



NEWSLETTER

NOW WEEKLY!

With art by Vera!

from the Astrology Center of America / AstroAmerica.com

July 23, 2013

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How Conferences Work

THERE is a major astrological conference coming up in a month, in Philadelphia. As there are many such conferences, I thought you might be interested in knowing how they work.

Think of conferences as like concerts. You have performer(s), you have an audience. There are tickets sold at the gate, there is a “take,” which is divided up among the participants. Clear?

At a concert, the first person to be paid is the concert hall itself. A conference is different from a concert in an important way. Conferences are not held in auditoriums or concert halls, but in *hotels*.

Hotels have conference rooms, meeting rooms, auditoriums, which they *exchange* in return for *guaranteed room bookings*. Do you understand this? X number of people attending the conference *and* booking rooms in the hotel gives the conference Y number of meeting rooms in return. *Free*. More rooms can be had for a nominal price. In-

cluded with this are free accommodations for the conference’s promoters.

The purpose of hotel-based conferences are to fill rooms in the hotel. That’s why *all hotels have conference rooms*. That’s why conferences invariably come with *exclusive hotel bookings*.

With this framework we can now work out some numbers and will know what they mean. The following are **approximations**:

If the conference has 200 attendees, if the special room rate is \$169 a night, if breakfast is \$20 extra, if there are four nights, then the hotel’s take for the conference is \$169 + \$20 x 200 x 4. Which is \$151,200. Exactly how many free meeting rooms will that get you? When you get to Philadelphia, count the rooms and tell me and then we’ll both know. Now you know why hotels are in the conference business.

Well, then, what about the fees that attendees pay to attend the conference? Let’s work them out.

Two hundred people is a small show, remember this. Twice that is nice, but let’s use 200. The basic show in Philly is \$350. All the bells and whistles (seminars, banquet, etc.) is \$535. Let’s assume that half the attendees are poor impoverished people

continued, pg. 7



Temper must be judged from the rising sign, Mercury, and the general appearance of the horoscope. The usual characteristics of the signs when rising are:
Aries: Easily angered and then often go to great lengths.

Taurus: Not readily moved, but may when aroused become furious.

Gemini: Not bad-tempered, but can be “waspy” and malicious.

Cancer: Not easily angered, though soon hurt. Timid.

Leo: Often hot-tempered, though affectionate.

Virgo: Temper is usually controlled and seldom violent. Often uses “the retort courteous”. Tends to shun conditions that are liable upset it.

Libra: Seldom the first to quarrel. Easily appeased.

Scorpio: Hot tempered, especially when its affections are touched. Implacable and rarely forgets.

Sagittarius: Good tempered.

— *More next week.*

— **Encyclopaedia of Psychological Astrology**, \$18.95. **Buy.**

ALMANACK

for the week (all times GMT)

23	14:02	☾ ✕ ♁	Void
	20:43	☉ ♁ ♀	
24	18:23	☾ ☿	
25	14:14	♀ ☉	
	18:44	☾ △ ♀	Void
26	12:08	♀ ♂ ♀	
	18:36	♀ ✕ ♁	
	20:51	♀ ♁ ♁	
	21:30	☾ ♁	
27	05:14	☾ △ ☉	
	17:36	♀ ♁ ♀	
	22:48	♂ ♂ ♀	
28	01:06	☉ □ ♁	
	01:55	♀ ♁ ♀	
	02:20	☾ □ ♀	Void
	13:42	♀ ✕ ♁	
29	04:44	☾ ♂	
	17:44	☉06♁45	Last Qtr.

Extracted from **AstroAmerica’s Daily Ephemeris, 2000-2020**. **Buy.**

Vivian Robson’s STAR OF THE WEEK

PRÆSÆPE 44 M Canceri 07♁32

Legend: Praesaepe represents the manger of the asses ridden by Bacchus and Vulcan (see Ascellii)

Notes: A coarse extended cluster situated on the head of the Crab. Popularly termed the Beehive, Manger or Crib, and known by the Chinese under the name of Tseih She Ke, Exhalation of Piled-up Corpses. With the Ascellii it was the “cloudy spot of Cancer” mentioned by Ptolemy as causing blindness.

Influence: It is of the nature of Mars and the Moon, and causes disease, disgrace, adventure, insolence, wantonness, brutality, blindness, industry, order and fecundity; and makes it natives fortunate though liable to loss through others, and the founders of large businesses.

