

**Pomona Valley Art Association
and GALLERY SOHO**
300-A South Thomas Street
Pomona, CA 91766
Phone: 909-469-1599
www.pvaa.net

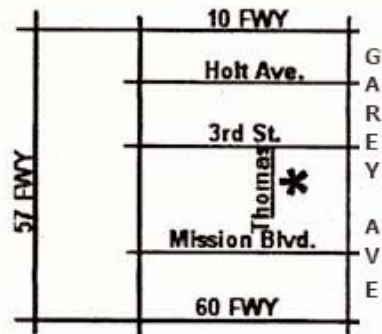
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Pomona, CA 91766

POMONA VALLEY ART ASSOCIATION

September 2009



SEPTEMBER 2009 PVAA NEWSLETTER

Fall Event & Activity Update

PVAA Millard Sheets Center for the Arts Gallery Store is on Schedule.

Linda Hauser and Dawn Scherer have been working steadily since the beginning of July to check the inventory lists, hang the walls, arrange the storage unit, get the desk ready with gift bags, bubble wrap, etc., and merchandise the shelf units. Melanie Phillips has prepared the didactics for the walls so the work of PVAA will fit well with the exhibition.

A few of the members who will be demonstrating at the Fair have already seen some of the work in progress. The ultimate sale of artwork is obviously an integral part of the success. Items have been selected for the shelves and display cabinets. The walls were designed with color and framing as an important consideration. Everything that has been done by Linda and Dawn has the artists as their first concern within the constraints of the space available.

A professional wall

designer came through the Gallery and commented on how "professional" the walls and

shelf unit displays looked. Linda and Dawn have heard comments like... "it looks like a real store"; "it is BEAUTIFUL". It is the hope that each artist will be excited when they see the store in its' finished state upon arriving for training. Again, many thanks to the artists for the "professional" merchandise that has been supplied and for the energy and enthusiasm for this project.

Works by PVAA members will be featured including Kathy Eppick, Linda Hauser, Michi Ikeda, Warren "Joe" Ingalls, Doris Lynch, Cindy Mayoral, Brenda O'Brien, Joann Peters, Melanie Phillips, Rita Poorman, Maryann Rachford, Jackie Stallcup, Wade Stanley, Debra Walters, Nathan Walters, Jan Wright, Robert R. Marshall and Lucien Van Oosten.

Stop by 'The Center' during your fair visit and view artwork by many accomplished artists.

REX BRANDT, MILLARD SHEETS, and PHIL DIKE Works Featured at Maloof August 20 - November 14.

The E. Gene Crain Collection documents the rise of the California School, a significant and distinctive movement in West Coast art prior to 1945, as well as

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Pomona Valley Art Association Membership Application

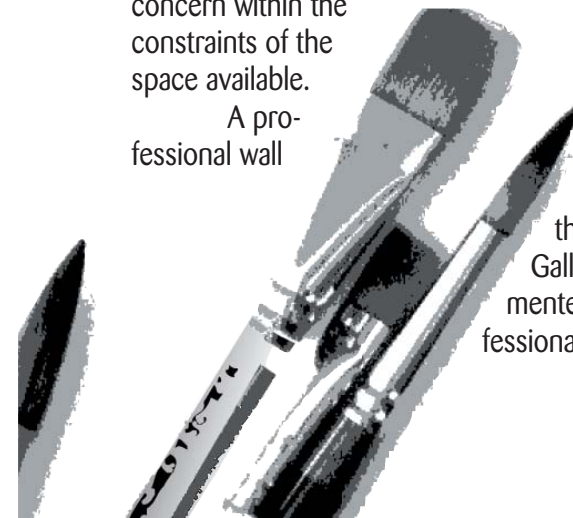
Please complete this form and mail with your payment to:
PVAA 300-A South Thomas Street, Pomona, CA 91766 Attn: Linda Hauser

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: _____

Welcome
NEW MEMBERS
SEPTEMBER
Jose Salcedo
Anna Mei



cont'd from pg 1

Maloof Watercolor Show

the development of watercolor as a popular medium in the state. This exhibition showcases 70 watercolor paintings by Brandt, Dike and Sheets, the three most prominent artists of the California School. While all three were equally proficient at painting in oil, they were considered innovators in their expressive use of the watercolor medium.

Show Site: Jacobs Center, Maloof Foundation
Sam & Alfreda Maloof Foundation for Arts and Crafts
5131 Carnelian St, Alta Loma, (909) 980-0412
Gallery Hours: Thursday & Saturday, 1:00 - 4:00 PM

Opening Reception: Sunday, September 13, 2009
1:00 - 3:00 PM, E. Gene Crain will attend
Exhibition Lecture: September 20, 2009 2:00 PM

Gallery open before & after lecture: 1:30-4 PM

Associated Artists of the Inland Empire 25th Annual Fall Juried Art Show & Sale

September 23-27, 2009

VICTORIA GARDENS CULTURAL CENTER
Celebration Hall

12505 Cultural Center Dr Rancho Cucamonga

Deadline: Registration must be postmarked on or before September 9, 2009.

Co-Sponsored by the City of Rancho Cucamonga and the Rancho Cucamonga Community Foundation

Friday, Sept 25th and Saturday Sept 26th
10:00 AM to 10:00 PM

Sunday, September 27
11:00 AM to 4:00 PM

Show entry forms and additional information is available at the association website at www.associatedartists-inlandempire.org

CSUF Faculty at the Grand Central Art Center

September 5, 2009 - October 11, 2009
Opening Reception, Sat., Sept 5, 2009 7-10pm.

125 N. Broadway, Santa Ana, CA,
714-567-7233 / Admission is free.

This Fall, the Grand Central Art Center is proud to host Cal State Fullerton's triennial faculty exhibition, highlighting the CSUF art department faculty.

All full-time instructors were invited to participate, producing enough work to encompass the GCAC Main Gallery and the Don Cribb Project Room. Over twenty artists from the art department will be featured exhibiting various works.

PVAA Member Show is Changed to February 2010.

The 2nd Annual PVAA Member Show in Claremont has been postponed to February 2010 due to a scheduling conflict. All entries and artwork candidate photos already submitted will be retained for January selection process.

Please see the CALL FOR ENTRIES in the July 2009 newsletter for specific information. Applicable date changes will be forthcoming.

Tom Lynch at Art Box Studio

Acclaimed watercolorist, Tom Lynch will be teaching a 4-day workshop Oct 6-9, at the ART BOX STUDIO in Claremont. This workshop is ONLY \$475. Contact Sylvia at 909-981-4508, or eMail her at www.ArtBoxWorkshops.com.

PVAA NEEDS STORAGE!

PVAA board needs storage to house the wall grids, pedestals and other furnishings now located in that space. Anyone who could house all or part of these furnishings should call PVAA at 909-469-1599 and leave a message.

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.