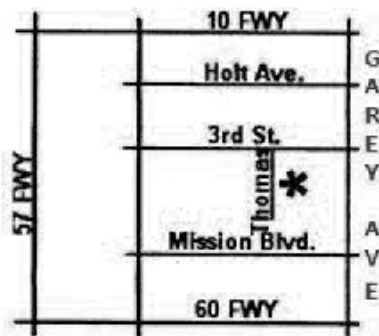


**Pomona Valley Art Association  
and GALLERY SOHO**  
300-A South Thomas Street  
Pomona, CA 91766  
Phone: 909-469-1599  
www.pvaa.net

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SEPTEMBER 2010 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

SEPTEMBER 2010



## Campaign To Raise \$40 Million For Calif Arts Governor & First Lady Launch and support the "Million Plates Campaign for the Arts"

Published: 06-28-2010

Governor Arnold Schwarzenegger and First Lady Maria Shriver joined the California Arts Council, The Creative Coalition and artists from across the state at Fox Studios in Los Angeles on Monday, June 28, 2010, to launch the "Million Plates Campaign for the Arts," a campaign dedicated to raising money to fund the California Arts Council's hundreds of programs across the state.



"Every Californian deserves the chance to channel their creativity into art, and the Million Plates Campaign will help ensure that they can," said Governor Arnold Schwarzenegger. "I am so excited to support this campaign, because it has the potential to



restore funding for vital arts programs in schools and communities and make California a leader in arts funding."

If one million California drivers purchased an arts license plate, that would be \$40 million dollars that would go directly to supporting arts activities in our schools and communities.

"Californians have an incredible opportunity to support arts education in schools and communities through the Million Plates Campaign," said First Lady Maria

Shriver. "Creativity and innovation are part of California's fabric, and we can all honor and further that legacy."

Even in difficult economic

times, the arts are essential. Our economy relies on creative minds, artistic organizations and innovative workers

continued on pg 6

Welcome  
**NEW MEMBERS**

**SEPTEMBER**

Hilda K. Phillips  
Karen deVries  
Robin Yokel  
Ellen de Lorm

# PVAA MONTHLY EXHIBIT

## Congratulations to Our PVAA Monthly Winners

Theme: "Positive and Negative"  
Judge: Ken Johnson

**1st Place /** Steven Long  
Gates of Delirium - watercolor & acrylic

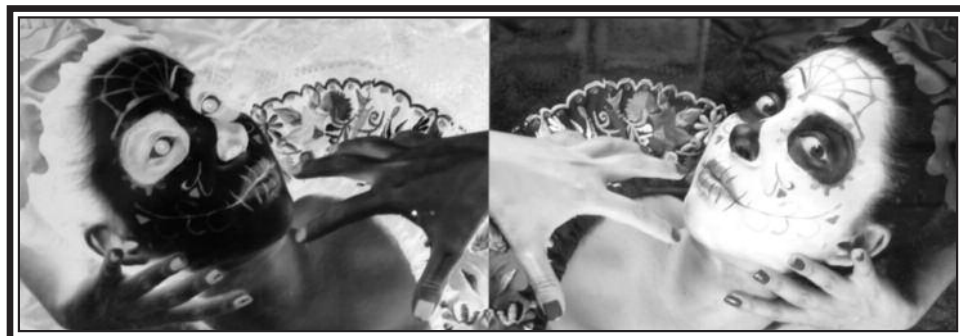
**2nd Place /** Cliff Graber  
Reawakening (model: Leticia) - photo

