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ASSOCIATION FOR ASTROLOGICAL NETWORKING

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# Networking in the Electronic Age

Nervous about showing your face on Facebook? Worried that you'll look like a twit on Twitter? The new electronic media can be overwhelming. How to integrate so many details? How to get comfortable with technology? What can you really say in 140 characters? How to sort through the deluge of small bits of information and find relevance? The answers to those questions and many more will be the focus of AFAN's panel at All Organization Day at UAC: **"Marketing Astrology through Social Media and the Internet."** The full-day workshop on Wednesday, May 23 from 9:30 am to 5:30 pm will help you to take advantage of the new technology to build your practice.

Astrogeeks extraordinaire Eric Francis, Donna Woodwell, and Claire France Perez will share the secrets of their success:

*Secret Art of Astrological Storytelling with Eric Francis:* Eric Francis, founder and editor of Planet Waves, has been developing astrology content on the Internet since its nascent days. He specializes in writing popular articles that turn world events into opportunities for personal growth. In this workshop he will cover how to write astrology for novices that also breaks new ground and makes sense to those advanced in the field. We will work on the details of phrasing ideas in an understandable way, what you assume your reader knows, and how to tell when you have a good idea to work with. Eric's central idea is that the best way to 'market' your website is with excellent content.

*Weaving the Web with Donna Woodwell:* Not only is the Internet a great place to meet new clients, it's getting easier (and cheaper!) to use every day. Astrologer and Internet entrepreneur Donna Woodwell will demonstrate free and low-cost ideas to use social media and other online tools to increase traffic to your website and convert those visitors into clients.

*Tweet the Stars with Claire France Perez:* Twitter seems like a waste of time to most of the astrologers I know. Too much work or time to think up tweets, and the real question, "Show me the money!" is not answerable by Twitter. But there is a profit. We just don't know our strengths as a group. Our greatest strength is the fact that all our data, the planetary positions, their timing and their portent, is uniform. We work with the planets, and together we influence our "choir" those who follow us because they love astrology. Whether we agree with each other on interpretation cannot be covered in the 140-character limit. We must make that happen on our websites and blogs. Here is where we find a tremendous opportunity. Communicate, engage, and capture new clients through these waves of communication, driving traffic to your blog, or to your presence on Facebook. And, do it alongside your colleagues. Learn how to ask questions that bring in the new clients, create the new opportunity for your work, and sell your books. Learn to "close" the deal right from your website. Use Twitter and the dynamics of crowd-sourcing to help humanity as they ask their Questions of the Universe. Be a part of the possibilities that The New Age of Aquarius is promising.

## About the presenters

**Eric Francis** is an investigative reporter who has been a practicing astrologer since 1995. He's a specialist in new planetary discoveries. He has written for many magazines and newspapers in North America, Europe and Australia, as well as for Astrology.com, StarIQ.com, Rob Brezny's Televisionary Oracle and many other astrology websites. He teaches astrology at the Omega Institute and edits a group astrology blog that updates about 135 times monthly.  
(cont. on page 5)

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*The newsletter publishes - September,  
December, March and June and is  
mailed or e-mailed to all AFAN  
members.*

### Writer's Guidelines

This is YOUR newsletter and we  
eagerly welcome your submissions!

The next issue of the newsletter  
publishes in December 2011.  
Submission deadline is November 15,  
2011.

Send articles or items of interest to  
[publications@afan.org](mailto:publications@afan.org) or send regular  
mail to the address listed under  
"Newsletter" in the list of Steering  
Committee members.

Submit email articles of 300 words or  
more in MSWord or as a .txt file.

Smaller articles may be sent as an  
attachment or typed into the body of  
your email.

Use Times New Roman, 12pt. Please  
do not submit color fonts.

Limit your special effects to  
underlines,  
italics and bold.

Single space text. Leave two (2) single  
spaces between paragraphs.

Include a short bio (25-30 words) and  
your contact information.

