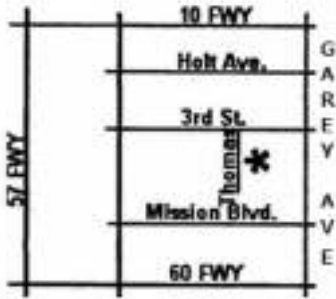


**Pomona Valley Art Association
and GALLERY SOHO**

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

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MAY 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

MAY 2013



PVAA 32nd Annual Open Juried Show Displayed in April at SOHO



PVAA member, Michi Ideda, has been awarded the BEST OF SHOW honors for her watercolor above titled FOUND IN IRISH ROADSIDE.



Scores of visitors enjoyed viewing the 32nd Annual Show at the Gallery SOHO during the traditional Pomona 'Arts Colony' 2nd Saturday.

Artists Can Apply Branding Techniques and Strategies to Help Increase Art Sales

The Ten Key Benefits of Personal Branding

By Susan Chritton from Personal Branding For Dummies

Personal branding is about deciding to take an active role in the direction of your life. You benefit from creating a personal brand because it allows you to self-manage your life and stop depending on others to do it for you. Your personal brand helps you make the most of what you offer.

Permission to be yourself

The personal branding process assures you that it's okay to

be yourself. If you've built your life on pretenses – on attempts to be someone you are not – this assurance is a huge relief. Personal branding is about expressing your authentic self by allowing you to be the person you are meant to be.

The strategic process of personal branding makes

continued on pg 3

Welcome NEW MEMBERS

Fred Amos
Veronica Bahman
Angie Chang
Lori Como Ebner

Peggy Trindle
Breanna Thomas
James Johnson
Kassidee Williamsen

PVAA 32nd Annual Open Juried Show Awards

CATEGORY / AWARD TITLE	ARTIST
Best of Show: "Found In Irish Roadside"	Michi Ikeda
> Oils:	
First: "Spring Arrival"	Keiko Kojima
Second: "Palm Canyon"	Veronica Kortz
Third: "Shore"	Lindsey Frieden
HM: "Nebula 2"	Sherrie Nielsen
> Watercolor:	
Fiirst: "Moonstone Beach"	JoAnn Formia
Second: "The Observer"	Hanna Adler
Third: "Sweet Temptation"	Anne Chun
HM: "Desert Rendevous"	Janet Wright
HM: "The Game"	Hanna Adler
HM: "Kisami"	Setsuko Okubo
> Acrylic:	
First: "Flower Invention"	Setsuko Okubo
Second: "Wade Asks, 'Have You Seen These Two'"	Wade Stanley
Third: "Pink Cat"	Laura Barnes
HM: "She Comes In Colors"	Steve Long
> Mixed Media:	
First: "Scattereeed"	J.Y. Jung
Second: "Bare"	Breanna Thomas
Third: "Surveillance"	Janet Wright
HM: "Udder Nonsense"	Maia Peters
> Pastel, pencil, charcoal, ink:	
First: "Peace"	J.Y. JJung
Second: "Artist At Work"	Nancy Brinkley
Third: "Jacob"	Keiko Kojima
HM: "Yum"	Nancy Brinkley
> Printmaking, graphics, photography & digital:	
First: "And The Plot Thickens"	Laura Barnes
Second: "China Beach"	Jerius Williams
Third: "Dock Of The Bay"	Linda Hauser
HM: "Junto Puerto Vallarta"	Arlene Moreno
> Special Awards:	
Bess Reide Award "Autumn Color"	May Mar
Assoc. Artists Award "Autumn On the American River"	Carolyn Cunningham
Fairplex Award "Blue Forrest"	Minoru Ikeda
Fairplex Award "New Beginning"	Veronica Bahman
Fairplex Award "Fire Dance"	Kassidee Williamsen
Betty Hook Award "Matilija Poppies"	Donna Larson
Milford Zornes Award "A Day At The Fair"	JoAnn Formia
Jack Geddes Award "My Back Garden"	Susan Kim
President's Award "La Playa Mesico"	Arlene Moreno
Millard Sheets Award "Storm On the Way"	Donna Larson