**3rd Place /** Arlene Moreno  
Yosemite Hydrangeas - watercolor

**Student Award /** Jose Salcedo  
In Tragedy We Come Together - acrylic



**1st Place /** Steven Long  
Gates of Delirium -  
watercolor & acrylic



**2nd Place /** Cliff Graber  
Reawakening  
(model: Leticia) - photo



**3rd Place /** Arlene Moreno  
Yosemite Hydrangeas -  
watercolor

**Student Award /**  
Jose Salcedo  
In Tragedy We Come Together  
acrylic



## 2010 Gallery SoHo Monthly Open Art Show, Sales Schedule & Themes

<b>January</b> "New Beginnings" Jan. 9-31 Take in: Sat, 1/2, 11-4 Reception: Sat, 1/9, 6-10pm Pick Up: Feb 6&7	<b>April</b> "Decadence" Apr. 10-25 Take in: Sat, 4/3, 11-4 Reception: Sat, 4/10, 6-10pm Pick up: 5/1&2	<b>July</b> "Summer Magic" July 10-25 Take in: Sat, 7/3, 11-4 Reception: Sat, 7/10, 6-10pm Pick up: 8/7&8	<b>October</b> "Mysterious" Oct. 9-31 Take in: Sat, 10/2, 11-4 Reception: Sat, 10/9, 6-10pm Pick up: 11/6&7
<b>February</b> "The Red Show" Feb. 13-28 Take in: Sat, 2/6, 11-4 Reception: Sat, 2/13, 6-10pm Pick Up: Mar 6&7	<b>May</b> "Images of Spring" May 8-30 Take in: Sat, 5/1, 11-4 Reception: Sat, 5/8, 6-10pm Pick up: 6/5&6	<b>August</b> "Positives & Negatives" Aug. 14-29 Take in: Sat, 8/7, 11-4 Reception: Sat, 8/14, 6-10pm Pick up: 9/4&5	<b>November</b> "Cornucopia: Something Delightful" / Nov. 13-28 Take in: Sat, 11/6, 11-4 Reception: Sat, 11/13, 6-10pm Pick up: 12/4&5
<b>March</b> "Black & White" Mar. 13-28 Take in: Sat, 3/6, 11-4 Reception: Sat, 3/13, 6-10pm Pick up: 4/3&4	<b>June</b> "Expressions" June 12-27 Take in: Sat, 6/5, 11-4 Reception: Sat, 6/12, 6-10pm Pick up: 7/3&4	<b>September</b> "Variations of Color" Sept. 11-26 Take in: Sat, 9/4, 11-4 Reception: Sat, 9/11, 6-10pm Pick up: 10/2&3	<b>December</b> "The Gift" Dec. 11-26 Take in: Sat, 12/4, 11-4 Reception: Sat, 12/11, 6-10pm Pick up: 1/1&2

- 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.

## NATIONAL WATERCOLOR SOCIETY Presents Demonstration Series 2010

As part of the NWS 90th Annual Exhibition, three nationally known watercolor masters will demonstrate their painting techniques. For the first time, this year, NWS will also be sponsoring two 5 day workshops.

Demonstrations are 10am to 3pm. Individual demonstrations are \$25 each (series \$60). Download 2-page PDF for location, descriptions and registration information (<http://www.nationalwatercolorssociety.org/>).

### John Salminen

Demo: Sunday, Oct. 31, 2010  
Workshop, Oct. 25-29, 2010

### Karen Frey

Demo: Sunday, Nov. 7, 2010

### Ron Ranson

Demo: Sunday, Nov. 14, 2010  
Workshop: Nov. 15-19, 2010

For questions on enrollment, contact Sandy  
[thebeamtoo@yahoo.com](mailto:thebeamtoo@yahoo.com) (310) 822-6009

For questions on class content, contact Maureen  
[maureenwheeler@live.com](mailto:maureenwheeler@live.com)

## Ontario Invitational Art Exhibition - Fifth Biennial 2010

Presented by Museum of History and Art, Ontario at  
Museum of History and Art, Ontario  
August 13-September 26, 2010

"Ontario Invitational Art Exhibition" is a rich example of the region's contemporary art. "Ontario Invitational Art Exhibition" features the artwork of Chick Curtis, Shrewin Junio, Keiko Kojima, Sylvia Megerdichian, David Rosales, and Jerry Weems. The select invitees were singled out from a pool of the 100 artists who exhibited artwork in the "2009 Ontario Open Exhibition." The 2009 artworks were juried by Bob Smith, retired professor of art and art history at Chaffey College. Bob Smith chose the artisans to move on to the next level because of their superior artistic expression and technical excellence. The invitational artists provide viewers with a broad scope of master crafted works of art.

## GREAT EXHIBITS Coming To Progress Space Gallery!

**AUGUST** ☞ We had a great show in the Progress Space Gallery during the month of August, presented by the Southern California Collage Society. After this show, the Progress Space Gallery will be opening its doors over the following three months with other great art shows featuring local Southern California and PVAA member artists. The shows will present a variety of media presenting well-known and up-and-coming artists.

