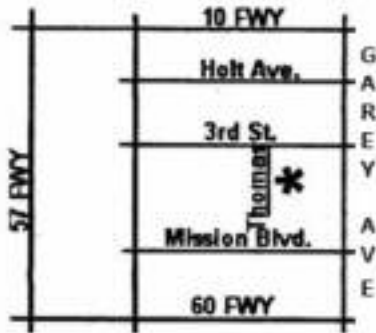


**Pomona Valley Art Association
and GALLERY SOHO**

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

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JUNE 2012 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

JUNE 2012

PVAA Members Garner Awards at Mid-Valley Art League Anniversary Members Show

A warm and well-deserved congratulations go to our PVAA members for their awards at the the MVAL Members Show. It appears our organization was well represented.

President's Choice: Setsuko Okubo, "Flower Pizzaria"

Milford Zornes Memorial Award: Michi Ikeda,
"What's Going On?"

Henry Fukuhara Award: Bonnie Pierson, "Society Circle"

ABSTRACT:

HM: Michi Ikeda, "The Hidden Side"

GENRE:

3rd Place: Jan Wright, "Color Me American"

LANDSCAPE:

HM: Veronica Kortz, "Palm Desert Oasis"

PORTRAIT/FIGURE:

3rd Place: Hanna Adler, "Suspicious"



IMPORTANT PVAA SURVEY ENCLOSED!

You'll find an important PVAA member survey enclosed in this newsletter. It is designed to obtain your thoughts or ideas that might further contribute to your association's well being and growth. **Please complete and return this copy or the copy you will be receiving in the your mail box or via e-mail.**

Jan Wright Watercolor Demo Featured as June PVAA Event

June 9th at 11:00 AM

Jan Wright's Watercolor Demonstration.

Jan is an accomplished PVAA member and is continually exhibiting and demonstrating throughout the year. She'll be sharing her innovative watercolor techniques.

"Painting has taught me how to see. The door to a new dimension has opened –light against dark, negative space, shapes as opposed to objects, and above all, COLOR. My life will never be the same."

Jan Wright is a water media artist who uses color to transform the ordinary into the extraordinary. Although she primarily paints landscapes, her portraits of people and animals, her abstracts, and records of her imaginary journeys to enchanted lands are displayed in numerous local, regional and national shows.

She is a juried member of Women Painters West and has served as an officer on the boards of National Watercolor Society, Mid-Valley Arts League and the Pomona Valley Art Association.

Call the gallery and let the sitter know if you'd like to join, Or you can call Meta Nelson at (909) 816-0564

PVAA MONTHLY EXHIBIT

- 1st - Karen Thomas, Images of Iris, watercolor
- 2nd - Veronica Kartz, Beauty Beholding Beauty, oil
- 3rd - Eyton Miller, Eternal Spring Hope , digital
- Honorable Mention - Arlene A. Moreno, Pink Azaleas, watercolor
- Student - Andres Jose Cardenas, Bosom Buddies, watercolor

