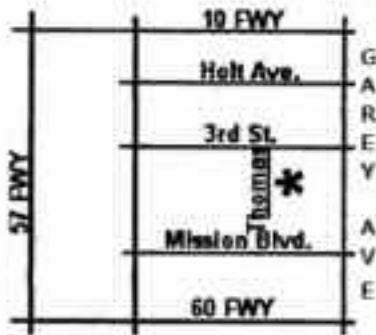


**Pomona Valley Art Association
and GALLERY SOHO**

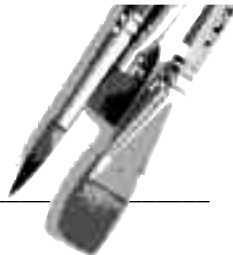
300-A South Thomas Street
Pomona, CA 91766
Phone: 909-469-1599
www.pvaa.net

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SEPTEMBER 2012 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

SEPTEMBER 2012



CALL-FOR-ENTRIES Inside For Both Our Annual OJS Show and Claremont Foundation Show

>>> PVAA 31st ANNUAL OJS SHOW

This year's show at the SoHo Gallery runs from November 3rd through December 1st and is open to all artists.

IMPORTANT DATES:

Take-in - Saturday, October 27th

2nd Saturday Reception - November 10th / 6-10 pm

Awards Reception - Saturday, December 1st, / 2-4 pm

Pick up - Saturday, December 1st, / 4-6 pm

>>> CLAREMONT FOUNDATION SHOW

This year the PVAA show at The Claremont Foundation, 205 S. Yale, in the village will be November with **take in Oct 31, hanging the 1st and reception Friday Nov 2nd.** We will have room for about 30 pieces.

CELEBRATE ART at CCAA Museum With The Art Box

Art Box Studio...As the logo states...A Place for Friends to Gather, Be Inspired and Create Art. Since 1993, artists



have been gathering and painting under the watchful eye, guidance and teachings of Sylvia Megerdichian NWS.

The Studio will come together for their "Celebrate Art" show at CCAA Museum of Art Gallery, Fillipi Winery, 12467 Baseline Rd. R. Cucamonga. **Come meet the artist on Reception Day Sept. 16...2:00-4:30pm**

A Real Artist

By PVAA Member, Melody Kohn

I always enjoyed art growing up and although life has moved me in different directions, as I near retirement, I am happily rediscovering art as a hobby. I don't dream of ever becoming a real artist, I just enjoy the creative process.

With each drawing or painting I create, my confidence grows, and my husband encourages me along the way by transporting me, on a regular basis, to the local art supply stores. My house is filling up with various pieces I have created, and I feel comfortable displaying them where others might catch a glimpse.



Recently I came across a local art show advertised as open to anyone interested in participating. I carefully picked three of my pictures and gleefully carried them down to the gallery to enter them in the competition. In a week's time, I attended the artist reception where I watched artist after artist come forward to claim their prize (a check of course since these were real artists). My work did not get recognized, but my real prize was seeing it displayed on the wall amongst the real artists.

continued on pg 6

PVAA Art Paint-In on Sept 8th

September 8th - 11 AM - Bring your paints, Meet new artists and join the fun at our continuing 2nd Saturday Paint-in at Soho Gallery.

PVAA MONTHLY EXHIBIT

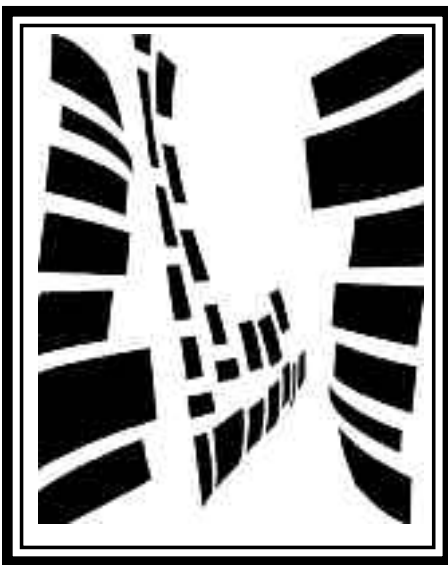
- 1st Place - J. Y. Jung, Positive and Negative. Acrylic
- 2nd Place - Jerius Williams, Duality of Id, Digital Photo
- 3rd Place - Eytan Miller, Perceptions, Digital Photo
- HM #1 - H. Benjamin Diaz, Orchid, Watercolor/Pencil
- HM #2 - Veronica Kortz, Aliso Beach, Oil