Finally, use "Newsletter" in the email  
subject line. If you mail your article,  
please follow the same formatting  
rules.

### Limits of Liability:

The AFAN newsletter is the  
internal communications organ of the  
Association for Astrological  
Networking. It is registered with the  
Library of Congress: ISSN  
1049-6181; published quarterly - Fall,  
Winter, Spring and Summer - and  
mailed to all AFAN Networkers.  
We solicit brief, topical articles,  
300-1200 words, as well as news of  
interest to the astrological community  
at large.

AFAN does not accept  
anonymous letters. Your name and  
contact information must be included  
with the submission. Articles may be  
edited to fit available space. The  
opinions expressed are not necessarily  
those of the editor or leadership; they  
are strictly the opinions of the writers  
whose names appear with them.

Articles without a byline are  
written by the editor.

(cont. on page 7)

# AFAN's Détente in China: Astrology Meets Astronomy!

Our own David Railey is not only spreading awareness of Astrology in China, but achieving détente with local astronomers. He reports:

On June 19 I participated in a 2 hour public program, with full media, televised, plus a live microblog feed, from the Beijing Planetarium, as a guest of astronomer and curator Dr. Zhu Jin. The same 13th Sign controversy that swept through our western multi-media had finally made the rounds through the media and micro-blogs in China. Dr. Jin and I had exchanged emails prior to my arrival and he had invited me to address this issue as well as discuss western astrology versus astronomy, etc. This was an incredible opportunity for astrology. At some point I will detail this meeting in an ANS article. This was the first time such a meeting had ever occurred in China. Though we debated back and forth and answered questions from the crowd, the meeting was respectful and civil. Near the end of the presentation Zhu Jin stated that even though there was "no scientific evidence that proved astrology," that he believed "western astrology to be a beautiful system" worthy of further investigation. Needless to say, this was quite a public statement. Dr. Jin is a highly respected astronomer and a CCP member. This event made news nationwide. Astrology is a hot topic of discussion.

We launched our astrology website ([www.nodoor.com](http://www.nodoor.com)) on this trip as well, and I did a 3 hour presentation in Shanghai for a new astrology website (a kind of cheesy one) but for a successful business man named Mr. Lixin Zhao who is a big supporter of astrology and is also promoting UAC at my request. On my blog and everywhere I go I'm promoting UAC and all of the major astrology orgs. Check out these links:

<http://www.video.me/ViewVideo.aspx?ci=23830&vid=653309> (news clips from planetarium)

[www.nodoor.com](http://www.nodoor.com) (UAC is on our home page, we are busy translating the registration page.)

[www.luckyty.com](http://www.luckyty.com) (Mr. Zhao has the old UAC link, but we have asked him to update with the new ad and link for UAC)

<http://blog.sina.com.cn/railey> (I've written several blogs on UAC and astrology orgs. etc.)

Also on this trip I did 8 lectures, 2 workshops, 2 classes and 9 interviews. In addition I participated as the only astrologer representing western astrology on CCTV, in a film documentary that will be aired this fall. CCTV is the CNN of China. The documentary is on western astrology and Chinese astrology with some modern astronomy as well. Since this documentary, CCTV wants to do another documentary on astrology when I return this fall.

My hope is to stir as much interest as I can in Chinese participation at UAC and membership in AFAN or any of the major astrology orgs.

I am corresponding with the US Embassy in Beijing in order to smooth the way for Visas.

♈ ♉ ♊ ♋ ♌ ♍ ♎ ♏ ♐ ♑ ♒ ♓

## PLEA FOR DATA

Some of you may know I have a granddaughter who a few years ago was diagnosed as PDD-NOS with a few other emotional problems as well. In view of my personal interest I have been asked to present a research paper on astrology and the autism spectrum at UAC in May 2012. I need birth data and other details of as many people as possible, especially children, who have been diagnosed as being on the autism spectrum.

