday Art Walk

5-9pm  
Galleries and shops in the downtown village area south of Foothill Blvd (and the 210 Freeway) from Indian Hill to College Ave and 1st Street to Bonita.  
Parking and maps available at each venue. Every venue within a few blocks walking distance. Live music. Restaurant Specials.  
[www.claremontforum.org](http://www.claremontforum.org)

## Art Walks / 1st Saturdays 1st Saturday at the Brewery

1-9 pm  
The world's largest artists' complex with over

100 studios. Galleries not associated with studios/living space open on 1st Sat.  
2100 N. Main St. at Ave 21, LA, 90031  
(Golden State 5 Freeway, Main St. offramp),  
[www.breweryartwalk.com](http://www.breweryartwalk.com)

## Santa Ana Artists Village Open House

7 - 10 pm  
Galleries, studios and live music.  
Parking in the Artists Village Parking Structure at Third Street and Broadway.  
[www.aplaceforart.org](http://www.aplaceforart.org)

## Art Walks / 2nd Thursdays Downtown LA Art Walk

Noon-9 pm (some venues have shorter hrs)  
Participating venues are scattered over 120 square blocks but the greatest concentration of galleries are on 5th Street between Spring and Main and on Spring Street between 7th and 8th Streets.  
[www.downtownartwalk.com](http://www.downtownartwalk.com)  
Art and parking map:  
[www.bgfa.us/daw/map/DAW\\_map.pdf](http://www.bgfa.us/daw/map/DAW_map.pdf)

## Art Walks / 2nd Saturday Long Beach East Village Art Walk

4-10 pm, starts earlier some months  
Gallery receptions, artist booths, live music and children's activities  
Centered around Linden and Broadway. Some months have special themes. March is the annual Exposure Photography Exhibition.  
[www.artwalklbc.com](http://www.artwalklbc.com)

## North East LA Art, Highland Park/Eagle Rock

7-10 pm  
This is more of an art drive than a walk. There are several clusters of galleries at different locations.  
Interactive map:  
[www.wayfaring.com/maps/widescreen/11123](http://www.wayfaring.com/maps/widescreen/11123)  
Website: [www.nelaart.org/index.html](http://www.nelaart.org/index.html)