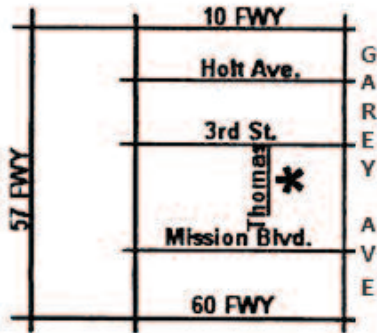


**Pomona Valley Art Association
and GALLERY SOHO**

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

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JUNE 2011 PVAA NEWSLETTER

**Pomona Valley Art Association
Membership Application**

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ eMail _____



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

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 _____

909-469-1599

300-A South Thomas Street
Pomona, CA 91766

POMONA VALLEY ART ASSOCIATION

JUNE 2011



The Jury is Out on Juried Exhibitions!

By Jane Chafin, OFF RAMP GALLERY, Pasadena

Have you ever walked through a juried art exhibition and wondered what the jurors were smoking when they awarded the prizes? Let me phrase that another way: Have you ever walked through a juried art exhibition and not wondered what the jurors were smoking when they awarded the prizes? How could that piece of crap win first prize and this other wonderful gem go totally unnoticed? Surely the jurors were pushing their own evil money-making agendas, awarding prizes to artists whose work they personally own to raise the value of their misguided investments.

I recently participated on a jury for the first time and will try to shed some light on the process. The exhibition was a small fund-raiser with artists paying a modest fee to enter their work in the competition. The jurors weren't told the names of the artists unless they had signed their piece on the front, in which case it was obvious. (Note to artists -- consider your reputation before signing your piece for a juried show -- anonymity could work for you or against you!)

My fellow jurors included another art dealer and a well-known art writer.

There were about 60 pieces in the show: paintings, drawings, photography, assemblages, and sculpture. The

work ranged from amateurish to accomplished, and the subject matter from crying Jesuses to artichokes. Our job

was to award first, second and third cash prizes. Where to begin?

We decided to view the show separately and jot down a list of pieces that we liked, marking what we thought were the top five. Once we had made our lists we settled down to discuss our choices. I mentioned up front that my gallery represented two of the artists in the show and recused myself from voting for them (even

though they were, of course, my favorites). I didn't mention their names or which pieces they were.

I was asked to go first -- what piece did I think should win first place? As soon as I mentioned my choice, the other two jurors got quizzical looks on their faces and jumped up to

look at the piece again. They both came back shaking their heads. My ego was slightly bruised, but I kept my composure and we moved on.

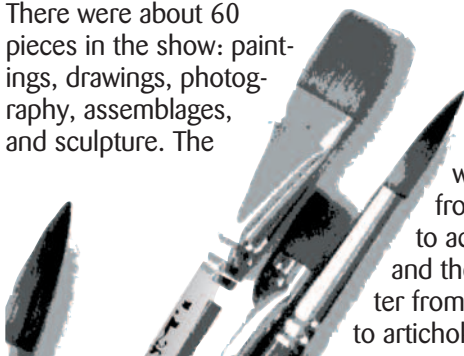
Then the writer revealed his first-place pick and the same thing happened -- the other juror and I got weird looks on our faces, jumped up to look at the

