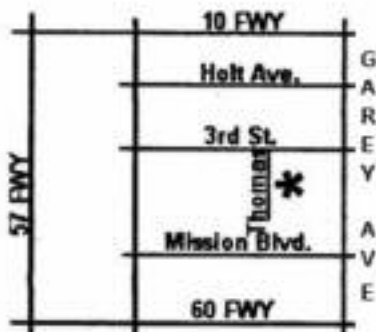


**Pomona Valley Art Association
and GALLERY SOHO**
300-A South Thomas Street
Pomona, CA 91766
Phone: 909-469-1599
www.pvaa.net

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NOVEMBER 2011 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



NOVEMBER 2011



5 steps to getting into a gallery

by J. Jason Horejs, owner of Xanadu Gallery in Scottsdale, AZ

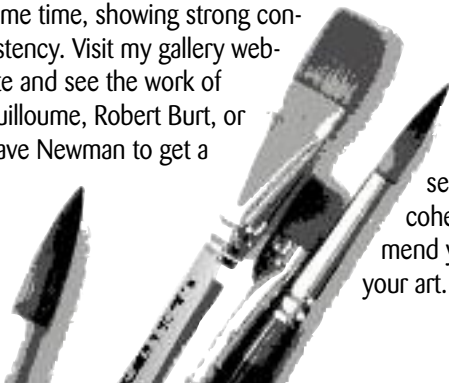
With the summer art season just around the corner, the time is perfect to start planning for increasing your gallery representation. With a little over six weeks until the first of June you have sufficient time to create and compile a cohesive body of work, get the work organized, compose a powerful and effective portfolio, choose and research appropriate markets and galleries, and prepare yourself to effectively and successfully approach the best galleries for your work. Approached systematically, these five steps assure the greatest chances for success in securing good gallery representation.

STEP 1 | Create a Cohesive and Consistent Body of Work

One of the key elements I look for as I am contemplating whether to represent an artist is whether the artist's work is consistent. I have found, to establish a collector-base for an artist's work, it is critical to present the collectors with artwork I can easily tie together. Consistency breeds familiarity and confidence – key ingredients in getting collector buy-in.

When I call for consistency, I am not asking you to create the same piece of artwork over and over – I am simply suggesting that you strive to tie the work together thematically or stylistically. I work with a number of artists who do an excellent job of maintaining variety in their work, while at the same time, showing strong consistency. Visit my gallery website and see the work of Guilloume, Robert Burt, or Dave Newman to get a

sense of the cohesion I recommend you strive for in your art.



Think in terms of increasing your productivity to create a large body of work. Many of the artists I am working with are creating between 40-95 (and sometimes even more) pieces per year. Think about those numbers for a minute and what you could do if you were creating that much marketable work in a year. In my book, I share techniques that will help you become more productive, while maintaining the quality of your art.

STEP 2 | Get Organized

As you start working with galleries, it becomes critical that you have complete control over your inventory. It's vital that you have a good record-keeping system in place so you know where all of your artwork is located. If you wait until you are already showing in galleries to get organized, it will be too late. Commit to organizing your work.

To maintain organization, consider using an inventory numbering system to track your work. Using inventory numbers removes the possibility of confusion between similar works and allows you to systemize your inventory.

Also, physically attach inventory information to your artwork. Write the inventory number, title, size, and medium in indelible ink on your stretcher bars if you are a painter. Grind the inventory number into the base of your work if you are a sculptor. Make the information easily accessible for you and your galleries.

I have also developed a simple inventory tracking system for artists called ArtTracker. The software allows you to

