

GET INVOLVED

EDUCATION COMMITTEE

BE A PART OF OUR
CONTINUING EFFORT
TO OFFER ART
EXPERIENCES TO
STUDENTS OF
ALL AGES

GALLERY COMMITTEE

PARTICIPATE IN
EXHIBIT PLANNING,
HANGING ART, AND
HOSTING OUR
EXCELLENT SHOWS

BOARD OF DIRECTORS

IF YOU LOVE PVA
AND SUPPORT OUR
MISSION, CONSIDER
A LEADERSHIP ROLE

CONTACT THE
OFFICE TO INQUIRE
ABOUT THESE
OPPORTUNITIES

831-722-3062

MEET OUR NEW VOLUNTEER COORDINATOR

Teri Handzel, our new Volunteer Coordinator brings a vast array of experience and expertise to her position. She has served as a volunteer recruiter for Big Brothers Big Sisters, Santa Cruz Art League, Seacliff Improvement Association, and for a variety of other nonprofits. With her strong organizational skills and experience, we feel very fortunate to have her on the PVA team, and you too can join the team! Do you have a special skill you'd like to share with the community? Do you have a bit of extra time you'd like to donate? Do you value the Arts in our community? Do you enjoy having fun? If you answered yes to any of the above questions, please contact Teri at info@pvarts.org.



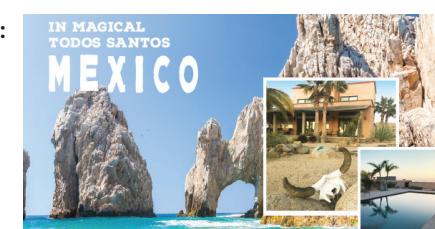
"Volunteers don't get paid, not because they're worthless, but because they're priceless."

Sherry Anderson

AND THE WINNER IS!!!



Our May Membership Drive was a huge success with 178 new and renewing members. Congratulations to Bill and Jasmine Kennan who renewed their PVA membership and won a 5-day stay at the beautiful Cabo House in Todos Santos, Mexico. But this is only frosting on the cake. The best thing about being a member of PVA is that **YOU MAKE US THRIVE!** New this year, PVA has added a Platinum Membership Level at \$1,000, in addition to our current levels—a membership level for everyone!



All PVA members receive these benefits:

- Free Art Workshops presented by professional artists (Spring & Fall)
- Guaranteed place in the annual member exhibition
- PVA Gallery Store discount
- Discounts on PVA excursions
- Opportunity to show in the PVA Gallery Store

» cont. from front - Witness

As we look back in time, what we often remember are the iconic photographs representing our daily lives and historical moments published in newspapers, magazines and today's online resources. For this reason, the curators expanded the show to include local photojournalists of extraordinary talent, to share their powerful imagery.

The six-week exhibit opened in early April and showcased the work of renowned local photojournalists: Bob Fitch, Sam Vestal, Joe Ravetz, Shmuel Thaler and Tarmo Hannula.

We have
12,000
visitors
annually



We host
more than
70 school
tours yearly



FRAMING AND HANGING PVUSD STUDENT ART



Gallery Board and Committee Members
From left to right: Jane Gregorius,
Mary Neater, Chris Miroyan, Ann Miya,
Middle: Beth Shields

So much fun to participate in this project at the Watsonville Civic Plaza building! Not only is it an opportunity to be of service, but getting to see the amazing work that is produced by the students of the Pajaro Valley Unified School District is very inspiring. Such a beautiful output! It is also a great opportunity to hang out with and get to know other members who volunteer for this important service. Visit this annual exhibit from May 2017 through March 2018.

POP-UP VENUE



New in 2017, PVA introduced a pop-up program, making our lovely garden space available to rent for members and community organizations. Members or nonprofit organizations can make a reservation. Any month is available weather permitting. Call 831-722-3062 for details.

ART WORKSHOPS

As part of PVA's ongoing efforts to offer membership benefits, we added free workshops for members this year. The first one was held on September 26th at the home studio of Beth Shields, a local abstract painter. A fun time was had by all, and each participant took home two beautiful abstract watercolor paintings they created in the workshop!



