

**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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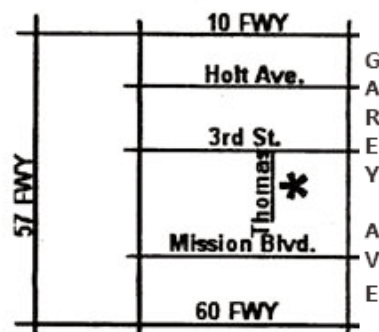
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Pomona, CA 91766

POMONA VALLEY ART ASSOCIATION



October 2009



OCTOBER 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 _____

<input type="checkbox"/>	\$125.00	Lifetime	<input type="checkbox"/>	\$28.00	Family
<input type="checkbox"/>	\$100.00	Patron	<input type="checkbox"/>	\$24.00	Couple
<input type="checkbox"/>	\$50.00	Sponsor	<input type="checkbox"/>	\$20.00	Single
<input type="checkbox"/>	\$35.00	Sustaining	<input type="checkbox"/>	\$6.00	Student (under 18)

Please indicate your areas of interest: _____

Tips for Getting into Juried Shows

The competition can be fierce. Hundreds (sometimes thousands) of artists vie for a limited number of coveted spots in a juried art show, and a group of your artistic peers decides who does and does not make the grade. Since the jury never sees you, but only images of your work and your application, these become your "audition." Too often artists with talent get rejected because they don't pay enough attention to the details that sway a jury to say *yea* rather than *nay*. Here are pointers to help you make the cut.

Apply for shows that fit your work

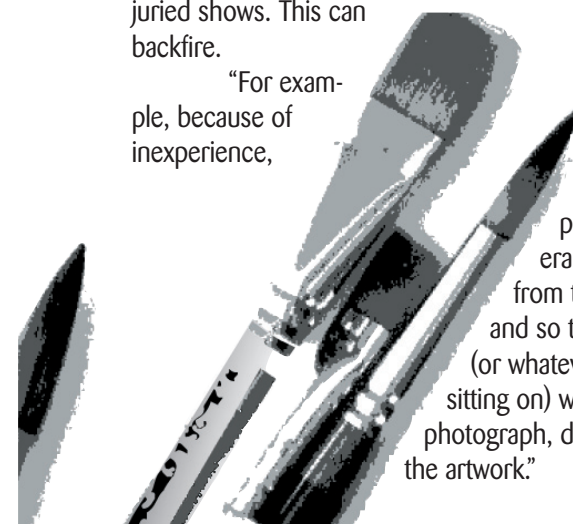
"It's a big mistake to force yourself to try to make work that you're not excited about, just to fit within the theme of a show," says Jessica McCoy, an assistant professor of painting at Pitzer College in Claremont, California. McCoy encourages artists to submit work that they're passionate about and comfortable making.

Consider hiring a professional photographer

The advent of digital photography has made it tempting for artists to shoot their own slides and digital images for juried shows. This can backfire.

"For example, because of inexperience,

someone may position the camera too far away from the piece of art, and so the countertop (or whatever the piece is sitting on) will show in the photograph, distracting from the artwork."



Follow the application instructions exactly

In addition to submitting professional-looking slides or digital images, you also need to send in exactly what the application asks for. "Frequently artists submit incomplete applications or ignore the number of works requested," says Jackie Reau, director of communications for the Hyde Park Community Art Fair in Cincinnati, Ohio.

Don't forget to write legibly or type information correctly on the form so the description of each work can be read easily, and state specifically the process, the dimensions and the medium you used to create the work.

Submit works that relate

Joanne Fox, an exhibiting artist for 30 years and a juror for such prestigious organizations as the Sausalito Art Festival in California says it's critical to submit works that relate to one another. "Even if you do different kinds of artwork, such as watercolor, drawing and collage," says Fox, "you don't want to present all media in one show application."

Once you're accepted

If you make it into a show, be certain you display your work in a good frame. When jurors are awarding prizes, Hertzlieb emphasizes that, beyond the quality of the work itself, presentation really counts. "There's often a jarring disconnect between the work and the way it's framed," says Hertzlieb. "Once I sat on a jury that was determining

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Welcome
NEW MEMBERS

OCTOBER
Genevie Valenzuela
Danni Legaspi
Jeffrey Hall

Tips For Getting In Juried Shows

the fate of a really charming folk art painting, but it was surrounded by an elaborate French---style frame. Those two things together canceled each other out." Hertzlieb suggests artists find a framer they trust, or at least another artist who's able to offer a critical eye.

Remember that most juries are considering the work of five to 10 times as many artists as they have space for. By following the suggestions listed here, you can put yourself ahead of the game. As Nancy Kirk, president of the Quilt Heritage Foundation, points out, "Very few athletes would try to enter a competition without really understanding all the rules."

