



THIS MONTH'S SPEAKER

STEVEN WEISS

Friday, June 20

7:00 – 9:30 PM

Registration begins at 6:45 PM

Admission is \$5 for members and \$10 for non-members.

Saturday, June 21

1:00 – 4:30 PM

Registration begins at 12:45 PM

Admission is \$10 for members and \$15 for non-members.

Both meetings will be held at the Granite Reef Community Center. 1700 N. Granite Reef, Scottsdale, AZ 85257

FRIDAY NIGHT - Pluto and Generational Value Formation/Building Bridges to Business

In 2005, Steve Weiss co-authored a book entitled *The Consistent Consumer: Predicting Future Behavior Through Lasting Values*. Published by Dearborn Trade Press, a business-book publishing subsidiary of the Washington Post, the book was a study of age cohort groups and their lifelong value characteristics. Its findings were presented at major meetings of such significant corporate entities as the National Basketball Association, the National Association of Convenience Stores, The American Society for Training & Development, Chipotle Fresh Mex Grill, and California Closets. While no mention of astrology was made in the book, its findings were actually based largely on the sign shifts of Pluto in the tropical zodiac. Come hear an amazing (and astrologically hopeful) story!

SATURDAY Seminar - Signs of Success: Great Business Leaders & Their Great Business Triumphs

This May the 'legit' business world received another dose of astrology via Steve's new book, *Signs of Success: The Remarkable Power of Business Astrology*, published by the venerable and conservative American Management Association. As part of the research for this book, Steve matched up the solar charts of fifty famed business leaders with solar charts cast for the days of their greatest business triumphs (e.g. Ray Kroc and the opening of the first McDonald's; Walt Disney and the first screening of Steamboat Willie). Come listen to some of Steve's findings but, even better, come prepared to contribute to a freewheeling astrological session on what makes business greatness tick.

Getting to Know Steve Weiss

Besides being one of ASA's newest members, Steven Mark Weiss is the president of Straightforward Communications, a marketing and research consultancy specializing in the areas of consumer demography and trends. His uncanny ability to identify mass market values and their commercial applications has made Steve a favorite of many household name clients in the consumer goods and services, restaurant, and retail industries. He has participated in landmark projects for clients as diverse as Hilton Hotels, Denny's, California Closets and the California Department of Agriculture.



A magna cum laude graduate of New York's Binghamton University and an honors graduate of the Culinary Institute of America, Steve spent the early part of his career as the executive food and beverage editor of Restaurants and Institutions magazine. His work there earned him a Jesse Neal award for editorial excellence from the American Business Media, and his stature in the foodservice industry was recognized with a term as president of the International Foodservice Editorial Council. Today he continues to journalistically serve the restaurant world as the regular monthly marketing columnist of QSR Magazine.

In 2005, Steve co-authored *The Consistent Consumer*, an in-depth study of the values-based characteristics of America's major generational cohort groups. His other author credits include: *I Was A Food Writer for the CIA*; *The Culinary Olympics Cookbook*; and *Signs of Taste*, this last an amusing analysis of dining predilections based on astrological signs. Steve has also written extensively for consumer publications ranging from the Chicago Tribune, to the Phoenix New Times, to American Astrology, and he was the on-camera talent and co-creator of *The Convenient Gourmet*, a series of video news releases produced by General Foods on behalf of its dessert division.

Steve's new book, *Signs of Success*, takes the astrological theme to a greater depth level, and represents the culmination of a lifetime avocational interest in the field of astrology. Rather than deal with the issue of "belief,"



Steve points out the brilliance of the astrological conceptual framework with regard to the description of human values. "The modern field of demography has made a great contribution to the understanding of cultural phenomena," says Steve, "but astrology is a field that's been working on such material for 5,000 years."

Steve's website is www.stevenmarkweiss.com/. Political junkies and business types may wish to visit his "cosmically capitalist" blog, Signs of Weiss.

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ELECTION SEASON IS HERE ~ NO, NOT THAT ONE! OURS!

ASA Board elections are coming up in August, and we need nominees for Board positions. All positions are open. Please consider running for an office or nominating others you think might be good for the job.

Contact Arlene Hougland by JUNE 25 at the latest at maykawish@cox.net . You can also fill out a nomination card at the next meeting.

According to the Constitution and Bylaws, candidates must be members in good standing and must have attended at least six ASA meetings within the last year.