If you can help me with birth data, I would appreciate it if you could either take the survey on <http://www.surveymonkey.com/s/autismspectrumsurvey>, or pass the link on to anyone you may know who has the autism spectrum in the family. This includes Asberger's syndrome, PDD-NOS, Rett's Disorder, Childhood Disintegrative Disorder and Autism Disorder. You and they will be completely anonymous, and all information will be treated as totally confidential. I don't need any other information than what is asked on the survey. The survey, although detailed, should take 10 to 15 minutes only to complete.

I also need the birth data of "normal" children for a control group. I.e., anyone under 20 years of age who has not been diagnosed on the spectrum (and preferably also not with ADD or ADHD) and is not related to anyone in their immediate family who has been diagnosed on the autism spectrum.

If you are able to send me any of these birth details, please make sure you label whether the data is "subject" or "control". With the control data, I don't need names, but I do need to know whether it is a boy or a girl.

If you would like to ask me anything more about this research project, please feel free to email me at [turnerchris@iprimus.com.au](mailto:turnerchris@iprimus.com.au) Thank you for your help. It is greatly appreciated.

Chris Turner

# Jayj Jacobs

February 1, 1949 – July 2, 2011

Jayj Jacobs passed away on July 3, shortly after 5 PM in Oakland, California surrounded by loving members of his family. A fierce champion for the legal rights of astrologers; for professionalism, clear thinking, and collegiality; and a founder of AFAN, Jayj was always a fighter. He'd been struggling for years against heart disease and diabetes. After some strokes that left him mute and paralyzed while alert and attentive, he chose to leave the body that had become a prison.

James Parks Jacobs was born in Poplar Bluff, Missouri on February 1, 1949 at 3:54 AM, an Aquarius with Moon in Pisces and Sagittarius rising. When Jayj was a child his family moved to Hawaii. At the University of Hawaii, "J.J." became "Jayj." His father Don Jacobs was a Methodist minister, a screenwriter and author, and an astrologer, famous in that field as "Moby Dick." Jayj was always very proud of his dad and followed closely in his footsteps, starting his study of astrology in 1966 and working with Moby in 1970. He started his own practice two years later, but continued through the 1970's to work with Moby, including the first presentations of the Annual Prediction Seminars beginning in 1972. In 1973 Moby and Jayj started systematizing the "Experience Astrology" system of techniques and approach.

Early on he took an interest in the legal status of astrologers, testifying to a California State Senate Committee on Licensing Astrologers in 1974. Strong divisions among astrologers on the issue killed the effort to establishing licensing, but Jayj stayed in the fight, always keeping his ears open to news about local laws impeding astrology's practice. He supported and gave testimony to many astrologers fighting those laws in many towns.

In 1975 Jayj opened a new office in San Francisco along with Tom Davidson, a student who became a professional and Jayj's partner for several years. "The Center of Time" hosted clients, classes, and social events. The weekly "Astrology Coffee Hours" were an early example of networking, publicized around San Francisco and bringing together people with all levels of interest in astrology. For a while Astrology Coffee Hours were hosted at Lewin's, a metaphysical book store in Berkeley, to help draw people to the new story. It would also be the headquarters of P.S.H.A.W., the Professional Society of Humorous Astrologers Worldwide, a reminder for astrologers to take our craft seriously, and ourselves not so much. As "Captain Color" Jayj appointed himself "President for Life."