continued on pg 3

Welcome
NEW MEMBERS

Meta Nelson
Laura Tidwell
John Kosta

PVAA MONTHLY EXHIBIT

Congratulations to Our PVAA Monthly Winners

Theme: Dreamscapes

Judge: Laura Tidwell

1st Place: Alma Gutierrez,
Fairy Land, oil

2nd Place: Jan Wright,
Mindscape, watercolor

3rd Place: Nate Walters,
Seeing Red, photo

Honorable Mention:
Randy Howard,
Antelope Canyon,
photo



1st Place - Alma Gutierrez, Fairy Land, oil



2nd Place: Jan Wright, Mindscape, watercolor



Honorable Mention:
Randy Howard,
Antelope Canyon,
photo

3rd Place:
Nate Walters,
Seeing Red,
photo



ARTWORK IS DISPLAYED IN FULL-COLOR ON WEBSITE AT WWW.PVAA.NET

2011 Gallery SoHo Monthly Open Art Show, Sales Schedule & Themes

January <i>"Wave of the Future"</i> Jan. 8-30 Take in: Sat, 1/8, 11-4 Reception: Sat, 1/8, 6-10pm Pick Up: Feb. 4&5	April <i>"New Beginning"</i> Apr. 9-30 Take in: Sat, 4/2, 11-4 Reception: Sat, 4/9, 6-10pm Pick up: May 6&7	July <i>"That's Hot!"</i> July 9-31 Take in: Sat, 7/2, 11-4 Reception: Sat, 7/9, 6-10pm Pick up: Aug. 5&6	October <i>"Dreamscape"</i> Oct. 8-30 Take in: Sat, 10/1, 11-4 Reception: Sat, 10/8, 6-10pm Pick up: Nov. 4&5
February <i>"Seeing Red"</i> Feb. 12-27 Take in: Sat, 2/5, 11-4 Reception: Sat, 2/12, 6-10pm Pick Up: Mar. 4&5	May <i>"Wild about Nature"</i> May 14-29 Take in: Sat, 5/7, 11-4 Reception: Sat, 5/14, 6-10pm Pick up: June 3&4	August <i>"Patterns"</i> Aug. 12-27 Take in: Sat, 8/5, 11-4 Reception: Sat, 8/12, 6-10pm Pick up: Sep. 2&3	November <i>"Recycled"</i> Nov. 12-27 Take in: Sat, 11/5, 11-4 Reception: Sat, 11/12, 6-10pm Pick up: Dec. 2&3
March <i>"Reflections"</i> Mar. 12-31 Take in: Sat, 3/5, 11-4 Reception: Sat, 3/12, 6-10pm Pick up: April 1&2	June <i>"Favorite Places"</i> June 11-30 Take in: Sat, 6/4, 11-4 Reception: Sat, 6/11, 6-10pm Pick up: July 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.

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 \$ _____

**PVAA
 30th
 Annual
 OPEN JURIED
 SHOW**



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. Artwork 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 plex-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.

continued from pg 1

5 Steps to Getting Into a Gallery

keep track of your work as it moves from gallery to gallery.

STEP 3 | Prepare an Effective Portfolio

Your portfolio is the most effective tool you can create to give galleries easy access to your images. An efficient portfolio is concise, includes not only images, but also information about the art, and is kept up-to-date with your latest work.

While many formats exist for presenting your portfolio, I propose you create and use an uncomplicated package. Employing a presentation folder from your local office supply store will allow you to present your work efficiently, and, because the format is inexpensive to reproduce and easy to keep up to date, it will be easy to maintain multiple copies of the portfolio. Watch a brief presentation on creating a powerful portfolio

STEP 4 | Find the Right Galleries for your Art

Many artists are paralyzed in the quest for finding gallery representation because they don't know where to begin. There are a vast number of galleries out there in a variety of markets – deciding where to begin can be overwhelming.

I suggest a straightforward approach for selecting the galleries you are going to approach; start with convenient markets. You can begin by tapping into your local market. Become an expert at everything that is going on in your local art scene. Join gallery mailing lists, attend openings, and network with other artists. You want to be prepared to take advantage of any opportunities to show in local galleries.

After surveying your local market, consider attacking markets in places you already plan to visit. If you have friends or family members you are planning to visit this summer, start researching galleries in the area where they reside. If you are planning on taking a vacation, allow for a day or two of gallery research and approaches.

Wherever you go, look for opportunities to look for galleries. In my book, I give you some of the specifics for which to look.

STEP 5 | Get Out There!

It may surprise you to learn that I advocate a personal approach to galleries. I have found, by interviewing artists for my book and from my personal experience, there is no approach to galleries that beats making a personal visit to the gallery. Mailing in a portfolio, trying to get an appointment with an owner, or following gallery submission guidelines are all highly-ineffective ways to approach galleries.

PVAA 30th Annual OPEN JURIED SHOW

December 8th - 11th
SoHo Gallery

Take-in Saturday, Dec. 3

2nd Saturday Reception,
Dec. 10 / 6-10

Awards Reception,
Dec. 11 / 2-4 pm

Pick up, Dec. 11 / 4-6 pm

Open to all artists

WATERCOLOR WEST Demo Series Continues Through Dec.