If rising: Blindness, especially of the left eye, ophthalmia, injuries to the face, sickness, violent fevers, wounds in face and arms . . . —*from Fixed Stars*, by Vivian Robson. **Buy.**



Ivy M. Goldstein-Jacobson
1893-1990

IVY'S GEM OF THE WEEK

from **Simplified Horary Astrology**

Learning to read the chart.

THIS is much easier than one might suppose. We have a groundwork of tried-and-true rules to depend on and we know the nature of the planets, the effects of aspects, the matters ruled by the different houses & where to look for the final, clinching argument. We even have keywords with which the beginner forms his sentences & expresses himself clearly from the very beginning.

For example, Saturn rules lead & everything that has WEIGHT. If we see his symbol in the 1st House we know that the inquirer is HEAVY-hearted & PROFOUNDLY concerned about the matter; he is leaden GRAY in coloring or his attire, CONSERVATIVE in style. Saturn rules TIME, so the person looks OLDER than his years & moves SLOWLY; he is having dental trouble, because Saturn is ruler of the skeletal framework, and the BONES that we are most likely to see are the TEETH. We say all this in describing the inquirer because he is the person of the 1st House & any planet therein describes him. As you advance in your reading you will say several times as much as this about the person with Saturn there because Astrology is rich indeed in such information for use in horary as well as natal charts.

There is always "the devil to pay" in the matters of the house where you find Saturn, and he always REAPS a person of that house (he harvests what is yet alive). He is the GREATER MALEFIC and his injury is permanent. — **Simplified Horary Astrology**, 1960. **Buy**

What time does the day begin?

THE BEATLES, part 3

Harrison

BEATLE George Harrison was born on February 24 or 25, 1943, in Liverpool. As for the time, the discussion at **AstroDataBank** is not acceptable. It gives 11:42 pm as "from memory," and rates it A. In a broad sense, a rating, or grade, of "A" implies above average and exceptional. With data, a rating of "A" implies we can give the resulting chart near absolute confidence.

When we look at **AstroDataBank** source notes we find all manner of confusion. We have 12:05 and 12:10 am on the 25th, and 11:42 and 11:52:19 pm, both on the 24th. Presuming our standard is to the nearest minute, then as Harrison himself is not cited, we cannot give an A rating to any of this but must give it DD (dirty data) instead. In fact no source is given for the approved 11:42 pm time at all.

My newsletter is not the place for a discussion what makes for A as opposed to DD data. This should properly be hashed out privately with ADB itself, but as they are closed to outsiders, it will have to be here instead. I myself might be partly responsible for this, as in the past I have not been kind to one of the people who works for them.

As with McCartney last week, **I am going to throw out all of these times**, the time of 11:52:19 pm that was from Harrison's own astrologer, even the mother's written note of "12:10 am" which was cited by Harrison's sister.

All the midnight charts have the Moon on or very near the ascendant. This makes one erratic and insecure. This Moon is in the very first degree of Scorpio, a sign which makes the Moon aware of its own power. The combination of planet, sign and house is someone who will be erratically uncertain of his himself, as well as highly emotional in general.

All the midnight charts put Harrison's Sun, in Pisces, in the 5th. This is what we would expect of a creative person, but, in Pisces, it will bring a goodly number of children with it, as well as an early marriage, in one's teens in most instances. The mother's own time of 12:10 am gives 3 Pisces on the 5th cusp. Ruled by Jupiter, which is exalted in Cancer, though retrograde, children are inescapable. Harrison in fact married a few days shy of his 23rd birthday (late) to Pattie

Boyd. The couple was childless. They divorced in 1977. Harrison's second marriage was to Olivia Trinidad Arias in 1978, which produced one son, Dhani, born a month prior to the ceremony.

I am throwing out the midnight times because Harrison first came into contact with Indian music while still in utero, his mother, a Catholic, listening to Radio India on Sundays. As this was unlikely to be a domestic BBC program, I presume she was using a shortwave radio. Growing up Harrison had fairly normal tastes in music and culture, which, given his background, would be expected.