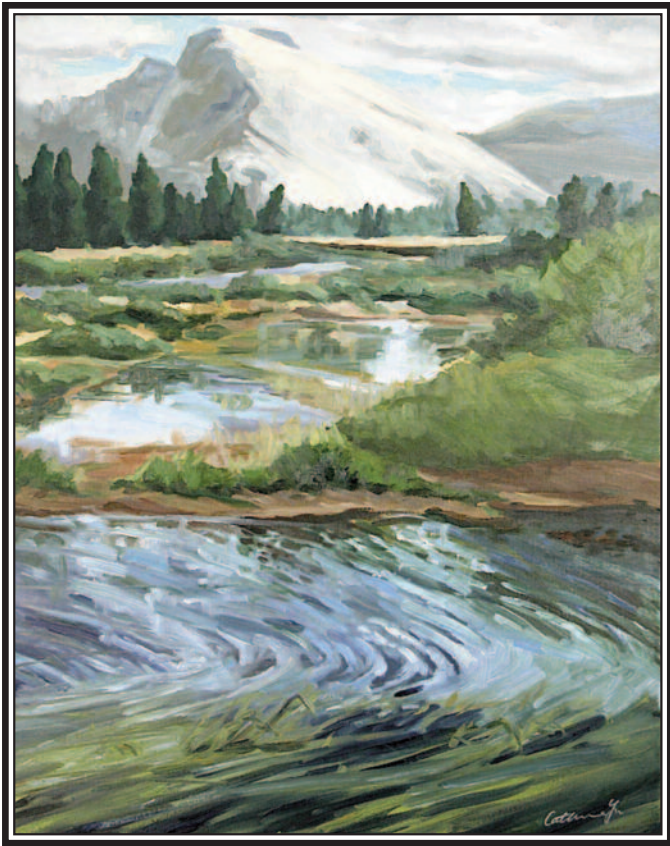
continued on pg 3



Welcome
NEW MEMBERS
JUNE

Leslie Thornton





1st Place: Catherine Yu, Tuolome Meadows, oil



2nd Place: Gretchen Gilbert,
Moon Rising in the Desert, mixed media

PVAA MONTHLY EXHIBIT

Congratulations
to Our
Monthly Winners

Theme: Wild About Nature

1st Place: Catherine Yu, Tuolome Meadows, oil

2nd Place: Gretchen Gilbert, Moon Rising in the Desert, mixed media

3rd Place: Pat Collins, Misty Clouds, pastel

HM: Richard Gil, Mt. Baldy, acrylic

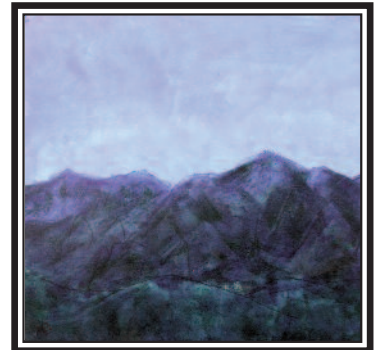
HM: Richard Gil, Mother Earth, sculpture



HM: Richard Gil, Mother Earth, sculpture



3rd Place:
Pat Collins,
Misty Clouds,
pastel



HM: Richard Gil, Mt. Baldy, acrylic

ARTWORK DISPLAYED IN FULL-COLOR ON WEBSITE AT WWW.PVAA.NET

2011 Gallery SoHo Monthly Open Art Show, Sales Schedule & Themes

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

- 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.

MEMBER NEWS



Increased Attendance and ART Sales at Our SoHo Gallery

Rachel Walker, David Gilbaugh and Greg Page, new exhibiting members at SoHo Gallery, were among those artists who made sales during the Second Saturday Artwalk in May; the event reflected a substantial increase in our sales and visitors. Our gallery was buzzing with art enthusiasts; perhaps we are seeing a slow change in the purchasing of art during these difficult economic times. Rachel's husband, David Cone, a talented local guitarist and vocalist, provided music in the gallery during the event.

In addition, we have had an increase in local artists who have expressed an interest in being an exhibiting member in our SoHo Gallery. We are always looking for new artists, especially those who contribute their time and expertise in our association.

Please stop by PVAA's SoHo Gallery, we have an enormous amount of affordable art created by amateur and professional local artists.

Linda Hauser
PVAA Membership Chairman

YOUR Association Needs Help!

The efficient operation and management of YOUR ASSOCIATION is enjoyed by all members. Like most organizations, the people involved and volunteering their time to continue this process is a relatively small group. In the case of PVAA, that 'small group' seems to be shrinking even smaller. If you can help, we'd really appreciate it. THE SURVIVAL OF YOUR ASSOCIATION DEPENDS ON YOUR HELP!

Ongoing Need For PVAA Board Members!

Your PVAA Board of Directors still has several important positions that desperately need to be filled. Please Help!