2013 Gallery SoHo Monthly Open Art Show, Sales Schedule & Themes

<p>January "Creative Journey" Jan. 6 - Feb. 1 Take in: Sat, Jan 5, 11-4 Reception: Sat, Jan 12, 6-9pm Pick Up: Feb 2</p>	<p>April "No Monthly Show" (PVAA OJS SHOW)</p>	<p>July "Homeland" July 7 - Aug 2 Take in: Sat, July 6, 11-4 Reception: Sat, July 13, 6-9pm Pick up: Aug 3</p>	<p>October "Wild-thing" Oct. 6 - Nov 1 Take in: Sat, Oct 5, 11-4 Reception: Sat, Oct 12, 6-9pm Pick up: Nov 2</p>
<p>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</p>	<p>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</p>	<p>August "Atmospheric Elements" Aug. 4 - Sept 6 Take in: Sat, Aug 3, 11-4 Reception: Sat, Aug 10, 6-9pm Pick up: Sep 7</p>	<p>November "Far Horizon" Nov 3 - Dec 6 Take in: Sat, Nov 2, 11-4 Reception: Sat, Nov 9, 6-9pm Pick up: Dec 7</p>
<p>March "No Monthly Show" (Student Show)</p>	<p>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</p>	<p>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</p>	<p>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</p>

- 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.

'Associated' Monthly Demo Features Kevin Davidson

David graduated with a BFA in illustration from Art Center College of Design in 1973. I've been a freelance illustrator for over three decades now, working with local ad agencies and designers as well as national publishers.

In 2001 he took a watercolor class from Barbara Stutheit, noted exhibitor in the Watercolor Gallery in Laguna Beach, CA. It was in her watercolor class that a fellow student gave me about 10 sheets of Yupo® paper (actually 100% polypropylene plastic). He liked it so much he tried it on a seascape in Barbara's class. He's been using it almost exclusively ever since.

Past President of 300+ member Southern California Plein Air Painters Association, juried member of Watercolor West and member of Orange and San Clemente Art Associations.



SHOWS/GALLERY REPRESENTATION

On-going representation at Judy Schroeder's studio/gallery at 112 E. Maple in Old Towne Orange, CA 92866,

Also represented by Laguna North Gallery in Laguna Beach CA, 376 N. Coast Hwy, on PCH near the Laguna Art Museum, on the same side of the street as the Cottage Restaurant just northbound from there at the end of the block. We're next to the Studio Seven and Quorum Galleries, and are a cooperative gallery. He is represented in the Crystal Cove Alliance "Store" gallery as one of the signature year-round members, and will have two to three pieces at any one time on display throughout the year

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.

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Benefits of Personal Branding

jump in and try to figure your life out for you (except perhaps your mother).

You need to be clear about who you are and what you need so that you can ask for support with clarity. If you know what you need, you know what to ask for. Defining your personal brand helps you determine your needs and identify who is most likely able to fulfill them.

Focusing your energy

You are probably as crazy busy as everyone else is. A benefit of having a personal brand is that when you have a clear understanding of who you are, what you do best, who you want to work with, and how you want to use your talents, you also know what you don't want in your life. Using your personal brand like a filter allows you to more easily say yes to the right opportunities and say no to the wrong opportunities. You know what is "on brand" and what is "off brand" for you. Branding gives you clarity so you can focus your energy on what's important to you.

Letting yourself be lazy

A personal brand helps you avoid the need to reinvent yourself and the tools you use in your professional life. After you pinpoint your expertise, your goal is to use it over and over so that you reap maximum benefits from it. (Perhaps you write an article that is then broken down into blog posts and later becomes the subject of a presentation to a professional association.)

The beauty of personal branding is that while it's never static (you always want to learn and grow), it thrives on consistency. And consistency requires you to use key pieces of your branding puzzle again and again even as your personal brand evolves. So do your tough work up front and reap the rewards down the road. And remind yourself that it's sometimes good to be lazy!

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

continued from pg 1

Benefits of Personal Branding

you an active partner in creating the direction of your life. You get to decide what your unique promise of value is and who you want to share it with.

Gains in confidence

You develop confidence as you develop your personal brand. That confidence comes from looking at your strengths and knowing that you have many positive qualities to share. When you know that you have something of value to offer, your self-esteem soars. Your personal brand done well highlights your strengths and gives you a direction in which to use them.

As an added bonus, personal branding also minimizes your weaknesses. It's human nature to want to improve your weaknesses, but by crafting your brand, you can determine whether you really need to use your weakest skills at all.

Building credibility

Your target audience wants to know that you can do what you say you're going to do. You build credibility not through your words but through your actions. If you live your personal brand and keep your brand promise to your target market, you are automatically on the path to credibility. Your actions, which align with your brand, validate that you can be trusted and show that you are credible.