Once the Beatles had become famous, and, coincidentally, rich, he rapidly gravitated to Indian music and culture. I myself grew up with "normal" tastes, from lack of exposure to anything else. Once I got to university I quickly discovered early 19th century European culture and have never looked back. Remember that Liverpool of the 1950's was still rebuilding from the devastation of the war. There was no culture there, none at all. The entire "Liverpool scene" must be understood in this light, as war children deprived of culture and desperately creating it whole cloth. But even so, as Liverpoolians, both Harrison and Lennon were out of place.

I WILL start with the mother's own handwritten note, giving "12:10 am." What are the actual numbers on it? Was it "12:10 am," or was it "0:10" with am *presumed*? Harrison's mother was a shop assistant and probably unschooled. His father once worked as a ship's steward on the White Star Line (home of the Titanic). Timekeeping on a ship is a tricky thing, because the ship *moves*. I have never understood how ships at sea reckon time.

As Cunard's Queen Elizabeth is currently at sea, you can go [here](#) to get a live webcam of the bridge, along with the ship's time. Currently that time differs from EDT by 4 hours and *two minutes*. Last night it was 3 hours and 56 minutes. Windows XP, and presumably all subsequent Windows versions, download the computer's time directly from an on-line standard, which means your computer is accurate to the second and stays that way.

If ships at sea continually update their time, one way or another, then noon was the

(continued, page 4)

This is a serialization of Vivian Robson's
A Student's Text-Book of Astrology.

Part 26:

The Alphabet of Astrology

Various matters ruled by each house, continued:—

Seventh House. Marriage, the wife or husband, partners, contracts, and open enemies. Rules the reins and kidneys, and corresponds to Libra.

Eighth House. Death, loss, decay, wills, legacies, and money of marriage or business partner. Rules the generative and excretory systems, and corresponds to Scorpio.

Ninth House. Long journeys and voyages, publications, the Church and clergy, religion, the higher mind, dreams, the law and legal affairs. Rules the hips and thighs, and corresponds to Sagittarius.

Tenth House. Employers, superiors, business, profession or occupation, the outer aspirations, and honour and credit. To this house is assigned one of the parents, the opposite one to that ruled by the fourth house. Rules the knees, and corresponds to Capricorn.

Eleventh House. Friends, associates, companions, hopes and wishes, and income from business. Rules the legs and ankles and corresponds to Aquarius.

Twelfth House. Self-undoing, confinement, prisons, hospitals, asylums, exile, secret enemies, sleep, aunts and uncles on the side of the parent ruled by the 10th house, and large animals. Rules the feet and corresponds to Pisces.

It will be noted that each house corresponds to a sign, as the first house to Aries, and so on. This correspondence is important and always holds good no matter what sign may actually occupy the cusp.

—A Student's Text-Book of Astrology, 1922.

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Concerning the First House & Planets Therein

(The first house of the national chart, that is.)

THE New Moon falling in the ascendant shows many changes in the country, much activity, and if well aspected many benefits to the community at large, according to the position of the planets making such good aspects. If afflicted it denotes much unrest & discontent, ill-health among the people, and affairs generally will be unsatisfactory. The position & aspects of the afflicting planets should be noted.

The Sun in the first house, well aspected, denotes a prosperous time for the country, many benefits to the people, improvement in affairs & success generally. If afflicted, it creates disturbances between master & man, and afflicts the health of the community.

The Moon in the first house, well aspected, denotes activity & changes among the people, some improvements to women & children, and slight benefits of a public nature. If much afflicted will cause illness, unrest & discontent.

Mercury.—This planet when well aspected produces much activity, increase of trade & work, new enterprises among the people, and generally inclines to study & intellectual gain to the community. If afflicted, it shows much recrimination in the popular press.

Venus well aspected denotes a peaceful time, content & success in the country, improvement of work connected with the female sex. If badly aspected it shows want, vice & misery, trouble to the feminine part of the community, and indicates crimes against women & children.