>>Contact LINDA HAUSER at: thauser@adelphia.net

PVAA Members Score in Mid-Valley Anniversary Show

The May MVAL Anniversary Show winners included the following PVAA Members:

Landscape: **Michi Ikeda**, HM, "Night of Mars and Fireflies"

Portrait/Figure/Genre: **Hanna Adler**, 3rd "Opa"

Seascape: **Mary Ann Osko**, 1st, "Laguna Beach"

Structural/Mechanical: **Setsuko Okubo**, HM, "Disappear Sound"

Abstract: **Jan Wright**, 1st, "Dancing to Oblivion"

Animal: **Laura Barnes**, 2nd, "The Alchemist" &

Donna Larson, 3rd, "Ghosts from the Past"

President's Award: **Mary Ann Osko**, "Tree of Life"

WOW! A Proud Congratulations to all!

PVAA Members Garner Awards at La Habra Association Show

The La Habra Art Association Member Show was 'a winner' for PVAA members. Jan Wright was awarded 1st place and an honorable mention at the LHAA Member show in May. She also was awarded "People's Choice" for a third painting. Setsuko Okubo received 2nd and an honorable mention. Kathy Eppick, Veronica Kortz, Karon Thomas and Doris Lynch (who sold a painting) also participated.

Arlene Moreno's Brothers Passing Last Week

Arlene Moreno's brother lost his battle with cancer last week. He had been battling the disease for the last few years. (Arlene is the our SOHO Gallery Trainer and Monthly Show Coordinator). Our thoughts and prayers go out to Arlene and her family.

We want to hear from you!

What's going on!

Share your accomplishments and art activities with your fellow members.

Email your information to

Don Markofski (editor) at

dmarkofski@hotmail.com

continued from pg 1

The Jury is Out on Exhibitions

piece again, and came back shaking our heads. And then, unbelievably, it happened a third time with the last juror's pick. There was no consensus. So we crossed all three of those pieces off our lists and not one of our individual picks won a prize!

We then tried another approach that worked much better. Was there anything that appeared on each of our top five lists? There was one piece that did, and we decided to award first place to that artist. It was the only piece that all three of us agreed on. After a reasonable amount of time deliberating, the second and third place prizes were each decided by two jurors liking the piece and the third not objecting. And that was that.

The whole process took about an hour and was relaxed and congenial. I didn't pick up on any hidden agendas or aggressive behavior. Quite the contrary, I felt we were all very open about the kinds of work we

liked and didn't like -- and no one seemed to take any of it personally. What did I think about the results? Not the three I would have picked, but they all had a certain level of integrity that I was fine with.

So the problem, as I see it, is not juror bias -- everyone has a point of view and it's impossible to put it aside. The challenge of a jury is in building consensus, or rather, resolving many points of view. Wikipedia defines consensus decision-making as a "process that seeks not only the agreement of most participants but also the resolution or mitigation of minority objections."

Or as Margaret Thatcher put it: ". . . consensus seems to be the process of abandoning all beliefs, principles, values and policies . . . it is something in which no one believes and to which no one objects."

So the next time you find yourself wondering what the jurors were smoking when they awarded those prizes, the answer might be consensus. Is consensus a bad thing when it comes to art? Or is it a healthy democratizing counterpoint to the commercial gallery system, where one person's vision rules supreme?

Get to Know YOUR Art Association (PVAA) and The SoHo Gallery

If you'd like to know more about or become involved with PVAA and SoHo Gallery, **please join us at SoHo for our business meetings on the first Saturday of**

each month at 9 A.M. It's a great place to meet with fellow artists.

We try to keep our meetings positive and upbeat while still encouraging open discussion and new ideas.

If you haven't attended one of our

meetings or been to one in awhile, come meet new friends or get reacquainted with old ones. Bring a friend !



PVAA Needs Accountant!

Your Art Association needs an Accountant/Bookkeeper to handle the ongoing accounting responsibilities including ACCOUNTS RECEIVABLE & ACCOUNTS PAYABLE tasks and related bookkeeping.

The organization cannot operate without your help.

If you can help with this vitally important position, Please Contact **LINDA HAUSER**, at tlhauser@adelphia.net



PVAA FEATURED MEMBER



Arlene A. Moreno

Arlene A. Moreno is a local award winning artist. She has been a visual artist all of her life. As a child, while others were outside playing baseball or riding bikes, Arlene was reading or drawing. Arlene is a third generation Californian, with a Yaqui Native and Mexican American heritage. Arlene states that her art is representational and an expression of the beauty of her surroundings and everyday experiences. Favorite subjects to paint are usually organic or nature inspired such as water moving over rocks, a hummingbird at a cactus blossom or a landscape capturing an atmospheric moment.