Congratulations to Our PVAA Monthly Winners

▼ 1st Place - J. Y. Jung, Positive and Negative. Acrylic



▼ 2nd Place - Jerius Williams,
Duality of Id, Digital Photo



◀ 3rd Place -
Eytan Miller,
Perceptions,
Digital Photo



▲ HM #1 -
H. Benjamin Diaz,
Orchid,
Watercolor/Pencil



▲ HM # 2 -
Veronica Kortz,
Aliso Beach, Oil

Monthly show winners are
displayed in full-color on our
website at www.pvaa.net

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.

continued from pg 1

A Real Artist

By PVAA Member, Melody Kohn

At the end of the show, my husband dutifully drove me to the gallery on the assigned day to pick up my unrecognized art. I waited in line and watched artists go up to the table, and sign the forms allowing them to retrieve their work off of the wall. When my turn came, the volunteer pulled my forms and said, "Oh, there's a note here. Just a minute, our event coordinator wants to speak to you."

I was a little apprehensive since I had not seen this happen with anyone else. Rolling around in my mind was, "What have I done wrong?" Very quickly a smiling lady in a red dress walked up to me and said, "I am so glad to meet you; I loved one of your pictures, but I noticed it wasn't for sale. Would you consider selling it to me?" I was speechless and vaguely remember asking her which picture. Before I knew it, she rushed around the corner and returned beaming with a small pastel drawing I had done of a violin body. She asked again if I would consider selling it to her. I looked at my husband and he gave me a smile meaning, "You're on your own." She asked again about being able to buy it, and I answered, "Yes, I guess so." Of course her next question was, "How much were you thinking?" I was dumbfounded trying to find an answer. "I'm not really sure," is what I remember coming out of my mouth.

She was going on and on about a special place she had for it in her home while I stood there stunned. Thankfully, she suggested I think about it as she had some business to attend to and she would be right back. My head was swimming. I truly had no idea what to suggest for a price, is one hundred dollars crazy? Would she balk at seventy-five? I looked up and she was back a little too soon, but very happy to be talking to me! "Well, what do you think?" she said. Suddenly I blurted out, "Why don't you make an offer." Without hesitation she said, "Would two-hundred dollars be ok?" My heart was racing and to hide my excitement I stared at the picture in disbelief. Again, not knowing where it came from, my comment was, "Yes, I think that would be fine." She was excited and carried the picture to her desk to write a check.

The rest is a blur. I just remember how excited this total stranger was to meet me, and how moved she was over the picture I had created. I left the gallery with check in hand feeling like I was floating on a cloud, still too stunned to believe that I had just become a real artist.

Aleta Jacobson Introduces 511 Art Studio Tuesday Nights, "Painting After Dark"

7:30pm-10:30pm. Come and join other artists. Bring whatever you are working on. Sharing, creating and lots of fun. \$10.00 per Tues. Pre pay for 4 and get one FREE!

Also at 511 Art Studio

On-going Thursday Painting Days

Thurs. 9:30am-2:30pm

\$10 per session pre pay for 4 and get one FREE!

-Lesson and/or demo

-4 hours of scheduled painting time

-Access to Grab Bag Goodie Trunk

-A 10% discount on classes or workshops

-Samples (as available)

-Opportunity drawings (as available)

-Coffee and snacks

New Classes at 511 Art Studio

Back by popular demand

Collage Paper Class

September 8, 2012 / 10am-3pm

\$45 + \$10 supply fee

Creating collage or background papers.

Many techniques and papers.

Go home with a pack of papers ready for your art projects.

Art Journaling I

September 22, 2012 / 10am-3pm

\$75

Learn how to awaken your Muse. Creating for fun and exploration. Learn how to journal to work out art projects and more.

Art Journaling II

September 29, 2012

10am-3pm

\$75

Going a step further with many more art techniques.

511 Art Studio is in Claremont at 1040 Northwestern Dr. and is run by Aleta Jacobson, artist. It is a working studio that also holds classes. Call or e mail for more info...909-241-2131 or . a.jacobson511@gmail.com"

**4th Annual PVAA/CCF
2012 Members Show
November 2012**



The show will display EXCLUSIVE PVAA MEMBER artwork the month of November at the Claremont Community Foundation, located at 205 Yale Ave. in the Claremont Village.

This event will be publicized and should draw a large crowd. The CCF has been very generous to provide our reception with appetizers and refreshments. We appreciate your participation and hope it will be a fun and profitable experience for you.

All sales will be handled through Pomona Valley Art Association with applicable sales tax; a 20% commission from each sale will be donated to the CCF and PVAA, additional donations to CCF are greatly appreciated. Artists who have made sales during the event will be issued a check prior to the end of January 2013.