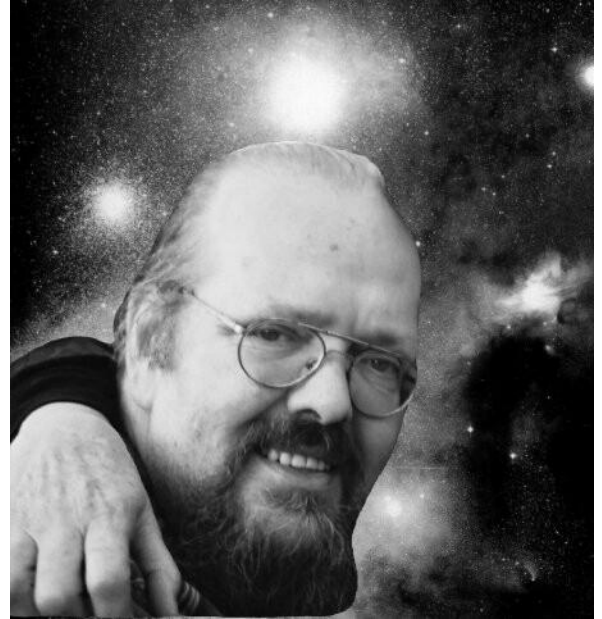
At a presentation on astrological compatibility in 1977, he so impressed professional astrologer Paula Hook that she not only adopted the Experience Astrology system and became a full business partner, but ended up marrying Jayj. When they decided to have a child they even planned that astrologically. In 1981 their daughter, Jinnifer, came on her own schedule, not Jayj and Paula's but she inherited Jayj's Pisces Moon, her mother's strong Scorpio and a strong appreciation for astrology.

In 1982 a group of members of the American Federation of Astrologers protested the lack of democratic transparency in elections and finances. Along With Richard Idemon, Jeff Jawer, Jim Lewis, Marion March, Neil Michelsen, Erin Sullivan Seale, Angel Thompson, Noel Tyl and many other notables, Jayj was part of what would become the AFA Network, hundreds of AFA members demanding accountability in the AFA. Apart from attempts to reform the organization AFAN raised money for Johnny Lister, an astrologer suffering with Leukemia, and helped astrologers who faced legal challenges under anti-astrology laws. Even without a law degree, Jayj was very astute on the laws concerned and how to challenge them.

Despite successes against anti-astrology laws, AFAN couldn't succeed in reforming the AFA so in 1984 Jayj was one of the leaders who helped AFAN transform from an reform group with in the AFA into an independent organization devoted to open networking among astrologers and mutual support including the Johnny Lister Fund to help astrologers in medical/financial emergencies, scholarships, and Jayj's favorite crusade: knocking down anti-astrology laws, usually local ordinances. Jayj put in many hours on the AFAN Steering Committee as Legal Chair, helping astrologers and astrology to become legal in towns across the country.

In 1995 Jayj suffered a heart attack requiring a triple by-pass. Then in 1999 a traffic accident permanently damaged his back. Diabetes complicated those health problems which altogether forced Jayj into early retirement. In 2001 he married his second wife Scofie who was his devoted lover, partner, and caretaker for the rest of his life.

Jayj is survived by his wife Scofie, daughter Jinnifer, mother Jeanne, sister Judith May, and brother Jerry Jacobs.



# “GOAL – Go Outside And Look!”

(This quarter dedicated to Jay Jacobs who coined the phrase.)

We have two eclipses this quarter. The partial solar eclipse on November 25 will only be visible from Antarctica and parts of New Zealand. The lunar eclipse on December 10 will be visible from parts of Western North America, Scandinavia, much of Eastern Europe, and nearly all of Asia – excepting western parts of Turkey and Saudi Arabia – and Oceania.