Photos by Ana Paula Teeple,
finished art by Kimberly Delucia



May 12, 2018

Curious Reliquaries With Wendy Aikin
PVA Members' Cost: \$20 Materials Fee
Non Members' Cost: \$90 Including Materials Fee
Hours: 10:00-3:00PM

Date TBD

Animation Workshop with Steve Gompf
This workshop is an introduction to the fundamentals of animation.

Date TBD

Animation by Cell Phone with Steve Gompf
This hands-on workshop explores animation created via cell phone using a free animation app.



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**"bringing the
community together
through the arts"**



ENDLESS GRATITUDE to extraordinary financial and in-kind support PVA receives from generous members, donors, foundation partners, and volunteers. Our special thanks to **Don and Diane Cooley**, **The Nicholson Family Foundation**, **the Community Foundation Santa Cruz County**, **the Monterey Peninsula Foundation**, **City of Watsonville** and **the Arts Council of Santa Cruz County** for their star contributions.

YOU MAKE US THRIVE!

THESE WISHES CAME TRUE IN 2017

- New laminated floors in the gallery
- New hanging system for our exhibitions
- 3-D video documentation of all our exhibits (available on our website)
- New website
- New database system for the office

OUR 2018 WISH LIST

- Canopy system for shade during our outdoor receptions
- Termite treatment and damage repairs
- New paint job for the exterior of the gallery
- Outdoor signage for better visibility
- New heating system
- Powerful PA system, preferably wireless

THANK YOU!

Sadly, our beautiful backyard tree was a victim of the recent drought. Huge thanks to **Jeff and Lisa Rosendale** from Sierra Azul Nursery & Gardens, who donated a lovely new Japanese Maple, and to **Dobie and Ann Jenkins**, who donated the funds to plant and maintain the tree and garden. Another Thank You to **Don and Diane Cooley**, whose generous gift made possible our new gallery flooring and other building improvements.

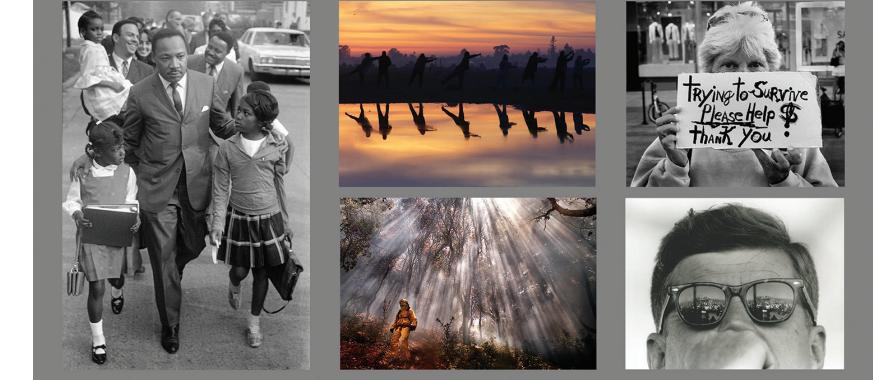


"Marvellous to have our memories jogged via the photographer's eye. Especially poignant, our shared history and the ongoing challenges of our times. My heart is reminded -stay open and feel life - the darkness and the light of hope."

**Penelope C.
Northfork, CA**

WITNESS: Photojournalism

Bob Fitch, Tarmo Hannula, Joe Ravetz, Shmuel Thaler, and Sam Vestal



WITNESS TO OUR LIVES

"The Witness show is a powerful, moving window into history, culture, and humanity. It is an exhibit that the nation needs to experience!" This was one viewer's comment in reference to PVA's second exhibit of 2017, co-curated by Liz Reid and Judy Stabile, and attended by over 1,000 visitors. Other viewers echoed her assessment, from, *"A stunning exhibit... please bring it back and/or make it a traveling show. Wow!"* to *"The show gave me goosebumps."*

This exhibition was originally conceived as a tribute to the life's work of Watsonville resident Bob Fitch, a photographer of the Civil Rights Movement, who died last year. Fitch donated his vast photo archive to Stanford University who gave permission to PVA to show selected work.

[» cont. next page](#)



360° View of Witness: Photojournalism