All artists participating in this event must be PVAA members.

If you are interested in displaying your artwork at this event, please mail one to three 4x6 prints of the artwork to our show Chairperson, MICHAEL PEARLMAN, who is coordinating this event. Please write your name on the back of each print, the size of the artwork, the medium, phone # and mail the photos with a \$12.00 non refundable entry fee payable to PVAA, mail to: MICHAEL PEARLMAN / 2192 SILVERTREE RD. / CLAREMONT, CA 91711/ (Phone: 909-621-9485)

Submitted photos will need to be POSTMARKED by OCTOBER 5, 2012

The TAKE-IN date is Thursday, November 1, 5:30-7:30 and PICK-UP Friday, November 30 (time to be announced)

Confirmed dates and hours will be provided to artists upon acceptance. Please be aware that prints may not be returned.

Contact Mike Pearlman, Chair, with any questions
or, any of the following committee members, Mike Pearlman or Don Markofski.

The artwork exhibited must be inoffensive to the sensibilities of the public. If it is deemed offensive by representatives of the CCF or PVAA Committee Members, the artwork will not be displayed. Pomona Valley Art Association and the Claremont Community Foundation are not responsible for any damage or theft of any artwork or any bodily injury at this event.

I give my permission to Pomona Valley Art Association and the Claremont Community Foundation to take photographs of myself and/or my artwork, to be used as it deems necessary for PVAA or CCF usage.

Please submit this form with your 4x6 prints and \$12.00 entry fee. I agree to the afore mentioned guidelines in its entirety.

Signature _____

Name (print) _____ Phone# _____

Address _____ City _____ State _____ Zip _____

PVAA FEATURED MEMBER

Meta Nelson

FINDING THE MAGIC IN NATURE

We expect wildness, untamed in nature. We don't control it. We don't know what goes on within its borders. We expect to find the mystery of the unknown. It makes us open our eyes wider and gives us fresh vision with which to view the world. But once we tame an area with human development, that section of nature loses its mystery to us. It becomes pedestrian. We know it, so we think and so we no longer look for its magic. Yet, that magic is still there. It is my mission, with these pictures, to point out just some of the points of mystery resting right before our eyes on land that has been extensively developed, Bonelli Park. The hand of man can be seen everywhere at Bonelli, yet it is far from omnipresent. The magic continues. You just need to know where to look.

Meta Cain Nelson is a retired educator from an artistic family. Her education includes a PhD in fine arts from the University of Southern California yet it was her artist mother and sister who taught her how to create pictures. "From my earliest memories, I can recall my mother and sister asking me if I had planned the perspective or light source or color combinations I was using in a current painting. Such observations led me to grow as an artist while not inhibiting my originality."



Fairplex Exhibit Update

Stop By The Fairplex For A Fun and Fulfilling Art Experience



This year when you attend the Los Angeles County Fair, please be sure to visit the Gallery Store. The store is located in the Millard Sheets Center for the Arts

2012 Exhibition. It is located in Room Five and specializes in original works of art by local artists and artisans. You'll find paintings, sculptures, ceramics, jewelry, crafts, and photography by our members. You'll also have the opportunity to view prominent artists who demonstrate in the Sheets Gallery during the Fair, as well as artists from other areas are featured.

Again this year PVAA volunteers will be staffing the store. Stop by to say Hello and shop the Gallery Store for unique and original art and giftware. Your fellow members would love to see you. The Fair runs from August 31 to September 30 and is closed Mondays and Tuesdays.

Our longtime Honorary PVAA Member, Jack Geddes passed away on Wednesday, August 22nd. Our thoughts and prayers go out to his wife Shirley and the entire Geddes Family.

***With Our Deepest Sympathy,
PVAA***

Awards

- Best of Show \$200
 - 1st Place each category \$100
 - 2nd Place each category \$75
 - 3rd Place each category \$50
- Honorable Mentions awarded at the discretion of the Judge
- Additional Awards to be announced at The Awards Presentation

Dates

Take-In:

Saturday, October 27, 11 a.m. to 4 p.m.
SoHo Gallery, 300-A Thomas St., Pomona

Exhibition:

November 3 - December 1
Thur - Sun, 11 a.m. - 4 p.m.
'Second Saturday', Nov. 10, 11 a.m. - 10 p.m.

Opening Reception:

"Second Saturday", Nov. 10, 6 p.m. - 10 p.m.