Showcasing your specialty

You need to specialize and have an area of expertise. When asked what you do best, your answer can't be "everything." No one knows what that means. To develop a specialty, the best place to start is with what you know. What can you do that few others know how to do? What segment of the population do you understand better than most people in your field do?

You have a unique combination of work experience, life experience, and personal characteristics that create the foundation for determining your niche. To be

known in a certain niche, you are wise to choose an area of expertise that you know well and that you enjoy.

Leaving your mark

Part of the branding process is becoming known for something. Your first step is to identify your best characteristics so that you know what to build on.

In a way, developing a personal brand is a means of ensuring that you leave a legacy. People will remember you through your actions, your expertise, and the emotional connections that you make.

But keep in mind that strong brands often repel as much as they attract; not everyone belongs in your target audience. Defining who you are means that you need to be brave enough to let your true self be visible.

Connection to your target audience

Personal branding success requires communicating your message to the right people – not necessarily to the entire world. And it requires communicating in a way that creates emotional connections with your target audience. You simply cannot build a solid brand without building relationships, which are based on emotional connections.

Building a strong personal brand helps you interact with your target audience in a clear, consistent way that quickly becomes familiar. That consistency builds trust in your target audience, which allows those emotional connections to form.

Distinguishing yourself from the competition

You are hardwired to notice what is different. You notice the person dressed in red in a sea of black clothing. Differentiation is crucial to your personal branding success. If you are like everyone else in the market, you are a commodity, and you look the same to the customer as all the other options. If your target market discerns nothing special about you, it's easy for the customer to pass you by.

The support you need

People genuinely want to help you. The problem is that if you are vague about what you need, no one is going to

“ As An Artist, You Have a Unique Combination of Characteristics for Determining Your Niche ”

PVAA FEATURED MEMBER

Hanna Adler

A dler's artistic journey began about 15 years ago after she left her native Finland and her professional life as a veterinarian. She felt she had lost part of her identity, or at least the identity that she had become so used to, and had to figure out where to go from there.

"Now I was my husband's wife moving around the world without a real purpose in life," says Adler. "But I had this funny feeling that I wanted to create something with my hands."

Adler and her husband moved to California in 2006 and came across an ad in the paper about a drawing class. That ad is what sparked her interest to start something new and learn about something she had never before ventured into.

"That was the start of a great passion," says Adler. "I am so incredibly fortunate to have found a second big passion in my life, the first being animals, and through this new found passion I also found a new identity: I am an artist."

Adler has never had any formal training, but she thanks and admires the artists that have taught her during local classes. They were able to teach her techniques that are not evident in her soft and personal portraits, and they inspired her to continue her learning of her new found passion.

Adler is a member of many art associations because she enjoys the company of fellow artists sharing the same passion and appreciates the advice and guidance she gets from them. She has entered her paintings in local and national art shows and began getting recognition early on. In 2012 she was awarded signature membership in Watercolor West, a national transparent watercolor society.

For more information visit
<http://www.hannaadler.com>.





Area Art Happenings



Corona Art Association Features Bi-annual Art Shows

Corona Art Association has six shows a year with a new show every other month. Dates for art take-in for the remainder of 2013 are as follows:

May/June Show

TAKE IN: May 11, 2013

July/August Show

TAKE IN: July 6, 2013

September/October Show

TAKE IN: September 7, 2013

November/December Show

TAKE IN: November 9, 2013



The Art and Photography take-in are from 10:00 am to 6:00 pm. All of our art shows in the future will be non-theme with the exception of our yearly Oldies but Goodies Art Show. More about this at a later date. Cash awards and Ribbons will be given to the winners. Best of the show will be \$100.00, 1st. place will be \$75.00, 2nd. place will be \$50.00, 3rd. place will be \$25.00 and four Honorable Mention, Ribbons will be awarded. The art shows will run for two months starting in January 2013. All art work and photography must have been completed in the previous five years. There will be no exceptions and the art work and photography must be wired for hanging according to gallery rules. Starting in January 2013 each piece of art work and photography will cost \$10.00 and you can enter up to four pieces of art or photography. The good news is that if you volunteer to work in the gallery for four hours in the previous month, you will only pay \$7.00 for each entry of art or photography at the take-in. If you have questions about sitting the gallery please contact a Board of Directors member for help.

Corona Art Association.

PO Box 1171 Corona, CA 92878

Tel: (951) 735-3226

