



Pomona Valley Art Association

300-A South Thomas Street, Pomona, CA 91766

909-469-1599, or visit our website: www.pvaa.net

P V A A N E W S L E T T E R

O C T O B E R

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The President's Message

Hello all. Hope you all have had a great year so far. Time is here once again for our Annual Open Juried Show. Hope you all will attend this year's show and tell all your friends, relatives and acquaintances to also stop by and see the artwork.

The holidays are fast approaching and the gallery SOHO and Progress Space do have a great array of wonderful gift ideas on display. Art makes a wonderful gift whether it is a beautiful painting, drawing, or a more practical gift like a bowl, or shawl handcrafted by our wonderfully talented group of member artists. And don't forget there are also a great variety of unique and interesting cards available for sale at the gallery as well. So support one another and at the same time give a great one-of-a-kind gift to tell someone you really care.

Also thanks to all those who have written in to the newsletter with your thoughts and comments regarding the gallery and the shows. I really appreciate your input. After all, it is your association and

the more we hear from you the more we know what you want it to be and do.

Speaking of participation... the annual nomination and voting for next year's officers is approaching. If you are interested in helping, either by wanting to be considered for a position or just to put your name on the list to help as we need help, come by our next couple of meetings and let me meet you in person. Meetings are held the first Saturday of the month at Gallery Soho, from 9 to 11 am.

Yes folks, I want you all to stop by to say hello and see what's happening.

Lucien

A Scam Experience

Ever been involved in one of these? I recently was, and it's interesting how it evolved. I should have figured that it was a too-good-to-be-true kind of thing, but in the end, I lost nothing other than some time and I most DEFINITELY gained some hard-core experience.

I, along with a group of several other artists, received

an e-mail for a call for artwork one day. Seeing that this was forwarded to several other artists' e-mail addresses whom I'd seen many times over the years, and because we all receive the same various submission forms, show invitations and general art information all the time, I thought nothing unusual about it. In fact, I thought it was pretty cool that this collector (whom I'll call Mr. B) was asking for submissions of artwork for his new home. Mr. B asked for photographs and prices of works for sale. He requested that the prices of the works be in the \$650.00 - \$950.00 range because he wanted to collect works valued in that range. In retrospect that should have tipped me off. But the next day, being the somewhat eager entrepreneur that I am and ready to sell my work at a moment's notice, I e-mailed photos of three potential works that fell within the range he was requesting. After all, I run a small gallery and am in business. Mr. B responded the following day, saying that he was interested in not one, but two of three of my pieces! Well, you can imagine how thrilled I was, thinking I'd found a collector. He asked how much shipping would cost and I told him that I'd research costs and get back

to him right away. I mentioned that if he were in the Los Angeles area, I'd deliver the work personally. I figured that way, I'd get to talk about my pieces and find out what other types of work he was interested in. He responded that he just moved to the state of Connecticut and gave me that address. After I researched the costs and contacted him about them, he e-mailed me that he needed to go abroad immediately to take care of some emergency family business. I gave him a total cost of \$1575.00, which included tax, shipping and handling costs. I also told him that I needed to receive the payment first so that I could be sure that this was a legitimate transaction and get packing materials. I told him I'd accept a cashier's check, money order or a personal check, and that I'd pack a receipt with the artwork. I sent him my address and phone number, and told him to please call should he have any questions or concerns regarding this anticipated purchase.

After Mr. B arrived overseas, he e-mailed me saying the \$1575.00 was perfect and that he'd be sending me a cashier's check in that amount. He even called me and left a message on my voicemail to confirm that it was on its way and that I should await instructions to ship the artwork to him after his return to the states. A couple of days later, a cashier's check arrived at my

place in the amount of \$2850.00, \$1275,00 MORE than what I had written him and what we'd agreed upon! I alerted him right away with an e-mail, thinking that perhaps he'd gotten the amount wrong or sent me the wrong cashier's check. Also, it was the strangest looking cashier's check because it was handwritten, not imprinted like they do at banks. He responded later in the day via e-mail to go ahead and deposit the check, then send the remainder to his accountant for which he provided contact information. He e-mailed again, this time with a list of Western Union Money Transfer Offices here in the Pomona area for "my convenience". He even called again and left another message to reaffirm this. I went online to see if indeed the banking institution on which the cashier's check was written upon was kosher. It does exist, it has a website, address, fax and phone numbers, everything. Well, things still didn't sit right with me so I went to my banking institution to verify if this check was the real deal.