Mars.—This planet is generally evil, bringing discontent among the people, strikes, riots, fires & incendiarism, crime & ill-health. — from **Raphael's Mundane Astrology.** Extracted from **Mundane Astrology, The Astrology of Nations & States,** by H.S. Green, Raphael & C.E.O. Carter. **Buy**

Uranus and Weather

from A Text-Book of Long-Range Weather Forecasting, by George McCormack

IMPARTING negative electricity to the extreme, Uranus induces highest barometric pressure, rapidly declining temperatures and through descending air currents from higher altitudes, conduces to greatest wind velocity. If Mercury is an electrical planet, then Uranus is entitled to recognition as the negative electrical planet par excellence. Impressions by this planet on the weather are sudden, spasmodic and usually extreme. Lower ranges of temperature invariably result from all occupancies of major stations or when configured with Sun or Mercury particularly. The prevailing wind is from the northwest and we have a very good example of this prevailing wind and the accompanying higher wind velocities when the Sun is transiting through the sign Aquarius from January 21 to February 20 annually. Under harmonious aspects, wind veering to northwest clears the atmosphere, the barometer rises fast with correspondingly declining temperatures. Increased wind velocity begins over the higher altitudes of the interior and sweeps downslope to the lowlands. During cold seasons, cold waves, heavy frosts but clear weather, unless contrary planetary rays are operating jointly. Under adverse square, opposition or semi-square configurations (including the conjunction) the atmosphere is cold, overcast, bleak and penetrating. Dark clouds resembling horizontal brushstrokes advancing out of the western sky are harbingers of approaching wind velocity.

— A Text-Book of Long-Range Weather Forecasting, by George McCormack. **Buy.**



traditional standard they used, for the simple reason that noon can be objectively determined. Midnight could not be. Presumably modern ships use GPS. I've checked the ship-board time several times now and it does jump about, being continually updated through the day. Factoring this backwards, at the time of Harrison's birth I would presume merchant ships would revise their time every day at noon. Naval ships might well keep to a stricter standard, as they have to talk to each other.

Do we as astrologers need to know how time is calculated? **Yes we do**, because time is our business.

So let's presume that Harrison's mother Louise knew her stuff and gave a proper time of 0:10 as that of her son's birth, which she understood to be 12:10 **pm**. Not 12:10 **am**, as her daughter thought. The legal day started at **noon**.

The resulting chart has 25 Gemini rising, which I think fits. But I still have a problem with Harrison and his children. The 5th house is Libra. Libra is moderately fertile and makes for pretty children, but the ruler, in Harrison's chart, is Venus at the very last degree of Pisces, which is horribly fertile. In the 10th as well, which are kids who go on stage with you. And that's not George.

But then I notice that at 12:10 pm BST/Wartime/whatever, that Venus is at 29 ♋ 57. That's close enough to Aries, and Venus moves fast enough, that maybe mom was off by ten minutes or so.

So I grab my Rosicrucian 100 year ephemeris and look to see what time Venus changed signs and entered Aries on the day.

I am astonished to see it changed at **12:10 pm exactly**. Isn't that Harrison's moment of birth itself?

No, I scream at myself. The ephemeris is in **GMT**. Which arrived an **hour later**. Redrawing the chart for 12:10 pm GMT and Venus is at exactly 0 ♉ 00. The 5th cusp is now 5 Libra. The Moon, which is in very fertile Scorpio, is at 7 Scorpio and now a long, long way from the 5th cusp. Neptune is at 1 Libra, dead opposite to Venus, which rules it, or wants to. (It's debateable if Neptune is aware it's being ruled.) Neptune tight on the cusp of the 5th, children are *imaginary*. They are *idealized*. Venus opposite and ruling, the harder Harrison tries to have children (Venus in Aries can be insistent), the *less* success he will have, Neptune's opposition to the ruler foiling him at every turn, for reasons that are never clear, much less fully conscious.