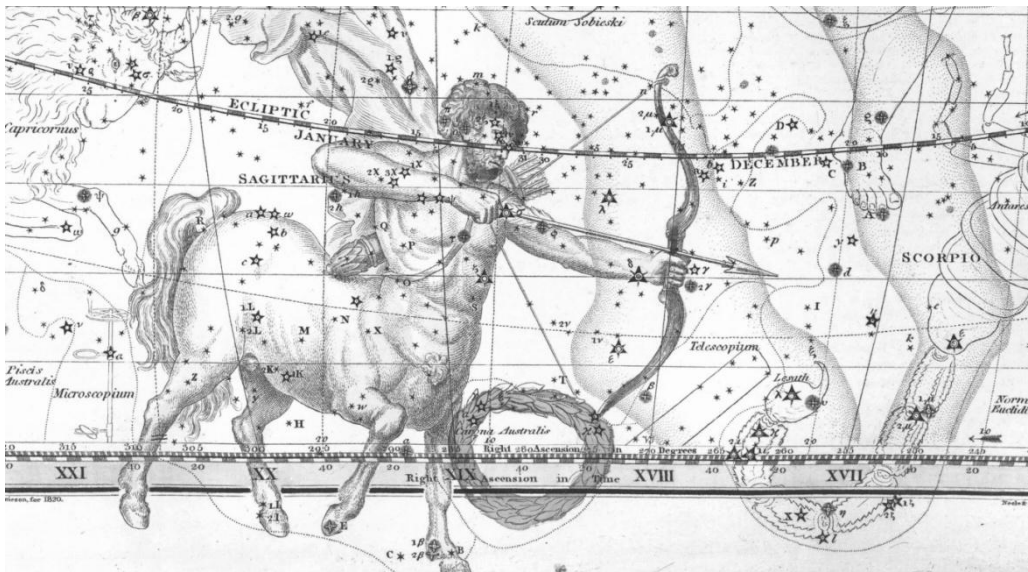
October starts with **Mercury, Venus, and Saturn** combust – too close to the **Sun** to be seen. **Jupiter** rises about two hours after sunset (sooner the further north from the equator and later further south.) and **Mars** rises about four hours ahead of the Sun, and earlier each morning. By the end of December he’ll rise around midnight and be visible just east of the zenith just before vanishing at dawn. The constellation Leo will also appear higher and higher each morning catching up with Mars so that Mars and **Regulus** will pass each other November 10-11.

**Venus** will become visible in the western evening sky early in October, appearing a little bit higher each night shortly after sunset. **Mercury** will be visible late in October and catching up with Venus for a long conjunction. The Moon will occult **Mercury** on the evening of the 27<sup>th</sup> at 02:11 GMT (the 28<sup>th</sup>) with Venus very close by. On November 9<sup>th</sup> they will pass very close to Antares, the Scorpion’s heart

In early November **Saturn** will become visible in the morning sky very close to **Spica** just a little bit to the south. They’ll separate, bit by bit, in the next few months.

In mid-November **Mercury** slows down and will appear a bit lower each evening as Venus appears higher. Mercury turns retrograde on the 24<sup>th</sup> and soon drops out of sight, to appear in the eastern morning sky briefly in Mid-December.

By early November **Jupiter** should be visible in the Eastern sky just after sunset and will appear about a degree higher each evening.



*Electronic Networking from page 1*

**Donna Woodwell MA**, is co-founder and marketing director of GNO515 Media, an internet venture that empowers holistic practitioners to use information technology to grow their businesses. An active member of the astrological community, Donna currently serves as an ISAR board member and coordinator for the publishers’ board of the Astrology News Service.

**Claire France Perez** is an astrologer and former Hollywood publicist. She brings fresh ideas, new tools, and a helluva concept for the astrological world.

The All Organizations day workshop precedes the official opening of UAC and has a separate registration of \$120 in advance or \$140 at the door. An early bird rate of \$105 up to December 1 can help you to tweet cheap. Sign up online at [www.uacastrology.com](http://www.uacastrology.com)

Many thanks to AFAN ANGELS -- Bradley Clark & Violet Rodriguez

**International Astrology Day (March 20, 2012) is just half a year away!**

What are you planning? Whether it's a big day of lectures, a party or a forest walk to Woodhenge we want to help you get the word out in our next issue!