I sat down with a representative at my banking institution, who took one look at Mr. B's cashier's check and said it looked very suspicious. She looked up his banking institution and got on the phone right away. She described the check to his bank's representative, who

said it definitely sounded like a bogus check and to please fax over a copy of it. My banking representative asked me if that was all right (of course!), then went ahead and faxed over the check. She told me it was a good thing that I didn't just deposit the check and send a check for the difference, without verifying it. Otherwise I would have been in the minus and in trouble with the bank and (that *bleep*) Mr. B would have had \$1275.00 scott free. I asked the banking rep what I should do with the bogus check and she told me just to shred it. I didn't do that. Instead, I've gotten a few numbers to call as well as some websites to contact to put everyone on alert for fraud such as this.

That is what I am in the process of doing at this point. I've contacted the list of artists that received the original call for artwork to look out for this guy. An article was also pointed out to me by my father in the September issue of the AARP Bulletin. It states that in the event you receive a suspicious check, contact the U.S. Secret Service at www.secretservice.gov/field_offices.shtml and to report checks received by mail to the U.S. Postal Inspection Service at 1-877-876-2455 toll free.

In the meantime, I received an e-mail from Mr. B saying that he sent his check, but had heard no response from me as

to whether I received it or not. If I had received it, then why hadn't he been alerted about it? Was I trying to scam him? I responded with a strong letter, telling him exactly what I'd done with verifying his check and what I'd been told by the banking representative. He was working on scamming me and what a lot of bleeping nerve he had to do that! How dare he waste my time and to never contact me again for anything. After that, I never did hear from him again.

As I mentioned, I didn't lose anything other than the time it took to correspond with the guy and I still have my artwork. And it is necessary to keep records and dates of every correspondence between yourself and your potential client in the event something such as this comes across your path. Just goes to show you that you can never ever be too careful!

by Lisa Cabrera

Monthly Show Winners

**Congratulations to the
September Monthly Show
"Shades & Shadows"**

Winners:

Ester Capriotti, our **First Place** winner for her watercolor "Cana". **Carolyn Cunningham** received **Second Place** for her mixed-

media "The Old Barrel" and **Third Place** went to **Daniel Cunningham** for his chalk titled "Torso".

Honorable Mention goes to **Zurama Johnston** for "Sunrise in Havana" and **Kenneth Hill** for his photo "Sunbeam Forest".

It is always exciting to see the beautiful pieces each month. Be sure to bring in your artwork for October's theme "Dreamscape". As a reminder, entries are accepted on the first Saturday of the month just following the monthly meeting.



"Cana" by Ester Capriotti

About the Judge

Our judge for the "Shades & Shadows" show was Leo Evans. He is an artist, poet and author from Rancho Cucamonga. He has judged many shows since 2004 from

child to adult artists. This is Leo's second time judging at Soho Gallery. He last judged here in February 2005. Please take a look at his website at leoevans.com. You will be glad you did.

Progress Space for October

The progress Space will be quite active during October as it is our 26th Annual Open Juried Show. The show runs from October 13th through October 27th. Take-in will be conducted on Friday October 5th and Saturday October 6th from 11 am to 5 pm. Be sure to stop by and check it all out during the month of October.

If you are interested in participating, please see September's Newsletter for all the details and entry forms.

**Welcome New
PVAA Members**

Ron Bestor

Remember Membership has benefits – tell your friends.

- Year round shows
- Monthly artist reception
- Mini Webpage
- 3000+ ft Prog Space
- Networking and Friendship with other artists

Call for Entries



2nd Annual Art in the Park *"A Carnival on Spring Street"*

The City of Fontana invites you to submit an application for the second annual Art in the Park, *"A Carnival on Spring Street"*.

The goal of Art in the Park is to promote, educate, and display artwork and to promote community interest and engagement in Fontana's artistic community. Art in the Park will occur on Saturday, November 17 on the grounds surrounding the Art Depot on in historic downtown Fontana from 11:00 a.m. to 5:00 p.m.

Art in the Park will provide an opportunity for local and regional artists to show and sell their artwork in a safe, inclusive environment.

Art in the Park is an exciting opportunity for artists to

showcase their work and talent while supporting community engagement in local and regional arts. Local artists are invited to provide art-making demonstrations, promote their artwork, or provide hands-on demonstrations. The artist will be provided with the following at no cost to the artist:

- 1 - 10 ft. x 10 ft. canopy
- 2 - 6 foot tables
- 2 - lattices
- The opportunity to provide a 20 minute demonstration of your craft
- 2-chairs (more will be provided if needed)

If you are interested in participating in Art in the Park, please contact Courtney Hodnick for an application. You will need to submit it along with 5 to 10 slides, photographs or digital images for review. Please indicate if you would be willing to hold a twenty to thirty minute hands-on workshop, or a twenty minute visual demonstration. In addition, please indicate if you will need any additional materials, support, etc. for the display of your work. There is no fee for participating in this event and space is limited. Spaces will be filled on a first-come, first-serve basis and artists will be chosen on basis of merit.