No, there is no cusp. Once a planet has

George Harrison

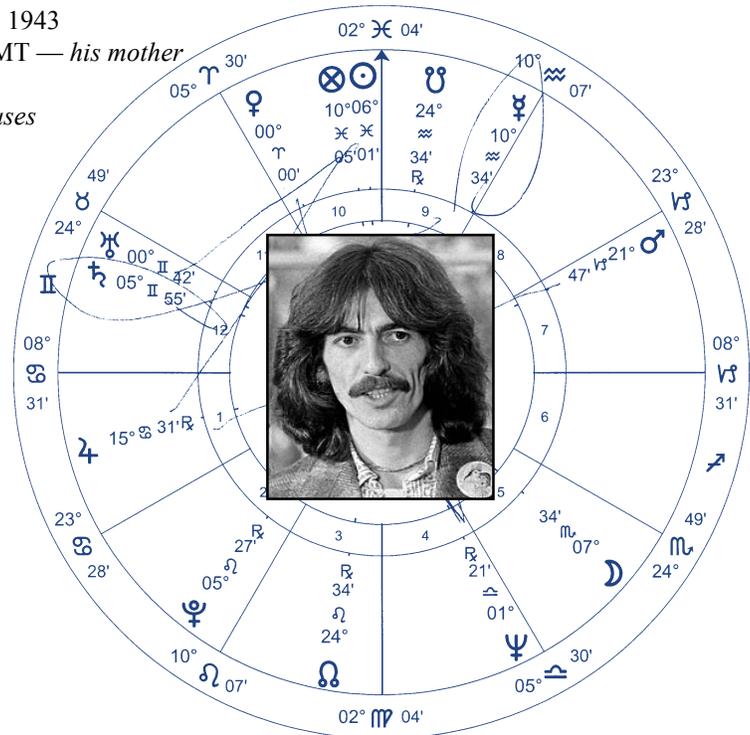
February 25, 1943

12:10 pm GMT — *his mother*

Liverpool

Placidus houses

Mean Node



left a sign, *all trace of that sign vanishes*. Once a planet enters a sign, it is *wholly in that sign*. Such has always been my experience.

So I have a chart for George Harrison, based on his mother's handwritten note, which I understand to be **12:10 pm GMT on February 25, 1943**. Note that so far as *when the world shifted, from starting the day at noon to starting it at midnight*, it's now **February 1943** and evidence still points to a **noon start**. My theory, that the change came during the war itself, is not finding support.

Overall, I am somewhat happy with this chart. Sun in disorganized Pisces in the 10th, it would take Harrison much struggle before he found himself on stage. Sun ruled by Jupiter, Jupiter exalted in Cancer in the first, but retrograde, his poor image of himself (Jupiter retrograde) would be a factor in slowing him down.

Jupiter would tend to use its own ruler as a backstop, which would be the Moon debilitated in Scorpio, hung between the 5th and 6th. On the one hand, this would be an insecurity (Moon debilitated) about doing the work (6th) of taking up an instrument, but also the intense perseverance (Scorpio, fixed) that would eventually lead to success.

On the other hand, the Moon technically in the 5th but not being associated with the sign on its cusp, it would take Harrison a long time to discover himself as a creative force. And when he did, he would be erratic, as the Moon is always variable, while the Sun in

Pisces in the midheaven is unstable in general. So it was very true, as Harrison said, that his career with the Beatles was a phase in his life, and not a very big one. After many years of toiling in the background, he no sooner discovered himself, wrote some outstanding music, than John and Paul called it quits and pulled the rug out from under him.

Mercury exalted in Aquarius in the 9th, foreign lands and cultures would be of interest, and we remember that it was Harrison who dragged the somewhat willing Lennon, the somewhat unwilling McCartney, and the very unwilling Ringo to India. If it were not for the necessity to get Venus into Aries, I would have been happier with a chart set for one hour prior (12:10 pm war time) as this put the Sun in the 9th and, along with Mercury, makes foreign adventures a major part of life.

A **STRONG Mercury in the 9th** of foreigners and ruling the 4th house of home, why did Harrison not settle in, say India? Look at the south node, in Aquarius in the 9th. As much as travel appeals to him, he finds he is not himself when he is away from home. In his later years he found it difficult to get outside of his estate. This is also why he gave up the sitar, saying he could be a mediocre sitar player, or a good guitarist, but not both.

So far as being a touring musician, note Leo on the cusp of the 3rd. Ruled by the Sun in the midheaven, he could tour to his heart's content. North node in Leo, he had

the strength for a life on the road. What about Pluto in 5 Leo just outside the 3rd? Note that Pluto is *retrograde*. It wants no part of the 3rd, it is moving away from it. But neither does it have an affinity with the 2nd, as it is not in the sign of the 2nd. Pluto in Harrison's chart has no real house association. It is instead mostly of interest for its opposition to Mercury, where it tends to destroy existing (fixed) thought patterns, by means of Mercury and Pluto's square to the Moon (T-square), which they fight over. Given that the Moon rules the ascendant, the result is raw and visible for all the world to see. We see Harrison as tortured (Pluto-Mercury) for his art (Moon-5th).