**SEPTEMBER** ☞ September brings to the PSG a one-man show titled "George's Gallery, A One Man Show", featuring the works of artist Jorge Herrera (See the separate article, Artist Jorge Herrera: My Show "George's Gallery"). Jorge specializes in Mexican art featuring the history and culture of our neighbors to the south. His artwork, drawings using various media, will unveil his interpretation of his experiences with the people of Mexico, their history and culture.

**OCTOBER** ☞ The month of October brings the WhittierArtists.com group of artist to the Progress Space Gallery. This group is a combination of artists who use various media. These artists are very active in the art community and have held many shows in Whittier and surrounding communities. Take a look at their wonderful web site and the services and resources they offer artists.

**NOVEMBER** ☞ The month of November brings the "10 x 10" art show to Progress Space Gallery. This show will feature several PVAA artists in their own very special show. We will have more on this show, the artists and their works in future PVAA newsletters. As we close out 2010, these may be the last shows being presented in the Progress Space Gallery. Currently we are trying to renegotiate the use of the space or attempting to find another space where we can continue offering a gallery for rent to local artists and artist groups at a reasonable cost.

**Please try to attend these art exhibitions to show your support of the gallery and the Pomona Valley Art Association.**

Lucien

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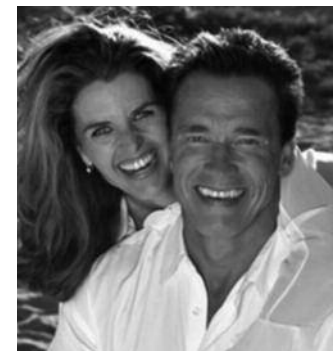
## California Governor & First Lady Launch and support the "Million Plates Campaign for the Arts"

and there is something each Californian can do to turn this around.

"California is home to the creative industries. Education without the arts is not an education for a twenty-first century workforce. We owe our children the fullest expression of their potential as human beings, and that cannot be limited to math and English," said Malissa Feruzzi Shriver, Chair of the California Arts Council.

California has a dedicated funding source for the California Arts Council -- the California Arts License Plate, with its iconic image of the California sunset and palm trees. Arts License Plate funds are dedicated to the California Arts Council's programs for kids and communities.

"Arts education not only teaches a child, it also shapes a citizen," said Rev. Princeton Parker. "I'm so



pleased to be standing here today with leaders from across California that have joined together to support the California Arts Council in this challenging campaign to raise awareness and funding for the Arts."

Dozens of actors, musicians, painters, photographers, dancers and writers including Robert Redford, Tom Hanks, Rita Wilson, Quincy Jones, and Morgan Freeman have joined the effort as "Ambassadors for the Arts."

The plate's image, titled "Coastline," was created in 1993 by California artist Wayne Thiebaud. The California Arts Council license plate debuted in 1994 and has since raised over \$20 million for California arts through sales and renewals. Currently over 60% of the California Art Council's budget comes from the Arts License Plate. Drivers in California can purchase standard-number plates through the DMV for \$50 with a \$40 renewal fee. Drivers who choose to enhance the plate with personalized letters and numbers may do so for \$98 with an annual \$78 renewal fee.

## Area Art Happenings



## Artist Jorge Herrera My Show, "George's Gallery"

In the month of September the Progress Space Gallery will be transformed to a gallery that will feature the works of artist Jorge Herrera. In asking Jorge to describe himself and his work he wrote the following:

*I'm a Latin artist born in a small town in Mexico. My parents are painters and artisans. At the age of 8 years my passion for painting and drawing started. My style is very creative hand drawings. I decided to continue my studies and take classes in Industrial Technical Drawing College located in Mexico.*

*Then later I decided to come to the United States to study and work. I study at an art school in Minneapolis Minnesota. I graduated in 2009 and participated in compe-*

## Progress Space Gallery Special Show

*titions. Winning second place in several competitions motivated me to represent the Mexican art and hand crafts.*

*My drawings and artwork show different experiences of the people of Mexico and its culture. I use acrylic paints, oil, china ink and Indian ink for my drawings. Also I draw fluorescent colors and black and white.*