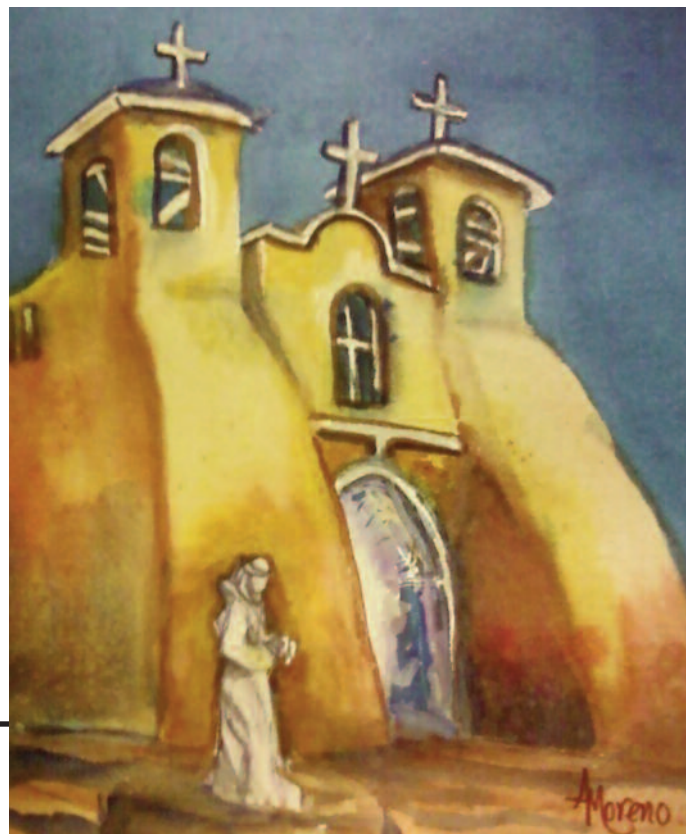


Arlene is experienced in oils, acrylics, clay sculpture and wheel thrown pottery but has focused on watercolor painting for the past seven years. Her preferred style of watercolor painting is applying multiple layers of color and using various techniques to create texture.

Arlene states that she enjoys watercolor for its spontaneity and for the rich colors she is able to apply to her paintings. As a traveling artist, Arlene finds watercolor materials and paint easy to pack up and take with her on her journeys to places such as Santa Fe, New York, Australia, Tobago, and most recently, Costa Rica. Ultimately, Arlene hopes to entice the viewer to be involved in the interpretation of the subject and to experience the art in their own way.

Arlene Moreno is a member of the Loma Linda Cultural Art Association, a member of the Inland Empire Art Association, and serves as a Board Member for the Pomona Valley Art Association. Arlene is a Watercolor instructor and invited demonstrator to the LA County Fair and multiple Inland Empire events. You will find more of her work at the SOHO Gallery in Pomona, California.

arlenemorenoart@live.com



Artwork is displayed in full-color on website at www.PVAA.Net



Workshop & Shows



Phyllis Case Bennett Chinese Painting Study Program

October 14-November 14, 2011.

Registration and deposit is due June 15th, 2011.

Contact Phyllis Case Bennett, P.O. Box 7803, LaVerne, CA 91750, phone: (909) 593-5520

e-mail: filusb@earthlink.net

Additional information available at Soho.

2011 California Open Exhibition

This is the sixth annual juried art competition sponsored by TAG Gallery, located at Bergamot Station Arts Center, Southern California's largest art gallery complex and cultural center. The exhibition recognizes excellence in a diverse range of media and offers artists exposure at a world-class destination. **ENTRY DEADLINE IS JUNE 15.**

AWARDS: 1st \$500, 2nd \$300 & 3rd Place \$200

JURORS: Katherine Chang Liu -Internationally renowned painter, teacher, curator and juror. Her award-winning paintings are in major collections in the US, Asia and Europe. the other juror is Peter Mays - Executive Director of the L.A. Art Association.

TAG GALLERY

2525 Michigan Ave. #D3 / Santa Monica, CA 90404

www.taggallery.net

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