George Harrison also had a grand square in cardinals, one much less cruel than his T-square. Venus-Neptune are tightly opposed, while Jupiter-Mars are more widely opposed. Venus-Neptune opposed from 11th to 5th caused Harrison to take up with almost any female that came his way, which cost him his first wife. Mars-Jupiter opposed are religious strivings, the sense that one's traditional religion (Mars Capricorn: Catholic) was not one's own "home" (Jupiter: Cancer), but, Jupiter retrograde, it would take time to puzzle it out.

Except for oppositions that involve the Sun or Moon, all oppositions have one planet direct, the other retrograde. On rare occasion, both planets will be stationary, one about to go direct, the other, retrograde. Learn to look for these things. Is the retrograde planet backing into the opposition, as is the case of Harrison's Neptune, moving backwards into an ever tighter opposition with the forward-travelling Venus and thus confusing it all the more, Venus being debilitated?

Or is an unwilling Jupiter (retrograde) moving away from an opposition to Mars, which has already passed by the opposition and is no longer paying attention? Astrology is literal, you can make stories from details like these. Realize these "made up stories" are the very essence of reading a chart.

ONE such detail is how you place planets by house. In the case of retrograde Jupiter in Cancer and direct Mars in Capricorn, Mars, while it could lay claim to the 7th (Mars being a co-ruler of Capricorn), its direct motion, combined with the relatively short distance to the 8th, makes it lean to the 8th, not the 7th. Mars in the 8th is dangerous. It can shorten your life.

Retrograde Jupiter very much wants to be in the first, *not* the second. Which gives the Mars-Jupiter opposition a 1st to 8th polarity, which blunts it considerably.

Of the knife attack on December 30,

1999, note the Sun exactly on Harrison's descendant. This happens every year on this date or very near it and is benign. The ruler of Capricorn, Saturn, is in Harrison's 12th, which is the house of surprise. Saturn in Gemini, the assailant used his hands and arms (Gemini) and inflicted a serious wound to one of Harrison's lungs (Gemini). Mars was conjunct his south node, which, as the south node is an energy drain, made the attack even more severe.

The attacker, Michael Abram, was fought off by Harrison's wife, Olivia. Who, like his attacker, was represented astrologically by the same Capricorn descendant and Saturn in Gemini. While Capricorn is not a double-bodied sign, Gemini is. There are overtones of **Castor and Pollux** in this attack.

In Harrison's case this becomes another way of counting wives. A double-bodied sign on the 7th indicates two wives (Gemini, Sagittarius, Pisces and sometimes Virgo are all double-bodied). Harrison had the ruler of his 7th in a double-bodied sign and so had two wives.

THE BEATLES

I HAVE now done three of the four Beatles and though I have rectified them individually, I find that all three of them have their Moons in the 5th: John's in Aquarius, Paul's in Leo, George's in Scorpio. This is dynamic and of itself binds the four together as a group, though not in the most pleasant way. Back when I worked for the New York Astrology Center, I, an Aquarian, was working for Henry Weingarten, a Leo, with Debra Burrell, a Taurus, as my immediate superior. We sort of got on until we hired Gerard, a Scorpio, who upset the balance and made it a free-for-all.

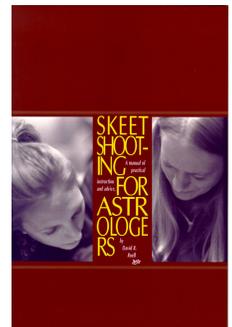
With their Moons, there was a ceaseless drive for emotional satisfaction in their music, but the unfortunate tendency to sacrifice Harrison, whose Moon squared those of Lennon and McCartney, to get it. Beatles songs were invariably Lennon and McCartney's, the two names run together to hide the fundamental opposition between their two Moons, with Harrison sacrificed in order to do so.

Note that Harrison's Neptune-Venus opposition falls exactly across Lennon's ascendant-descendant, Harrison's Neptune also falling exactly on John's Mars. This would have been hard for Lennon to take and might account for Harrison's lesser role in the group. Harrison's Moon falls on Lennon's Mercury and Lennon's Moon falls on Harrison's Mercury (dual double-whammy), which are highly sympathetic links between the two men.