President

- Presides at ASA meetings and Board meetings.
- Proposes appointed officers for approval by the Board.
- Is aware of the needs and concerns of members and proposes solutions to the Board.
- Attends ASA meetings.

Vice-President

- Presides at meetings when president is absent.
- Performs administrative duties as requested by president.
- Attends ASA meetings.

Secretary

- Records and keeps minutes of Board meetings.
- Emails minutes to Board members soon after the meeting.
- Notifies Board members of time, date, and place of meetings.
- Attends ASA meetings.

Treasurer

- Collects all money that comes in, deposits it in the ASA account, and keeps an accurate record of all financial transactions.
- Writes checks as needed, including for rent, speakers, supplies, etc.
- Picks up ASA's mail from the P.O. box.
- Distributes a monthly treasury report to the Board.
- Makes an annual budget report to the membership.
- Files annual reports with the Arizona Corporation Commission.
- Attends ASA meetings.

Programs Chair

- Selects speakers and proposes them to the Board several months in advance.
- Contacts speakers; negotiates fees within Board guidelines.
- Follows up with a thank-you note or email.
- Ensures that speaker has equipment and supplies he/she needs for the presentation.
- Attends ASA meetings.

Last month at the ASA. . . Dave Campbell

by Marta Morris, ASA Scribe

Friday night: Horary Without the Horror

From the very beginning of the talk, Dave assured us of the truth in the title of the lecture. He uses less rigid rules and keeps it as simple as possible. Horary

astrology is divinatory, like the Tarot. Using it can increase your clientele.

Yes, you do use the outer planets. It makes no sense not to. Dave uses the outer planets as the rulers of the signs on house cusps. If Saturn rules or is in the 7th house, you can still ask the question. There might be a delay or complication, but you can still ask the question.

1. The time, date and place that the ASTROLOGER fully understands the question is the time the chart should be set up for with the location of the Astrologer.

2. The question needs to be very specific and written down prior to erecting the chart. It also needs to be fully understood. The question cannot be changed.

3. The person asking the question (the client) is always represented by the 1st house.

4. It is VITAL to place the question into the correct house. Decide before you look at or erect the chart how you will answer the question. Which house(s) rules the question?

5. If the question of the client pertains to another person (by name) that individual is represented by the 7th house. If the ruler of the ASC and the ruler of the house that represents the question aspect each other, the type of aspect shows the answer.

6. ONLY applying aspects are considered.

7. The Moon is ALWAYS considered the co-ruler of the question. Track the final aspect made by the Moon from the sign it is in to help determine the outcome.

8. It is helpful to always write down the approach you will take to answer the question.

9. When you have answered the question, SHUT UP.

If the client asks about her marriage, it is the 7th house; if a child, it is the 5th house; pet, the 6th; health the 6th; large animals, the 12th; and friends or associates the 11th. Lost items are always the second house.

Questions need to be specific. Use only the five Ptolemaic aspects and use inconjuncts only when health issues are involved.

0 to 3 degrees are important as well as 29 degrees. Sometimes turning the chart helps. Timing is the trickiest part. The degree between the ruler of the ASC and the house pertaining to the question might give an indication.

Examples: Question Will I marry him?

Answer: NO! First and 7th, Moon in the 10th with Saturn square ASC/DESC.

Question: Will I sell my house today?

Answer: Yes. Cancer ASC; Venus trine Saturn; Moon trine DESC. 3 degrees between Saturn and Venus: house sold in 3 hours.

Question: Will I buy the truck?

Answer: Yes. Virgo ASC, Pluto ruler of the third trine Mercury. Moon in 8th. It was a black Ford and the Asteroid, Ford, was in play as well.

Question: Will husband come back?

Answer: NO. Cancer ASC. Moon opposed Saturn, DESC ruler and Pluto squared the ASC/DESC.

When Moon is V/C, you can read the chart, but not much will come of the answer. You can add fixed stars for additional information.

Question: Will I go to jail?

Answer: Yes. Capricorn ASC, Saturn in the 12th with Neptune and Uranus.

Question: Should I take the job?

Answer: No. Scorpio ASC. Mercury in 10th house, square Moon, with Pluto/Sun oppose Jupiter/Saturn in the 7th.