Awards Reception & Presentation:

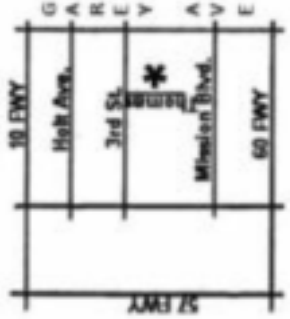
Awards Reception, Sat., Dec. 1, 2-4 p.m.
Awards Presentation, Sat., Dec. 1, 3 p.m.

Art Removal

Work must be removed on Dec. 1; from 4 to 6 p.m.
No work shall remain past Dec. 1. A \$5 per day late fee will be charged each day after Dec. 1

Take-in and Show Location

PVAA SOHO GALLERY
300 So. Thomas St, Pomona, CA 91766



CALL FOR ENTRIES!

Pomona Valley Art Association

PVAA 31st Annual OPEN JURIED SHOW 2012

November 3 - December 1, 2012
PVAA SoHo Gallery

This Annual Exhibition is open to all artists. We invite you to be a part of one of the oldest, largest, and most prestigious shows in the Inland Empire. Join hundreds of local artists: young and old, beginner and famous, in celebrating, sharing and awarding the very best regionally produced artwork.



Judge to be announced.



Pomona Valley Art Association
300-A So. Thomas St. - Pomona, CA 91766
(909) 469-1599
www.pvaa.net

PVAA SoHo Gallery
300-A S. Thomas St
Pomona, CA 91766

**Pomona Valley
Art Association**

PVAA
31st
Annual
OPEN JURIED
SHOW
2012

ENTRY FORM - COMPLETE AND RETURN WITH ENTRY FEE

Name _____
 Address _____
 City _____ Zip _____
 Phone _____
 Title _____
 Medium _____ Price \$ _____

Name _____
 Address _____
 City _____ Zip _____
 Phone _____
 Title _____
 Medium _____ Price \$ _____

ENTRY FORM - COMPLETE AND RETURN WITH ENTRY FEE

Name _____
 Address _____
 City _____ Zip _____
 Phone _____
 Title _____
 Medium _____ Price \$ _____

Name _____
 Address _____
 City _____ Zip _____
 Phone _____
 Title _____
 Medium _____ Price \$ _____

ENTRY REQUIREMENTS

Please read carefully!

ELIGIBILITY: Any artist may enter up to two works of original design, completed within the last five years. Works must be the original creation of the artist. Teacher-assisted class work, crafts, copies of portraits, copies of art work, or copies of copyrighted photo-graphs will not be accepted for judging. Art-work must be of such nature as not to offend the sensibilities of the public. Work must NOT have been previously entered in a PVAA Open Juried Show.

CATEGORIES:

1. Oil
 2. Watercolor
 3. Acrylic (with or without glass)
 4. Mixed media (two or more different mediums)
 5. Pastel, pencil, charcoal, ink
 6. Printmaking, graphics, photography & digital
 7. Jewelry, enamel, cloisonné, glass, ceramics & misc.
 8. Sculpture, assemblage and other 3-Dimensional
- We reserve rights to change/combine categories**

SPECIFICATIONS: Two-Dimensional works shall not exceed 36 inches framed in any direction. Larger pieces may be considered for an increased fee of \$3 per square foot and pre-approved by the exhibition director. All work that is not free-standing must be prepared for hanging with screw eyes and wires attached ONLY. **NO EXCEPTIONS!** Work must be clean, properly framed and prepared for presentation. Pencil, photos and digital art must be under glass or plexi-glass. 3-D work will be limited to a base size of 24 inches in any direction and may be no taller than 36 inches. Entries weighing over 30 lbs. must be moved in place by the artist. Size limits may be pre-approved on an individual basis for an increased fee.

FEES: PVAA members: \$15.00 per entry, non-members: \$20.00 per entry. Fees are payable to PVAA and are non-refundable. Acceptance of work into the show is at the discretion of the juror. **Entries that may be juried out** may be picked up Dec 6th or 7th, 2011, from 11 a.m. - 4 p.m., BY APPOINTMENT ONLY. Affected artists will be notified.

SALES/LIABILITY/RESERVED RIGHTS: Works are to be considered for sale at price indicated unless marked NFS. PVAA will retain a 20% donation on all sales (tax deductible by artist). Every reasonable care will be taken to assure proper handling of all entries; however, PVAA assumes no responsibility for damage or loss. Submitting an entry to this show shall imply an agreement on the part of the entrant. PVAA reserves the right to reject any work not suitably prepared for display or that may be deemed offensive to the community. PVAA reserves the right to reject any work that creates a liability/safety hazard to the public.

