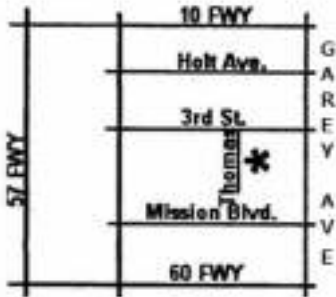


**Pomona Valley Art Association
and GALLERY SOHO**

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

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MARCH 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

MARCH 2013



PVAA 32nd Annual Open Juried Show Runs April 11th - 28th

Once again the PVAA Open Juried Show will be displayed in the Gallery SOHO and it promises to be better than ever! More space will be provided for exciting entries.

BRENDA SWENSON ANNOUNCED AS JUROR

Brenda is author of *Keeping a Watercolor Sketchbook* (Award of Excellence Finalist) and *Steps to Success in*



Watercolor. Her artwork has been featured in *Splash* 11, 12 & 14, *Artistic Touch* 4, *Watercolor Artist*, *Watercolor Magazine*, *Watercolor Highlights*, and numerous other

publications. She has achieved signature membership in Watercolor West (WW), North West Watercolor Society (NWWS), The San Diego Watercolor Society (SDWS) and has received numerous awards. Brenda has served on the board of directors of the National Watercolor Society and Watercolor West as well.

She is in demand to demonstrate and teach her painting and sketching techniques to groups nationwide and abroad and has a DVD titled *Sketching Techniques with Watercolor*. Website: www.SwensonsArt.net

ARTISTS WISHING TO ENTER THE SHOW

Those artists wishing to submit artwork for entry must have their artwork and entry forms to the Gallery SOHO Saturday, April 6th, between 11 am and 4 pm. This will be the only time entries will be accepted. The Gallery is located at 300 South Thomas Street in the Arts Colony in Downtown Pomona. The OJS Show Prospectus is attached.

Gallery Construction Provides SOHO Storage and Exhibit Space

Work has been completed on the gallery, dual-purpose storage and exhibit unit. Partly because of limited storage space, there existed a need to store our accordion-style exhibit panels. These panels are on wheels and collapse and expand very easily. Many members probably saw these frequently used in our Prog Space Gallery. PVAA BOD member, Renee Matter and husband David graciously designed and constructed a shell or closet for the panels in the middle of the gallery. The storage unit walls are painted the same color as the remainder of Gallery SOHO, which efficiently provides three more walls for exhibit space. Very nicely done. Congratulations to all that donated their time.

Student Show Opens March 8th at The PVAA Gallery SOHO

The Annual Student show will be on exhibit March 8th - 29th. It's a wonderful opportunity to view works displayed by talented young artists from area schools in grades 7-12.

It promises to be another exciting show of art including pencil, acrylic, watercolor, pastel, 3-dimensional and other categories. PVAA members Carolyn Cunningham and Lisa Ruiz have again unselfishly co-chaired this event.

The show will be on display during normal Gallery SOHO hours, 11 am - 4 pm, Thursday -Sunday.

Welcome
NEW MEMBERS

Lindsey Frieden • Kenneth Dale
Joanne Plummer • Amy Eunkyung Min

Congratulations
to Our
Monthly Winners

PVAA MONTHLY EXHIBIT

Theme: Heart and Soul
Judge: Dawn Scherer

- 1st Place: Renee Matter, Spring Drive, oil
- 2nd Place: Veronica Kortz, Aliso Creek oil
- 3rd Place: Linda Hauser, It's Gone, It's All Gone, photo
- HM: Jerius Williams, Moon Over Ryan Rock, photo
- HM: Mary Anne Carey, The Blood of Christ, mixed media

▶
1st Place:
Renee Matter,
Spring Drive,
oil



▶
2nd Place:
Veronica Kortz,
Aliso Creek oil



▲ 3rd Place: Linda Hauser,
It's Gone, It's All Gone, photo



▲ HM-1: Jerius Williams,
Moon Over Ryan Rock,
photo



▲ HM-2: Mary Anne Carey,
The Blood of Christ,
mixed media

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.