Lost objects: Where is the ruler of the 2nd house located? (8th house for lost objects of a partner.) In the 7th house, it would be located West of the entrance. The sign it is in will point the way. In earth: on or near the floor or ground. In Air: look up. Fire: mid-range. Water: in or around water. The sign will give further clues.

In an angular house, the lost object is still in the house or location where you lost it. The Moon can give additional clues. Planets in the 2nd house will add more information. If there are lots of planets, then the item is among lots of things. In a succedant house, not in the home, but close by. In a cadent house, the lost item is far away or difficult to find. If the Moon or 2nd house ruler is in an angular house at 29°, it is just about to be moved. At 0°, it has just been moved. At the cusp of a house, it is changing between two areas. Last aspect of the Moon will help—degrees might help to time.

If the Moon or significator trines the Part of Fortune, Jupiter or Sun, you should find it. With malefics, you won't get it back.

How to tell if the item has been stolen: 4th house with Neptune involved is misleading. Ruler of the second in the first—it's been misplaced. 7th house ruler with hard aspects indicates that it's been stolen. The 7th house describes the thief. If the ruler of the 7th is in the 5th, it is a child; 11th, a "friend," and 9th would be a stranger. If the ruling planet is retrograde, the item will be found later; or hard to find, wedged between two things.

Question: Where is Tucker (a dog)?

Answer: There is an asteroid named Tucker and it was located in the 3rd house of the Horary chart. So the dog was in the neighborhood—in the alleys behind the houses.

A lost address book was also found. The second house ruler was Venus, which was located in the first house. Virgo was intercepted in the chart and Mercury was retrograde. It was close by but could not be seen because it was wedged between things in a desk drawer.

And so we learned in an entertaining manner how to do a Horary Chart without the "Horror."

Saturday Seminar ~ Asteroids

Dave began with a history of asteroids and described how his fascination with them began after he initially rejected them out of hand. Why should they be used? They add dimension to the chart. They are named after various subjects. With 2,500 asteroids, you may find the name of one in a significant area of your chart. Example: Career asteroids such as Fireman.

An asteroid is "prominent" in your chart if it is conjunct or in opposition to a planet or an angle, or if it is involved in a major planetary pattern, such as a Grand Trine or Grand Square.

The degree of orb is 6-8° and 10° for the Sun.

In working with asteroids, use oppositions just as you would conjunctions.

In synastry, if Person A's asteroid is conjunct/opposition Person B's angle or planet, the asteroid is prominent or working.

Quite often, personal name asteroids from A's chart will be conjunct Juno/Hera in Person B's chart, or in the 1st, 7th, 12th, or conjunct an angle or the nodes. Often the name of your mate will be conjunct Juno or Hera in your own chart. In addition to Venus and Mars, look for the relationship asteroids in synastry: Juno, Hera, Aphrodite, Cupido, Eros, Amor, and Lust.

Personal name asteroids will often show up in your chart in the area that corresponds to the house that the name is in. Example: your 6th house may have your pet's name in it; the name of your child or children may be on your 5th house; the 11th house may have your friend's name in it. Check to see where the names fall from your chart to theirs—the house/sign, and where their name falls in your chart. Even nicknames work well.

Venus often will have an asteroid conjunct it corresponding to the career that you LOVE! (Several Firemen have the asteroid Fireman conjunct Venus).

You can use asteroids any way you would use another planet: in solar or lunar returns (especially if conjunct the angles) In progressions, just progress them in the same you would planets. You can use them in Horary. Transiting asteroids work as well.

Personal Name Asteroids: Most of the names have feminine endings. To balance, you can make them masculine. Davida would be David, Josephina, Joseph, etc. Spelling does not matter. Similar names can be interchanged. Phonics work.

Astrodiens has a list of asteroids.

Some of the current locations and meanings for asteroids David uses often are:

Amalthea – 6° Aries. Took care of Zeus as a child. Had a goat for goat milk. Hiding Zeus from Faron. Symbol: Cornucopia. Nurturing, caretaking, fostering, including parts of yourself.

Amphitrite – 1° Cancer. Poseidon's wife, who ran from him. Depth of consciousness like Neptune. Stormy feelings. Sea shells, deep sea divers, deep emotions. Jacques Cousteau has it conjunct his MC along with Neptune.

Antigone – 20° Gemini. She guided her father, Oedipus, to the end and buried her brother at the risk of her own life. Dutifulness, family loyalty.