READ MY BOOKS

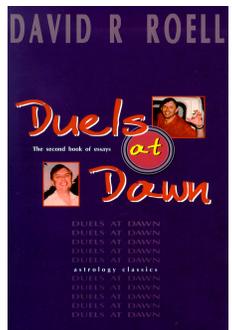
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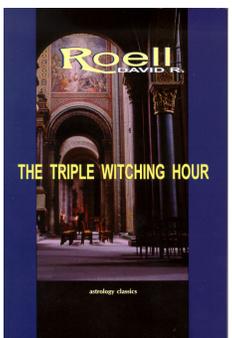
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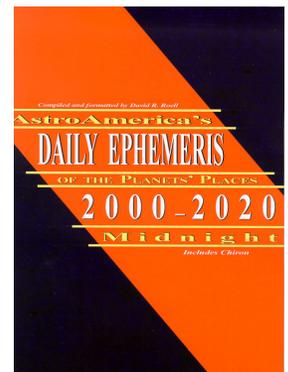
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USE MY EPHEMERIS

AstroAmerica's Daily Ephemeris, 2000-20, also for 2010-20. Daily positions, including declinations, full aspectarian. Midnight.

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With McCartney I cannot find as much. McCartney's Moon is opposed to Harrison's Mercury, which is a fundamental difference of opinion. It might be that McCartney knew Harrison through Lennon, even though McCartney introduced Harrison to Lennon, all those years ago.

HOW LONG HE LIVES

OF a chart set for 12:10 pm GMT, the calculation of life is simple but not satisfying. Sun in Pisces in the 10th is hyleg, or giver of *life*. Jupiter, ruler of Pisces and trine to the Sun, is alcoholoden, or giver of *years*. Angular, Jupiter gives 79 years. From this we subtract 15 years from the opposition to Mars. Saturn does not aspect, so there are no other subtractions. Venus does not aspect, so there are no additions.

$79 - 15 = 64$. George Harrison died at the age of 58. I have not seen this formula, from **Abu Ali Al-Khayyat**, give an excess number of years. While I cannot see any way around the Sun as hyleg and Jupiter as alcoholoden, I am unsatisfied with the result. Perhaps one of you can do better?

THAT ROYAL BABY

I THOUGHT it would be here by now. I was expecting it on Tuesday-Wednesday, Moon in Scorpio, Mercury retrograde. I was expecting it again Sunday-Monday, Mercury direct and Moon in Capricorn, sign of government. Now it seems it will have the full moon in Leo-Aquarius and be a birth on Monday. Which makes for a powerful T-square with Saturn.

When I first foresaw his birth last October I imagined him to be the monarch for which England has long waited, but this week I lost hope and wrote him off as just another self-indulgent royal brat.

His father was born on a solar eclipse / new moon, his mother was born on a lunar eclipse / full moon, which makes for an extraordinary pair of parents. It's rare that a parent's Sun-Moon aspect turns up in the chart of its children, but anything is possible.

The key Mars-Jupiter conjunction may be past its prime by the time it gets here, which is fraught with meaning to a prince whose father will not be king. This will yet turn out to be a birth of note. He should be here any minute now. More next week, one way or another.

CONFERENCE

like me and spend \$350, and the other half are rich playboys and playgirls and are spending \$535. Which makes an average of \$442.50 each. Times 200, comes to \$88,500.

To this we must add the roomful of vendors. This room is, of course, one of the freebies that came with the conference itself. Here I am a bit fuzzy. One hundred vendors? Fifty vendors? This is a smallish show, so let's go with 50, at \$300 each. That's \$15,000.

While there are other various bells and whistles — a handful of Philadelphia locals who turn up at the door and pay \$125 day, etc., the final major factor is the conference bookstore. Ten percent of its sales go straight to the conference itself. Back in 1996 I ran the conference store at the ISAR show in Chicago. I grossed \$17,186.07 in four days. Books are more expensive now, so if I presume \$20,000 in sales, that's another \$2000.

So we have:

\$88,500 — attendance

\$15,000 — vendors

\$ 2,000 — bookstore

TOTAL: \$92,500

Remember these numbers are *approximate*. If there are, say, 300 attendees, we multiply by 1.5 and get \$138,000. If there are 400, we have \$184,000, etc.

Now we come to:

EXPENSES

Of the hotel's \$151,200, we of course know nothing, as that is the hotel's money to do with as it sees fit. In the case of this particular hotel, both they and the conference claim they are already out of rooms, which, if they are telling the truth, means somewhat more than 200 people will be there, one way or another. I was looking at pictures to get the total number of rooms. More than 200. Maybe 300. Two hundred paid attendees, plus 50 speakers and another 50 vendors is as big as that hotel can be. Which means they get *all* the conference rooms as well as all the swank suites for the board members.