Congratulations to Our PVAA Monthly Winners

1st - Karen Thomas,
Images of Iris,
watercolor



2nd - Veronica Kartz, Beauty Beholding Beauty, oil



3rd - Eyton Miller,
Eternal Spring Hope ,
digital



Honorable Mention -
Arlene A. Moreno,
Pink Azaleas,
watercolor



Student -
Andres Jose Cardenas,
Bosom Buddies,
watercolor

2012 Gallery SoHo Monthly Open Art Show, Sales Schedule & Themes

<p>January <i>"New Beginnings"</i> Jan. 8-29 Take in: Sat, 1/7, 11-4 Reception: Sat, 1/14, 6-10pm Pick Up: Feb. 4&5</p>	<p>April <i>"Decadence"</i> Apr. 1-28 Take in: Sat, 3/31, 11-4 Reception: Sat, 4/14, 6-10pm Pick up: 4/27&28</p>	<p>July <i>"Summer Magic"</i> July 8-29 Take in: Sat, 7/7, 11-4 Reception: Sat, 7/14, 6-10pm Pick up: 8/3&4</p>	<p>October <i>"Mysterious"</i> Oct. 7-28 Take in: Sat, 10/6, 11-4 Reception: Sat, 10/13, 6-10pm Pick up: 11/2&3</p>
<p>February <i>"The Red Show"</i> Feb. 5-26 Take in: Sat, 2/4, 11-4 Reception: Sat, 2/11, 6-10pm Pick Up: Mar 2&3</p>	<p>May <i>"Images of Spring"</i> May 3-31 Take in: Sat, 4/28, 11-4 Reception: Sat, 5/12, 6-10pm Pick up: 6/1&2</p>	<p>August <i>"Positives & Negatives"</i> Aug. 5-31 Take in: Sat, 8/4, 11-4 Reception: Sat, 8/11, 6-10pm Pick up: 8/31&9/1</p>	<p>November NO MONTHLY SHOW</p>
<p>March NO MONTHLY SHOW</p>	<p>June <i>"Expressions"</i> June 3-30 Take in: Sat, 6/2, 11-4 Reception: Sat, 6/9, 6-10pm Pick up: 7/6&7</p>	<p>September <i>"Variations of Color"</i> Sept. 2-30 Take in: Sat, 9/1, 11-4 Reception: Sat, 9/8, 6-10pm Pick up: 10/5&6</p>	<p>December <i>"The Gift"</i> Dec. 2-30 Take in: Sat, 12/1, 11-4 Reception: Sat, 12/8, 6-10pm Pick up: 1/4&5</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, and \$10 for 3rd.
- Photo ribbon given if show contains 5 or more photo 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.

FROM WITHIN Show Featured Through July 22nd at CCAA

Despite the stylistically diverse body of art the term abstract expressionism represents, one of the qualities that they all share is that the source of inspiration comes from



within. In this show, From Within, we present radically varied artworks that represent four artists' exploration into their inner psyches through dynamic color and energetic brush strokes. Through an emphasis on spontaneity and the process of creating the art, these artists invite you to experience what they have found in the innermost place in their minds.

The show runs June 1 - July 22, 2012

Come enjoy the opening reception from 2- 4:30 pm in the Joseph Filippi Winery where the CCAA Museum is located. Enjoy some wine tasting as you explore the exhibit.

Location: CCAA's Museum of Art is located in the North Wing of the Joseph Filippi Winery, 12467 Baseline Road, Rancho Cucamonga, CA 91739

Museum Hours: Friday - Sunday 12:00 noon - 5:00 pm
909-463-3733 / info@ccaamuseum.org

PVAA Member Offers \$10 'Painting Day' Workshops

Painting day has progressed into something I was really hoping would happen: artists coming together to paint, share and being supportive of each other. This is why I want Painting Day to be redirected into a bigger and better experience for the artists.

The cost will be \$10.00 per Thursday.
Each Painting Day will include:

- 4 hours of scheduled painting time
- A "Gems" demo
- Access to "Collage Goodie Trunk"
- A 10% discount on classes or workshops
- Samples (as available)
- Opportunity drawings (as available)
- Coffee and snacks

The pre-paid option will include 5 sessions for just \$40.00. That's one session FREE! This will not expire, but there will be no refunds. You will be issued a punch card to keep track of your attendance. If you bring a friend to the Painting Day you can each pay \$5.00 for Bringing a Friend Day. Hope you will join us.

Aleta Jacobson / alpj511@verizon.net / 909-241-2131

The 44th Annual Watercolor West Juried Exhibition

This is the CALL FOR ENTRIES for the the Watercolor West



XLIV Annual International Exhibition. The show runs October 13 - December 16 at the City of Brea Art Gallery, 1 Civic Center Circle, Brea CA 92821. The

Opening Reception will be at the Brea Gallery, Saturday October 13, 5-7p.m.

IMPORTANT DATES

August 27-August 31: All shipped works must be received by shipping agent.

June 30: Deadline for entries.

July 27: 100 Accepted artists will be announced online.