Send in your IAD news to [publications@afan.org](mailto:publications@afan.org) before Nov. 11

**AFAN Steering Committee Minutes**  
(condensed)

Condensed min for June 6<sup>th</sup> 2011

**AFAN Steering Com.**

**Meeting Mins for June 6 2011.**

**Roll Call:** Christine Thomas Chairs-

**Attendees at roll call**

Rebecca Crane; Toni Dore; Gary Caton; Terry Johnson; Julene Packer -Louis; Jacqui Menkes; Lisa Benjamin; Jack Fertig, Jeanne Parisi

**Next meeting scheduled for the date of July 25 2011 7:00 pm EDT**

**July 26 2011 9:00 am AEST to be chaired by Rebecca Crane**

**UAC Update; Linda Leaman and Lisa Benjamin**

Adjustments will be made to the speakers schedule because of the overlap of speakers appearing in the Lutin Show and the scheduled rehearsals for Lutin show. Track Coordinators have arranged their order of speakers to be arranged in a non-conflicting format to each other within the track. Over- flow speakers will be evenly distributed through the 5 days of the conference.

**Fortunate Fund update**

one speaker has given an anonymous donation of 1K so that everyone can go to the entertainment events.

**Archive Project update** contacting past speakers to sell their lectures on the UAC site in digital format with the proceeds going the general fund of all speakers and organizations

**Marketing update** ad will be placed in the Mountain Astrologer and newsletters with the PDF Version posted on the web is Sept 15. Brochures will be sent out to all the UAC speakers in lots of 25 a piece for distribution with distribution in Australia by Christine Thomas

**Regulus Ballots Reps update** special phone meeting pertaining to a discussion on this issue prior to our next meeting July 25 /26 meeting. Demetra has suggested we need to choose are reps for the Regulus Ballot Committee

**Update on Sota.** Sota will provide free of charge a large room for AFAN hospitality that can house Nick and another AFAN rep long with a table for membership signups in the trade room. It was determined that a food budget of \$125 should handle it.

**Scholarship Fund Gary Caton updates:** this committee needs other people take over and Jacqui Menkes volunteers

**Communications Gary Caton** Nothing to report

**News Letter Jack Fertig update** news letter will be sent out but is waiting for committee updates and mins form the Steering Committee

**Website: Christine Thomas update**

Forward all changes on Committees listed on the website to Christine so she can update the site with accurate information.

**Membership's: Terry Johnson update** so no updates on membership but Terry is contacting UAC triple registrations as they come in to double check membership -

**Legal information- Jeanne Parisi**

**Nothing to report**

**Finance and Treasury Toni Dore** getting used to quick books and the technology curve. bank statements mailed to her house , glitches with the banks interfacing with the QuickBooks.

**Democratic Procedures -Julene Packer-Louis update**

Terry wrote a 420-word article to explain this democratic procedure. That would explain that AFAN is a *networking* egalitarian organization. AFAN is not a promotional or endorsing organization. Suggested that this also is posted on the AFAN website.

**Correspondence – Rebecca Crane:** Face book update traffic on our page has increased to 2500

**Community Activities update Gatherings – Demetra & Gary:** Nothing to report

**IAD – Toni Dore & Jack Fertig update** nothing to report

**Advisors & Mentoring – Demetra George & Gary Caton update** The position of Presiding Officer needs nominees and election is due in 6 months. The criteria and regulations around this procedure are discussed.

**New Business** Email from Fern June 27 2011, is a formal resignation and the next in line is Eric Pride and he is in the process of being contacted and asked .

**AFAN Steering Committee Minutes**  
**26 July 2011 7:00pm EST**

Lisa Benjamin reported that UAC 2012 planning is coming along very well with only minor adjustments to accommodate Michael Lutin's show. For individuals wishing to attend UAC 2012 there is currently a growing number of funds available to assist in purchasing tickets.

(cont. on page 7)

Those already registered for UAC can now purchase tickets to the Regulus Show. However, if speakers must purchase these tickets from the speaker registration page. Advertising is now available for purchase in the UAC guide and those wishing to promote the conference with a web banner may now also be pulled from the website to place on personal pages. Also, those wishing to vend artwork may do so at a discounted rate just outside the main conference room. The Steering Committee is electing a group to sit on the Regulus Awards Committee for the UAC conference. This group will be elected by the end of August. At the 2012 UAC conference AFAN is working on hosting a dinner for the Chinese Delegates.