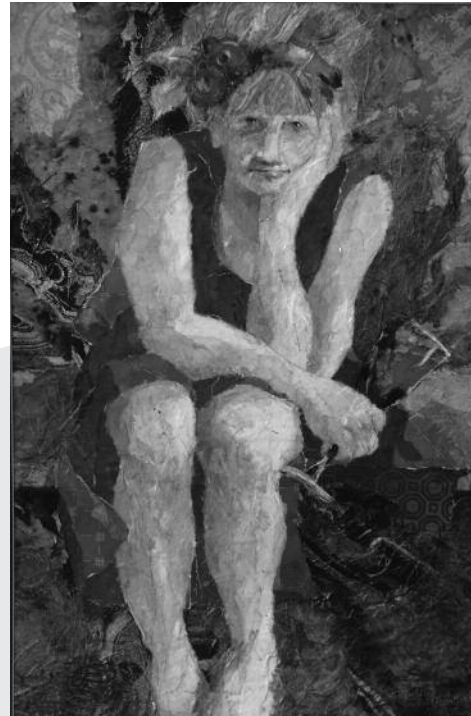
*George's Gallery is an art show that is a bit of my life and how I want to continue to share my passion for the art with my family, friends and the art community ... the world.*

"I have had the pleasure of seeing some of the art work that Jorge will be displaying and I think the Progress Space Gallery will be transformed during September into a display of art from a perspective that will enlighten the viewer to the wonders of another culture" - Lucien Van Oosten

**PVAA FEATURED MEMBER**

**Maureen McProud Wheeler**  
ARCHITECT - ARTIST

Maureen has primarily been painting watercolors for about eight years and earned numerous awards for her work. She was juried into San Diego Watercolor Society's International Exhibition, the National Watercolor Society's Member Show and was awarded the Inland Valley Art Association's "Best of Show". She currently serves on the board of the National Watercolor Society.



Collage has become a recent passion for Maureen. She considers it a form of watercolor painting but, instead of using traditional paint and brushes, she uses hand painted papers which are ripped and layered onto 300 lbs. watercolor paper. Collage lends itself to rich colors and surprising textures. Her subject matter is rooted in the artist's love of the figure and delight in creating expressive characters, characters which tell their story and expose personality qualities through gesture and expression.



Maureen has studied with many noted watercolorists but considers her mentors to be Chris Van Winkle, Don O'Neil and Sylvia Megerdichian, who introduced her to collage.

Maureen was born in Moscow, Idaho and graduated from the University of Idaho's College of Art and Architecture. She is a licensed architect and with her husband Paul, founded Wheeler and Wheeler Architects located in Claremont, California. The architectural design of this award winning firm has made an impact on the character of Claremont and neighboring communities. They have three grown children.

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**Ruth Chandler Williamson  
Gallery (at Scripps College)**

Founded in 1993, the Ruth Chandler Williamson Gallery presents four annual exhibitions spanning a wide range of art. Whether historical or contemporary, Western or Asian, exhibitions enrich the teaching of art and humanities at Scripps as well as the cultural community of Claremont and environs. The Gallery also makes the College's art collection of 8,000 objects accessible for browsing online. Gallery staff publishes exhibition catalogues and trains students in museum practice through paid internships and work-study positions. We are open Wednesday through Sunday from 1-5pm during exhibitions, closed Monday and Tuesday. For further information, please contact the Gallery's administrative offices at (909) 607-3397.

**Upcoming Events at the Gallery  
September 11th**

Opening Reception for Luminous Line (7:00 pm)  
Please join the Williamson Gallery for drinks and refreshments at the opening reception for Luminous Line: Contemporary Drawing in Metalpoint.

The exhibition includes works by Steve Comba, Howard Hack, Marietta Hoferer, Michael Kukla, Cynthia Lin, Morgan O'Hara, Ben Polsky, Carol Prusa, Lucy Pullen, Susan Schwalb, and Fran Siegel.

Guest curator Margaret Mathews-Berenson will give a gallery talk at 7:00 p.m., which is sponsored by the Gallery and the Clark Lecture Fund.

**September 13th**

Artist Lecture for Luminous Line (4:15 pm)  
Please join the Williamson Gallery in the Hampton Room, Malott Commons, for an artist lecture by Susan Schwalb, whose work is on display in Luminous Line: Contemporary Drawing in Metalpoint. Sponsored by the Scripps Art Department, Susan Schwalb will be presenting "Pioneering a New Tradition in Silverpoint: Works by Susan Schwalb, 1974-2010". Using a drawing technique that flourished in the High Renaissance and is now experiencing a revival among contemporary artists, Susan Schwalb applies her metal stylus to create abstract compositions referencing the earth's geologic strata.