Ariadne – 3° Pisces. Wife of Dionysius. Wife of alcoholic. Fell in love with Theseus and gave him the "thread" to help him out of the maze of the Minotaur, but he rejected her when he came out. She was abandoned, but Dionysius appeared and married her. Soulful journey to arrive at your true relationship. Insomnia issues.

Atropos – 7° Aries. Cutter. Completion. Rx? Problems with endings? In Gemini, natally – the last word?

Cybele – 28° Sagittarius Rx. Fertility. Secrets of reproduction – rites of Spring. Growth. Renewal. Celebrate life.

Echo – 6° Pisces. Unrequited love. Chattering. Juno was jealous because Zeus was attracted to her and cursed her to only repeat things. Narcissus rejected her. She hid in a cave

Eos – 23° Virgo. Dawn. Use for timing. New stage of life. Beginning. New phase or Morning Time.

Eris – 21° Aries. Strife, discord. Mother to pain, quarrels and disputes. Was not invited to the wedding. The uninvited. Triggered the Trojan War. Sister to Mars. Vicious. Situations that need to be confronted directly or honestly. Discovered during the Iraq invasion. Spirit of competition.

Eurynome – 28° Aquarius. Creation. Born from Chaos. Impregnated by a snake. Laid the egg from which all creation came. Power to create. Ophium, the snake, wrapped himself around the egg 7 times – 7 Chakras, 7 planets, 7 mansions of the soul. Create something out of nothing.

PHEME – 5° Taurus. Fame. Winged spirit who spread the news of fame and notoriety. Can bring important attention by transit. David Bowie has it conjunct his Uranus. Accomplishments recognized.

Flora – 12° Cancer. Renewal. Beltane. May Day. Midpoints between spring and summer. Fertility goddess. Use of magic herbs to help conceive. Gave birth to Mars. By transit, use for renewal.

Galatea – 1° Virgo. Triangle. Cyclops fell in love with her, but repulsed her. Three-way conflicts in love or family. Feelings of exclusion. Triangulation. Affairs, revenge, passion. In synastry, it can point to a theme.

Harmonia – 16° Taurus. Harmony. Daughter of Mars and Venus. Love, peace. Acceptance of opposites. By transits, how harmony comes into our lives.

Hybris – 23° Gemini. Lack of humility. Glass ceiling. Conditioned fate as expected by family. Hubris. As far as you can go. Imprint of limitations. Excessive pride/arrogance.

Iphoemia – 2° Cancer. Sacrifice. Leave a familiar relationship to find yourself. Leave home to find your path.

Klotho – 25° Libra. One of the 3 Fates. Spinner.

Lachesis – 21° Gemini. One of the 3 Fates.

Metis – 9° Aries. Wisdom – first wife of Zeus. Insight/prudence. Mother of Pallas Athena. Lawyer/Judge. Ed Koch: theme in 10th house and Meta conjunct MC. Advice-giving careers.

Mnemosyne – 24° Libra. Memory. Story communication.

Morae – 19° Aries. Fate. Beginnings. Preexisting conditions. Beginning of your life. Length of situation; change in midstream, midlife. Let things run the course. Triple goddess of fate. Beginning, middle, end. Pattern of life. Anger. Fates have precedence over Zeus. Predestination.

Penelope – 14° Cancer. Faithfulness. Rescued by geese when throwing herself into the sea after her lover died. Faithfulness will be rewarded. Dave mentioned the wife of soldier who has Penelope in 7th house.

Penthesilea – 13° Gemini - Amazon. Strong women. Fights with women. Women who fight for their rights.

Pythia – 15° Leo. Prophecy. Tarot reader, astrologer. Oracle. Wait for a message from the Universe. The truth unveiled

Sedna – 20° Taurus. Native American goddess. Trickery, kidnapping, cannibalism. Seeks revenge on her father. Queen of the underworld at the bottom of the sea. Severed fingers. She was tricked by a bird

into marrying him and then asked her father to rescue her. He came with a boat to rescue her but threw her overboard to save himself when the birds attacked. When she hung on to the boat, he cut off her fingers.

Lacy Peterson had transiting Sedna on her Sun. Natally, it was conjunct Ceres. Scott had it in the 5th!

Selene – 9° Pisces. Reflection - Moon goddess. Drove chariot across the sky drawn by two horses. Inner world of dreams, fantasy, meditation.