For conference expenses, I must be frank and say that I've never really been able to find a lot. Not that would eat up \$90,000 clams. There is a couple of thousand for the web pages. There is airfare for the board members who attend (remember their rooms are free), there are their expenses which would not be more than say, \$300 per person per day. The master of ceremonies at the banquet gets paid, say, \$1000. Since he's already a board member, he's already got his transportation and room and board and walking around money. As for the rest of them,

they presumably hold paid positions with the organization and so should not need an additional salary on top of expenses.

Say we have five board members, say transportation is \$1000 each. Then we have, per diem, \$300 times 4 days. Which comes to \$2200 a head. Times five heads is \$11,000. Mikey's speaking fee, and this is a pure guess, brings this to \$12,000. Two grand more for the webpages makes \$14,000.

What about advertising? That would be the Mountain Astrologer, the issue prior to the show. Which would be the June-July 2013 issue. Eagerly I looked through my copy and found an NCGR ad on pg. 81. It was black and white, 1/3rd page. That's \$340. I was really surprised. I expected it would be a full page color ad. Which would be \$1065. In magazine advertising — I know this personally, as I once ran full page ads in TMA — full page ads get full page results. Anything less is a waste of money.

I expect there have been lavish ads in NCGR's house publication, but that's not really an expense. There would also be direct mail, Facebook, Twitter, etc. Only direct mail has a real cost.

So, presuming there are things that I have not thought of, I would guess total expenses to be no more than \$20,000.

Subtracting this from a take of \$92,500, leaves a net of **\$72,500**. Which presumes 200 attendees and 50 vendors. If 300 attendees and 75 vendors, the final magic number is \$118,000, etc., etc.

DISTRIBUTION

Logically speaking, the net proceeds would then be divided among the speakers. The speakers are the ones who do the work, the speakers are what attendees are paying for. **Therefore the speakers get the money.** At the upcoming show in Philly, there are 50 speakers. If the net is \$72,500, each speaker should get **\$1450**. If the net were \$118,000, each speaker would have \$2360. Remember these numbers are based on guesswork, they are not exact.

But this is not quite fair, as there would be senior speakers, those with a known track record, and then there would be newbies. People without a camp following. At a 200 person show (that's the \$72,500 net), say the track record people get \$2000 and the newbies get \$1000. Newbies graduate to senior status after three shows, etc. Something like that.

But this is not what I understand the situation to be. I am informed that only a few speakers are paid. If this is true, then most speakers must pay their own way, which

(from last week) would be around \$800 for the room, plus transportation (let's say we drive: \$300), plus other expenses, for a tab of \$1500 or so. If one defrays expenses by giving readings at, say \$200 each, then each speaker needs to do at least eight readings to make any money. Eight readings times 50 speakers are 400 readings. If there are only 200 people attending, then a lot of speakers are going to get short-changed. Which is why speakers want to give their presentations on Friday, by the way.

One of my contacts emailed to say that promoters commonly keep the gate to themselves and use it for lavish board meetings (not *parties!*), but I have no confirmation and so must consider this spurious. Please disregard.

Dear Speakers: Now you know the numbers. If you are being paid, now you know what your speaking fee is based on.

If you are not being paid, then I think we need to pull you up by your short hairs. Which are on the back of your neck, by the way. You are doing the work. You should have the money.

IT'S not for me to make suggestions, but if you are not being paid then you could become a COMMIE FOR CHRIST and go on strike. Before the show, not after it. In concerts the typical split is 80-20, with the performer getting the larger share. As it happens, an 80-20 split comes to \$74,000 and \$18,500, so my guesswork is pretty good. Attendance is **verified**, which means the speakers need their own man to count how many people show up. If you don't get it the first day, you can get a good approximation by counting heads as they go through the door first thing Saturday morning. After two hours you should have all but a few stragglers. If you have to do this, don't forget to count the banquet.

One advantage to paying speakers is that it encourages more shows. Letting the promoters have it all just makes them lazy. Excessive money always makes one lazy, often with a feeling of self-entitlement.

ISAR, AFAN, NCGR are having Saturn returns about now. They need fresh blood. I may return to this next week, as there are areas that need attention if we are to avoid gathering problems, and conferences are the ideal places to thrash them out.