The Steering Committee is working on updates for the website so that members of AFAN can follow along with what we are working on. This will help current members stay informed, and assist newer members of AFAN about our organization. Also, members should be aware that AFAN is currently looking for a treasurer. Anyone interested may contact Jacqui Menkes.

AFAN is pleased to report that we have over 2,000 people liking our facebook page, and the number is growing! Members may utilize the page to keep updated and chat about what is going on with AFAN, the astrological community at large, and of course in heavens. However, we regret to remind Facebook members that we will need to delete post that only advertise personal business information. Our Facebook page will also be updated soon with new and exciting information for current and perspective members of AFAN.

AFAN is always looking for volunteers, in particular we are searching for members that would be interested in helping out with mentoring program. We are also working on the membership scholarship for the year, and information on this will soon be available.

Finally, nominees are needed for a new presiding officer of the Steering committee. Anyone in the community, as long as they are an AFAN member, may be nominated.

**Correspondence Committee Report:** Correspondence is keeping up with member contact and distribution of mail among the SC, as well as connecting inquiring members to astrological resources. Our Facebook page has grown to 2,152 fans as of Aug 15. I am working on keeping everyone updated by posting links to ongoing information about UAC and other conferences. We ask that people refrain from posting links to their personal business websites and services, except if someone has a class or event going on that they would like to promote.

If anyone has any suggestions for updates and anything they'd like to see on our Facebook page please email me at [info@afan.org](mailto:info@afan.org) - Rebecca Crane

**Membership report:** Since June 1, we have had 30 renewals out of 37 expiring memberships. We have 19 new members.

The following are Angels:

Bradley Clark

Violet Rodriguez

Due to a data entry error in my early work with AFAN's funky database, a number of members who renewed or joined in March and April 2010 did not receive their yearly renewal notice and envelope. If you are one who missed, or think you might have missed your renewal date this year, please email Terry at [Starcycles12@aol.com](mailto:Starcycles12@aol.com) or call me at 814-237-6670.

**Congratulations to the  
Astrology News Service**  
on their first anniversary!

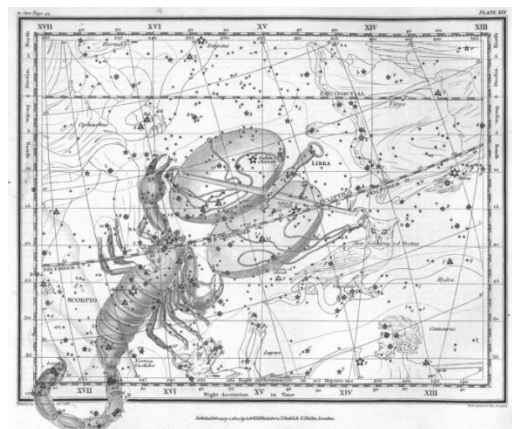
A joint effort of AFAN, NCGR, ISAR, AFA,  
and OPA ANS has become an important go-to  
site for the general public and media.

Check them out at  
<http://astrologynewsservice.com/>

Contributors' guidelines, cont. from p. 2

The newsletter is a vehicle for conveying information & encouraging discussion on AFAN principals, working committees, projects, initiatives, ideas, suggestions & feedback. No material will be printed which promotes or demeans any group or individual astrological business or career, astrological theory, concept, system, approach, technique, or procedure.

We do not accept paid or unpaid advertisements.





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CVV Code \_\_\_\_\_ Billing Zip Code \_\_\_\_\_ (mm/yyyy)

CARD HOLDER'S SIGNATURE \_\_\_\_\_

Send to: Terry Johnson, P.O. Box 239, Lemont, PA 16851-0239

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