Themis – 9° Leo. Justice consort to Zeus. Cuts to the heart of truth. Weighs both sides of a situation. By transit – a time of trial or justice comes into your life.

Tyche – 15° Virgo. Fortune. Greek goddess of good fortune. Fortuna at 8° degrees of Capricorn is the Roman version.

Asteroids are also numbered, and often the numbers correlate to charts as well.

UAC 2008

by Douglas Noblehorse

The 2008 United Astrology Conference, or UAC, was held recently from May 15 through May 20, 2008 in Denver, Colorado. Sponsored by the Association for Astrological Networking (AFAN), the American College of Vedic Astrology (ACVA), the Council of Vedic Astrology (CVA), the International Society for Astrological Research (ISAR) and the National Council for Geocosmic Research (NCGR), it's clear that this convention is the premier gathering of astrologers in the world.

Speakers gathered from not only the United States, but also the United Kingdom, Japan, Switzerland, Austria, Norway, Canada, Australia, Serbia, Denmark, Germany, the Netherlands, Scotland, Turkey, Argentina, Portugal, the Czech Republic, France and Italy. With over 1,300 astrologers in attendance,

this UAC was truly international in scope!

At the other end of the spectrum, Arizona was well represented in the selection of speakers, which included not only Phil Sedgwick, Dennis Harness, Joanne Wickenburg, Noel Tyl, Arch Crawford and Moses Siregar, but also our very own Ken Hopkins and Amanda Owens.

In terms of class subjects, the broad spectrum of astrological schools of thought included Vedic, Modern, Hellenistic, Heliocentric, Medieval, Psychological, Mythological, Archetypal, Sidereal, Esoteric/Spiritual and Uranian. All of these classes were recorded and are available for purchase on CD or in mp3 format on UAC's website at www.uacastrology.com/shop/shopping.cgi.

And no matter what the specialized application of astrology, it too was addressed at this convention – research, forecasting, electional, horary, natal, mundane, astrocartography, business/financial, or relationship.

As a result, UAC 2008 offered every astrologer a smorgasbord of speakers and classes to choose from that addressed even the most specialized of astrological interest and application. I personally am immersed in Hellenistic astrology, and I appreciated the chance to talk and confer with Hellenistic colleagues to catch up on the latest developments (latest Hellenistic developments being somewhat of an oxymoron of course...).

One of the highlights of the conference was Joni Patry's revelation of the newest birthtime for Barack Obama (August 4, 1961; 7:11 PM; Honolulu, HI) which was secured from a campaign manager or worker, who apparently accessed it from a government database. However, since no hard copy of a document is available to verify this time, use the 7:11 PM time as unverified data. This birthtime gives Obama about 14° Aquarius rising, with the Sun in Leo right on the Descendant angle.

Of course, UAC offered much, much more than just speakers, presentations, panels, discussions and classes. In the Vendor section one could find the latest upgrades to all the most popular astrological software, as well as software designed for more specialized applications.

After hours, there were special presentations that could be attended, such as the Regulus Awards; the UAC Dance Party; a Silent Auction; the premiere of Return of the Magi, a film by Kelly Lee Phipps; and Plutopia: the Girl in the Polka Dot Dress, a production from Michael Lutin. Unofficially, there were many after-hours parties and gatherings hosted by the sponsor organizations, as well as other organizations such as the AFA, Ancient Oracle Tours, the Organization for Professional Astrology (OPA), the Association for Young Astrologers (AYA) and the Astrological Association of Great Britain (AAGB). At these gatherings you could informally mix and meet the movers and shakers to learn what these organizations are about, all in the company of like-minded interested astrologers.

The real value (beyond the classes) to a gathering such as this is the networking value. During the course of this UAC I was constantly running into old friends and renewing acquaintances; touching base with past speakers who have appeared at ASA; and making new friends from around the world. I literally could not stroll through the conference for more than ten minutes without stopping to say hello to and catch up with friends and acquaintances.

All in all, this UAC was considered to be a tremendous success, not only for those in attendance, but for those organizations who sponsored the convention. There are already thoughts and plans afoot for the next UAC to be held in 2012 - or so goes the rumor. That gives you plenty of time to plan and save for an experience that every astrologer should have at least once in their life!

Next month at the ASA: Kay Cox and Arlene Hougland ~ Moon Phase Magick and Moon Phase Magick Workshop!