Complete information and prospectus can be downloaded at association Website as PDF document at: <http://www.watercolorwest.org>

2012 DEMONSTRATION SCHEDULE

Sunday, September 23, Karen Frey

Saturday, October 27, Judy Schroeder

Saturday, November 10, James Millard

Saturday, December 1, Richard Martinez

Sunday, December 16, Ruth Ellen Hoag

Southern California Collage Society's 3rd Annual Exhibit

Torn

Exhibit runs until July 1, 2012. We are collage artists creating art with paper and glue. Visit the exhibit and learn about collage. These artists all have their own unique style. For additional information contact Aleta Jacobson 909-241-2131. alp511@verizon.net



When: June 1, 2012- July 1, 2012
Opening Reception Sunday June 17, 2012 2pm-4pm

Where: CCAA Museum of Art, 12467 Baseline Rd. Rancho Cucamonga, CA. 91739, 909-463-3733

Time: Museum Hours / Fri - Sun / 12 noon - 5 pm

'Associated' Monthly Demo Features Frank Eber

Frank Eber is an artist. He currently lives in the beautiful Provence in France. He has 20+ years of experience painting with all kinds of media, but is currently focusing on watercolor. His background is in illustration and commercial art



*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.*

Monday 'Open Studio' at Art Box Studio in Upland

ARTIST/OWNER, Sylvia Megerdichian, NWS.
A Place for Friends to Gather, Be Inspired, and Create Art. Bring your favorite watercolors and paint with Sylvia.

Every Monday from 9:30 am to 2:00 pm.
\$25 studio fee

ART BOX STUDIO
1302 MONTE VISTA, STE. 9
UPLAND, CA 91786 / Ph: 909-981-4508
artboxsylvia@netzero.net

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

POMONA VALLEY ART ASSOCIATION

A MESSAGE FROM YOUR VICE PRESIDENT

May 15, 2012

Dear PVAA Member,

We are nearly half way through 2012 and the Pomona Valley Art Association is alive and well, looking forward to some exciting new happenings and planning for our future. Being our first year without Progress Space Gallery, our Gallery SOHO artists graciously moved out in March and the Annual Student Show ran with great success.

Gallery SOHO has a new look via nice fresh paint on the walls, going with more neutral colors to accent the artwork. We are currently talking with the building owners and we may see some new signage and hopefully some gallery expansion very soon. So, if you have not visited Gallery SOHO recently, please do stop in and see the changes.

We will again this year be exhibiting and working at the Los Angeles County Fair in the Millard Sheets Gallery Store and we are beginning to plan for our Annual Open Juried Show in November.

The PVAA has a rich and wonderful history, however, not wanting to rest on our laurels, we have initiated a PVAA image committee to study and enhance our presence in the area and art communities. In doing so, we feel it important to determine how you perceive the organization, as well as any thoughts or ideas that you may have that might further contribute to our well being and growth. A step toward this is the attached "PVAA 2012 Member Questionnaire" which we would very much appreciate you filling out and returning to us at your very earliest convenience.

We thank you for being a part of the PVAA and hope to see you at the next board meeting or event.

Sincerely yours,

Jerius Williams
PVAA Vice President

PVAA 2012 Member Questionnaire

Please rank the following in order of importance to you as a member of the Pomona Valley Art Association. (1 being least important, 10 being most important)

	Least	1	2	3	4	5	6	7	8	9	10	Most
1. Workshops and Demonstrations _____		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. Availability of Co-Op Gallery space _____		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Art Fairs _____		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. Board & group meetings _____		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. PVAA presence at community art events _____		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6. Gallery SOHO Annual Show _____		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7. Gallery SOHO Student Show _____		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8. Newsletter / Event Notifications _____		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
9. L.A. Co. Fair Millard Sheets Store _____		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
10. Artists "work together" Sessions _____		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Please check the ideas or concepts you feel effect your perception of the Pomona Valley Art Association as being a moving force in the area art community. Check all that apply.

- PVAA is a well-known and respected organization.
- PVAA has a rich history, but needs more involvement in the art community.
- PVAA is a valuable resource for established artists.
- PVAA is a nice starting point, but lacks depth for established artists.
- PVAA needs to update its look and feel to a more contemporary feel.
- PVAA should stay with its historical look and feel.
- PVAA needs more community projects.
- PVAA needs more artists projects.
- PVAA is great, leave it just as it is.
- PVAA needs improvement, my suggestions are:

Thank you for participating in this survey, we appreciate your input as we strive to make the Pomona Valley Art Association a more enjoyable and active community of artists. Please accept this as a special invitation to attend the monthly board meetings (first Saturday) and share with us your ideas and talents.

The PVAA Identity Committee

CUT ON DOTTED LINE AND RETURN TO PVAA, 300-A SO. THOMAS ST., POMONA, CA 91766

