

909-469-1599

300-A South Thomas Street
Pomona, CA 91766

www.pvaa.net

POMONA VALLEY ART ASSOCIATION

SEPTEMBER 2014

Wondering What's Going On?

BYLAWS BEING UPDATED...

Our new Vice-President, Laura Mallory is in the process of updating the PVAA Bylaws. When completed and approved by our Board, they will be published on the PVAA website.

In case you were wondering, bylaws are the written rules that control the internal affairs of an organization. Bylaws generally define things like the group's official name, purpose, requirements for membership, officers' titles and responsibilities, how officers are to be assigned, official meeting procedures and frequency. Bylaws also govern functionality and responsibilities. They are essential in helping an organization map out its purpose and the practical day-to-day details of how it will do business.

DON'T FORGET PVAA AT THE FAIRPLEX...

Once again PVAA volunteers work the Millard Sheets Gallery & Store at the Fairplex during the fair. The fair runs from August 29th thru September 28th. Stop by, say "hello", see the show and encourage your fellow members.

SOHO, A COOL PLACE TO HANGOUT...

Your association has recently purchased new, tower-style, oscillating fans for the gallery. They have been strategically positioned throughout SOHO and should offer a cooling breeze when viewing artwork during the summer months.

CANOPY AND GRIDS AVAILABLE FOR USE...

PVAA now has a canopy and art grids available for members needing these implements for their exhibition use. You can reserve them for your next show via eMail by sending your request to info@pvaa.net.

A FIRST...An Artful Marriage Proposal at Gallery SOHO



Juan A. Lopez is shown proposing to Paola Cortes at Gallery SOHO. By the way, she accepted.

FaceBook Page For Members to Sell and/or Buy Stuff!



There's a NEW FaceBook page for all members to sell, buy or trade Art Stuff. You can launch it from the PVAA FaceBook and it's easy to set up your sale.

<https://www.facebook.com/groups/PVAABuySell/>

PVAA FEATURED MEMBER

James Ellison

In first grade the teacher assigned a classroom mural on butcher paper about summer vacations. I saw a post card of the Statue of Liberty she had on her wall and asked if I could draw it. The teacher, amazed by my drawing, kept after my parents to take me to The School of the Art Institute of Chicago for Saturday art lessons. We lived near a 100 acre woods and I my earliest art work was of nature. This, and other incidents convinced me I wanted to be a professional artist.

I received my B.F.A. from Eastern Michigan University, was married to my childhood sweetheart Marci Schattenberg, a polio survivor, and went on for my M.A. & M.F.A. degrees at Northern Illinois University. At that time I was an abstract expressionist with a fantasy/Surrealistic twist, but the painting program there wanted me to be a Hard Edge painter, so I transferred to the ceramics program. There I became a glaze chemist doing my paintings in glaze effects on the fantastic forms I created. When I came back to painting years later, this was of great benefit

because I understood volume and depth in a way that most painters cannot. Afterwards I served as a Captain in the Army, then as the Director of the Beverly Art Center,

School of the Arts. During this time my two children Jennifer and Peter were born. Later I was a ceramics teacher at South Holland Community College in Illinois.

I have shown my art in national and international shows, winning many awards. My work has appeared in the Manhattan Arts International Magazine and the Encyclopedia of Living Artists. I have received two honorary titles: Professor of Art, Academical Associated del Verbano; Accademia Internazionale "Greci-Marino", Accademia del Verbano Italia, di Lettere, Arti, Scienze and Academic Honorem of Santarita, Order of Arts Michelangelo Buonarroti from the International Academy Santarita, Turin, Italy. Six of my paintings have been published as signed and numbered limited editions. I have copyrighted and published The Perceptual Color

Corona, a revolutionary color system, based on the negative afterimage to get better color matches, vibrating color contrasts, and luminescent color harmonies. I have created a method of artistic

interpretation and communication by combining my divinity work with cultural anthropology and Jungian psychology through the use of color, line and shape. During this time I taught art at Nogales High School in La Puente California.

Now that I have retired from teaching I have

returned to being a full time artist; painting sculpting and creating pottery. I also give presentations and workshops on Art and Faith.



2014 Gallery SOHO Monthly Theme SEPTEMBER

NEW TAKE-IN TIME: 11-2 PM!



THEME: Mini Show - 10 in max.

September 7th thru October 3rd

Take-In: Sat, Sept 6, 11am - 2pm

Reception: Sept 13 • Pick Up: Oct 4



The Monthly Open Art Show conditions for entry, exhibiting & sales can be found on the association website at www.pvaa.net

Debate: Should Artists Show Work in Doctor's Offices, Banks and Other Business Locations?

by Xanadu Gallery Owner Jason Horejs

The Cons: Reasons These Venues are not Very Likely to Sell Art

- I would stand by my assertion that this kind of exhibition wouldn't be at the top of my list of marketing tactics. Speaking as someone who is daily involved in the selling process, I can tell you that without a good salesperson on hand to promote the work, the likelihood of a sale is pretty low. It takes skill to interact with buyers and move them toward a sale. It also often takes follow up to close the sale.

It's unlikely any real salesmanship is going to occur in a lobby.

- Knowing that the likelihood of a sale is pretty low, I feel your time and effort are better spent looking for venues (like galleries or art shows) where the focus is on sales.
- When people are visiting a doctor's office, or any other business, they are there with a specific purpose in mind – buying art is not going to be very high on their priority list.
- There are real costs and risks involved in participating in this kind of display. There is time involved in delivering and installing the artwork. There is a very real possibility that the artwork might be damaged during transport, or while on display. These risks aren't huge, but they should be considered.
- As I mentioned in my reply, there is also a cost involved in taking your work off the market, or at least out of your usual sales channels. You have production costs and time now tied up in inventory that isn't actively being promoted.

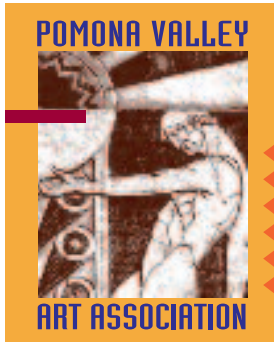
The Pros: Possible Benefits of Showing in Alternate Venues

- Some exposure is better than no exposure. Even though these venues are not necessarily going to be paying you in



cash for the artwork, they are offering you exposure. You need to decide if the value of the exposure is worth the costs listed above.

- Sometimes the clientele of these businesses will match your target audience. If the business draws an affluent and well-educated crowd, you may have a shot at making a sale.
- You may have a captive audience. Waiting rooms and lobbies are often filled with people who are going to have some time to look at your work. Just keep in mind that you are competing with magazines, mobile phones and tvs, so you need to find some way to draw attention to your work.



**Pomona Valley Art Association
and GALLERY SOHO**

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 Pomona, CA 91766
 Phone: 909-469-1599
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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