For more information please contact Courtney Hodnick at the Community Service Department in the City of

Fontana at (909) 428-8360 or fax to (909) 428-2546.

Applications must be received by October 12, 2007 by 5 pm. Applications may be sent via e-mail to chodnick@fontana.org.

Postmarks are not accepted. If you wish notification or if you wish to have your samples returned, please enclose a self addressed stamped envelope which will be returned upon receipt. Thank you for your interest, and we hope to see you at the second annual Art in the Park.

Courtney Hodnick
Cultural Arts Coordinator
City of Fontana
(909)-428-8360
chodnick@fontana.org

PVAA Christmas Show is looking for your participation. Sign up now for this December show. Call DJ Hermansen for information and fees (760) 249-5713.

CABRERA'S Gallery,
637 W. Second St.
Pomona, Ca.
(909) 230-1926

Cabrera's Gallery is looking for artists to display in her gallery on Second Saturdays. No fee to hang/display. There is a 25% commission if the work sells. Call Lisa to set an appointment for an interview.

Vickie Carman Gallery,

635 W. Second St.
Pomona, Ca.
(909) 636-3447
Call after 6 pm for an appointment

The Vickie Carman Gallery is looking for artists to display in her gallery on Second Saturdays. No fee to hang/display. There is a 25 % commission if the work sells.

Call Vickie to set an appointment for an interview and to show her a sample of your artwork.

Interested in showing your artwork?

The Claremont Art Walk is looking for artists who wish to display their work. It is held the first Friday of every month. Currently it's free and it is held in the village.

Call Edward at (909) 973-2708, and see if you get accepted.

PVAA Satellite Gallery

The Gallery is available/accessible to all PVAA member artists for them to display their artwork for a reasonable monthly fee. The advantage of this gallery is that it is located at Persnickity Antiquity, 180 E. Second Street, Pomona, Ca. 91766. Open 6 days a week;

closed Tuesday. It is on the ground floor, in the Antique Row area of downtown Pomona. PVAA members will not be required to act as docents at this gallery.

If you are interested, contact Lucien van Oosten either by e-mail:

vogaruda@earthlink.net
or Phone: (626) 481-0824

He will send you all the information on cost and display guidelines.

Fine Arts Institute of San Bernardino

“Cinnamon & Spice”

Juried Open Exhibition with Monetary Awards. Exhibition is open to all artists 18 years of age or older. No macramé, crafts, video, sculpture, or installments. San Bernardino County Government Building – Rotunda.

385 North Arrowhead
San Bernardino, Ca

Take-in from 10 am to 1 pm on Thursday, **November 1st**. Take-down 10 am to 1 pm Friday, November 30th.

Contact Patrick Escobar at (909) 886-8175 for more information.

La Habra Art Association presents their **November Art Festival** located at 215 North Orange Street, La Habra. Delivery of entries is Thursday

– Friday, November 1st, 2nd and 3rd from 1 to 5 pm. Exhibition Dates are Thursday, November 8th through Thursday, November 29th (Closed Thanksgiving Day). For more information, please contact the La Habra Art Gallery Thursday through Sunday 1 – 5 pm at (562) 691-9739.

Things to See and Do around Town

Day of the Dead at the Pomona Public Library Gallery Wall. Lisa Cabrera will have 12 colored pencil and mixed media pieces during September and October.

NWS (National Watercolor Society) is holding their Demonstration Series 2007 as part of their 87th Annual Exhibition. If you are interested in attending any of the following demonstrations, please contact the Brea Arts Corporation at (714) 990-7730.

Frank Webb, a master watercolorist. – **Sunday, October 14th**

Ratindra Das, a nationally know artist, educator and juror. – **Sunday, October 21st**

Virginia Cobb, author of “Discovering the Inner Eye, Experiments in Watermedia”. – **Sunday, October 28th**

26th Annual Village Venture Arts and Crafts Faire

Claremont Village is transformed each year hosting Autumn's Largest Arts and Crafts Faire in the Inland Valley. October 27, 2007 from 9 am to 5 pm. Lots of vendors and lots of food.

Please stop by Nancy Colburn's booth on 2nd Ave for Tradition Inspired Originals. She will have more of her handmade scarves, wraps and hand spun yarn on display.

Sketching with Watercolor Workshop

Brenda Swenson will be the presenter at the Sketching with Watercolor Workshop on Saturday, November 17, 2007 at the La Habra Art Association Gallery from 9 am – 4 pm.