SoHo Sept. Show Awards!

September Theme - SHADES & SHADOWS

1st- "Audacity of Hope" by Jan Wright (mixed media)

2nd - "Roadside 142" by Catherine Yu (oil)

3rd- "Three Brothers from San Diego" by Hanna Adler (w/c)

HM- "God's Creation" by Sindi Wasserman (photo)

HM- "Evensong" by Jan Wright (w/c)

Student Award- "Balyn in the Bushes" by C. Nick Arach (pencil)

Prominent Member Joyce Goerner Has Passed Away.

Sadly, Joyce Goerner passed away on September 11. She had a short two month illness. Joyce was the Gallery Manager for PVAA and was also involved in the first shop on the Pomona Mall, followed by the large gallery in the Spiedel Building and then in the Griswold's Old School House Gallery.

Joyce was an artist herself and continued with her painting in the retirement community that she and her husband moved to in the Laguna Beach area. Some may recall Joyce as a dedicated PVAA member. She made friends with Leonora Gross, who bequeathed PVAA the money that is in the association investment account.

Dawn Scherer says, "We all loved her Christmas cards with the drawings of Dalmatians and her crisp sense of humor with comments on current events."



Peggy Burnett's A Winner!

Peggy Burnett is proud to announce that her photography entry in the 2009 Nation Veterans Creative Arts Festival was selected for 1st place in its category. Over 3,000 veterans from 122 facilities entered the competition at the local level and 140 veterans were invited as medal winners. These were invited to participate in the festival October 5-12 in San Antonio Texas, (all expenses paid).

Jan Wright Offers "New Dimensions" Workshop

If you've admired Jan Wright's luminous "triplex" paintings in the SoHo Gallery and the PVAA monthly and annual shows, you will have an opportunity to learn the process she uses at her November 6-7 workshop at the La Habra Art Assn. gallery. Her "Audacity of Hope" just won 1st place in the September monthly show. The process has gained her signature status in the Texas Watercolor Society as well as exhibits in nationally juried shows in Washington, Oregon, Missouri, Rhode Island, several in Texas and throughout California.

In addition to demonstrating the process each of the days, she'll walk participants through four separate projects, each expanding their knowledge of the process and potential for adding strategies of their own. Sessions will be held at the gallery at 215 N. Orange St., in La Habra (near the city hall complex) beginning at 9:00 and ending at 3:00 daily. The fee is \$75 for either Friday or Saturday and \$125 for both days. Phone her at 909-625-4128 for registration information or pick up an application at SoHo.

PVAA Member Show Change

The 2nd Annual PVAA Member Show in Claremont has been changed to February 2010. Entries and artwork candidate pics already submitted will be retained for January selection. Please see the CALL FOR ENTRIES in the July 2009 newsletter for specific information.

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

January "Through the Looking Glass" Jan. 10-25 Take in: Sat, 1/3, 11-4 Reception: Sat, 1/10, 6-10pm Pick up: February/7&8	April "New Beginning" Apr. 11-26 Take in: Sat, 4/4, 11-4 Reception: Sat, 4/11, 6-10pm Pick up: May/2&3	July "That's Hot!" July 11-26 Take in: Sat, 7/4, 11-4 Reception: Sat, 7/11, 6-10pm Pick up: August/1&2	October "Dreamscape" Oct. 10 - Nov. 1 Take in: Sat, 10/3, 11-4 Reception: Sat, 10/10, 6-10pm Pick up: November/7&8
February "Seeing Red" Feb. 14-28 Take in: Sat, 2/7, 11-4 Reception: Sat, 2/14, 6-10pm Pick up: March/7&8	May "Wild about Nature" May 9-31 Take in: Sat, 5/2, 11-4 Reception: Sat, 5/9, 6-10pm Pick up: June/6&7	August "Patterns & Textures" Aug. 8-30 Take in: Sat, 8/1, 11-4 Reception: Sat, 8/8, 6-10pm Pick up: September/5&6	November "Recycled" Nov. 14-29 Take in: Sat, 11/7, 11-4 Reception: Sat, 11/14, 6-10pm Pick up: December/5&6
March "Reflections" Mar. 14-29 Take in: Sat, 3/7, 11-4 Reception: Sat, 3/14, 6-10pm Pick up: April/4&5	June "Favorite Places" June 13-28 Take in: Sat, 6/6, 11-4 Reception: Sat, 6/13, 6-10pm Pick up: July/4&5	September "Shades & Shadows" Sept. 12-27 Take in: Sat, 9/5, 11-4 Reception: Sat, 9/12, 6-10pm Pick up: October/3&4	December "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.