The seminars are about the work of the featured artist. The artist will discuss his or her work, answer questions and give a painting demonstration and sometimes a slide show. Seminars are held at the Brea Civic & Cultural Center and run from 10AM - 3PM, with a break for lunch.

Each demonstration is only \$20. For additional information and registration flier contact the Brea Gallery at 714-990-7730. The Registration form is also available for downloading as PDF from the Watercolor West Website at the www.watercolorwest.org location.

The Brea Civic and Cultural Center
1 Civic Center Circle, Brea, CA 92821

2011 DEMONSTRATION SCHEDULE

Saturday, December 3
Mariciano Martinez (schedule change)

Sunday, December 18
Keiko Tanabe

Workshop & Shows



Brenda Swenson will be teaching at the Learning & Product EXPO, at the Pasadena Convention Center October 28-30, 2011
www.learningproductexpo.com

Friday: Negative Painting with Watercolor
(Session Code Fr251)

Saturday: Watercolor Sketching Technique
(Session Code Sa102)

Saturday: The Watercolorists' Sketch Journal
(Session Code Sa251)

Sunday: Negative Painting and Beyond with Watercolor-
Intermediate level (Session Code Su102)

Brenda Swenson will be taking a group to Southern France
June 23-July 7, 2012.

Workshop hosted by Montfaucon Tours, Limoux, France
www.montfaucontours.com

For details contact Brenda at
Brenda@SwensonsArt.net or (626) 441-6562

MEMBER NEWS



PVAA Members Accepted in Area Art Exhibits

JoAnn Formia, Hannah Adler and Jan Wright have paintings now being exhibited at the Chaffey Community Art Assn. Museum of Art gallery at the Filippi Winery in Rancho Cucamonga through November 20.

Jan Wright has a solo show during October at the Steeler Auditorium, City of Fontana. The reception is Friday, October 7 from 6:30 – 9:00 at the Depot across from City Hall on Sierra.

Area Art Happenings



UPCOMING SHOWS

Watercolor West's 43rd Annual Juried Exhibition,
October 15 through December 18, 2011, City of Brea Art
Gallery, 1 Civic Center Circle, Brea

National Watercolor Society's 91st Annual Exhibition,
October 22 through December 3, 2011, 915 South Pacific
Avenue, San Pedro

**The House that Sam Built: Sam Maloof and Art in the
Pomona Valley, 1945-1985**,
September 24 through January 30, 2012, Huntington
Library's Boone Gallery, 1151 Oxford Road, San Marino

La Habra Art Association Nov. Art Festival Open Show

Exhibition Dates: Thursday, November 6th through
Sunday, November 30th. 1 p.m. to 5 p.m.

Additional show info is available at the following link:
<http://www.lahabraartgallery.org/show-open.htm>

Out-of-Print Art Books For Sale

I have more than a dozen, slightly-used art books for sale. These include drawing, anatomy, instructional watercolor and others.

Email Don Markofski at dmarkofski@hotmail.com
for a complete book list or call at 909-593-8540.

We want to hear from you!

What's going on!

Share your accomplishments and
art activities with your fellow members.

Email your info to Don Markofski (editor) at
dmarkofski@hotmail.com

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, December 3, 11 a.m. to 4 p.m.
SoHo Gallery, 300-A Thomas St., Pomona

Exhibition:

December 8 - 11
'Second Saturday', Dec 10, 11 a.m. - 10 p.m.
11 a.m. - 4 p.m.

Opening Reception:

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

Awards Reception & Presentation:

Awards Reception, Sun., Dec. 11, 2-4 p.m.
Awards Presentation, Dec. 11, 3 p.m.

Art Removal

Work must be removed on Dec. 11; from 4 to 6 p.m.
No work shall remain past Dec. 11. A \$5 per day late fee will be charged each day after Dec. 11

Take-in and Show Location

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



CALL FOR ENTRIES!
Pomona Valley Art Association

PVAA 30th Annual OPEN JURIED SHOW

December 8 - 11, 2011
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.

This year's judge will be Aida Hughes.

I am continually searching for interesting shapes and color variations and I find that nature continues to inspire me. I challenge myself by painting a variety of subjects from florals to seascapes and rocks. I demonstrate my vision through the techniques of using contrasting lights, darks and patterns. Bold and dramatic, I attempt to captivate viewers on a variety of levels. My paintings are intended to communicate my love of nature. I earned a Master of Arts Degree from California State University, Fullerton in 2001.



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.
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**Pomona Valley
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