The workshop is for everyone who wants to improve their drawing and painting skills, create great travel journals, enhance observational skills and learn how to use their sketches as a roadmap to larger studio paintings. The cost is \$75.00.

Ms. Swenson is on the board of directors for NWS. Her paintings and sketches have been featured in many magazines and other

publications. She is the author of two books, *Keeping a Watercolor Sketchbook* and *Steps to Success in Watercolor*.

For more information about the workshop contact the gallery (562) 691-9739 or Dori (714) 738-5532. For more information about Brenda, contact
WWW.SWENSONART.NET.

by Doris Lynch

What Inspires You?

in-spi-ra-tion [in-spuh-rey-shuh n]

1a. Stimulation of the mind or emotions to a high level of feeling or activity.

1b. The condition of being so stimulated.

2. An agency, such as a person or work of art that moves the intellect or emotions or prompts action or invention.

3. Something, such as a sudden creative act or idea that is inspired.

4. The quality of inspiring or exalting: *a painting full of inspiration*

5. Divine guidance or influence exerted directly on the mind and soul of humankind.

6. The act of drawing in, especially the inhalation of air into the lungs.

With 6 different definitions in the dictionary – everything from the divine to breathing, there are many ways to look at inspiration.

So what does it mean to you? Where do you find inspiration? Is it a place, a piece of art, a person, something written, spoken or sung? Do you find it within yourself or out in the world? Is it the divine? Is it the universe? Could it be your pets or other animals?

Whether you are looking at creating your art or living your life, inspiration usually plays a part.

Please tell us What Inspires You. It can be just a line or two or a full article. We will publish your entries and give others some ideas on where they might be able to find inspiration.

by Nancy Colburn, Editor

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.

Schedule for 2007 Gallery SOHO Monthly Open Art Shows & Sale

September Shades & Shadows Sept. 6 to Oct. 5 Take in: Sat. 1, 11-4 pm <u>Reception:</u> Sat. 8 Pick Up: Oct. 5 & 6	October Dreamscape Oct. 11 to Nov. 2 Take in: Sat. 6, 11-4pm <u>Reception:</u> Sat. 13 Pick Up: Nov. 2 & 3	November Recycled Nov. 8 to Nov. 30 Take in: Sat. 3, 11-4pm <u>Reception:</u> Sat. 10 Pick Up: Nov. 30 & Dec. 1	December Color Of Winter Dec. 6 to Jan. 4 Take in: Sat. 1, 11-4 pm <u>Reception:</u> Sat. 8 Pick Up: Jan 4 & 5
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- * PVAA welcomes all artists to display and sell their art at our monthly Art Show and Sale.
- * All media welcome.
- * Awards: \$25 for 1st, \$15 for 2nd, \$10 for 3rd. Photo ribbon given if show contains 5 or more photo entries.
- * Limit 3 entries per person...\$10 ea. or 3 for \$25 for PVAA members, \$12 ea. for non-members, \$6 ea. for students.
- * An All-Artist reception occurs on the 2nd Saturday of each month from 6-10pm.
- * 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 taken).
- * All fees are due at take-in or piece will be rejected. No Exceptions.
- * Also PVAA retains a tax-deductible donation of 20% on all sales.

If you would like to respond to or submit any articles, offer your opinions or corrections, inform us of your achievements, or tell us what's happening in your neck of the woods, please do.

You can submit through email: (Nancy@pvaa.net), snail mail: PVAA/Gallery SoHo, Attn: Nancy Colburn, 300-A South Thomas Street, Pomona, CA 91766, phone: 909-469-1599, fax: 909-393-4740, or in person: drop off your submissions at Gallery SoHo, ask the person behind the desk to place them in my folder.



Non-Profit Org
 US Postage
 PAID
 Claremont, CA
 91711-9998
 Permit No. 101

* Gallery SoHo

POMONA VALLEY ART ASSOCIATION

and **Gallery SoHo**

300-A South Thomas Street

Pomona CA 91766

Phone: (909) 469-1599

O C T O B E R 2 0 0 7 N E W S L E T T E R

**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 _____

- | | | | | | |
|-----|----------|------------|-----|---------|--------------------|
| ___ | \$125.00 | Lifetime | ___ | \$28.00 | Family |
| ___ | \$100.00 | Patron | ___ | \$24.00 | Couple |
| ___ | \$50.00 | Sponsor | ___ | \$20.00 | Single |
| ___ | \$35.00 | Sustaining | ___ | \$6.00 | Student (under 18) |

Please indicate your areas of interest: _____