

AMERICA IS BORN

**Evaluation of Predictions made for the
Regulus USA National Horoscope on 15 June 2015**

11 June 2021

Recommended Study References:

(1)

America is Born: Introducing the Regulus USA National Horoscope,
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<http://www.amazon.com/America-Born-Introducing-National-Horoscope/dp/0980185629>

(2)

Persian Nativities IV: On the Revolutions of the Nativities. The Complete Arabic Edition.
Translated & edited by Benjamin Dykes, Cazimi Press, 2019.

[See Book III: Directions in Revolutions]

<https://bendykes.com/product/pn4-on-the-revolutions-of-the-years-of-nativities/>

(3)

Martin Gansten. *Primary Directions: Astrology's Old Master Technique*. The Wessex Astrologer,
2009.

<https://astrology.martingansten.com/books/>

EXECUTIVE SUMMARY

Horoscope in Question

This paper reviews predictions made 15-Jun-2015 using the Regulus USA National Horoscope. This horoscope is the author's own rectification of the 4-Jul-1776 USA Declaration of Independence published on 25-Nov-2008 with an Ascendant of 26SA54'40". Central to the rectification is Abū Ma'shar's System of Distributors and Partners, a traditional technique which relies on primary directions and the five-fold sign subdivision known as bounds or terms.

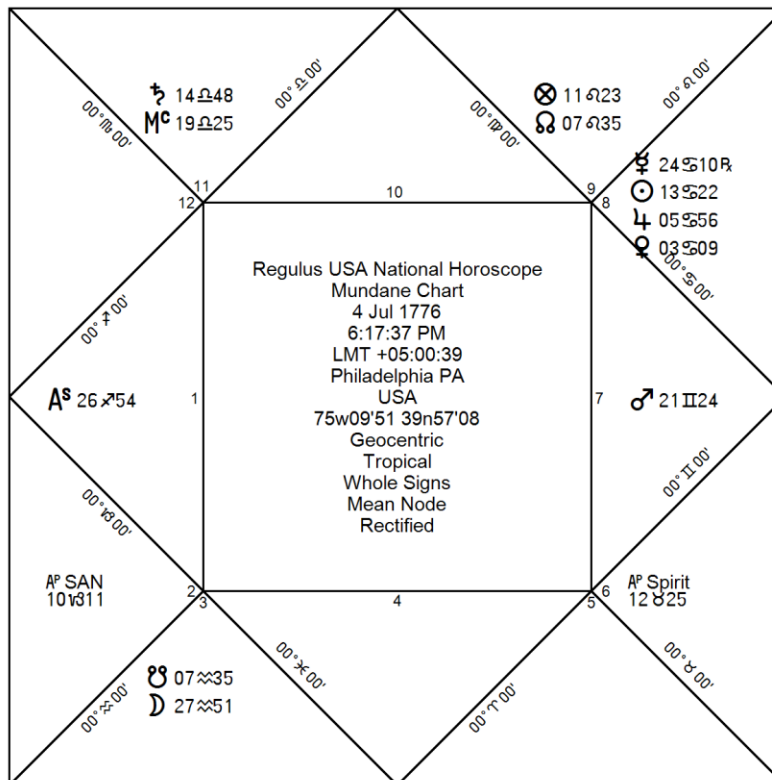


Figure 1. Regulus USA National Horoscope, Ascendant 26SA54'40".

Prediction – Ascendant Distributor

Jupiter/Virgo. The 2015 prediction identified *craft beer consumption* and *health care* as two social trends which matched the astrological delineation of Jupiter/Virgo. In 2015 Jupiter/Virgo was the active Ascendant Distributor.

Craft Beer. Popularity of the craft beer market was predicted to peak on 15-Jul-2016 and decline after 27-Apr-2017. The US Craft Brewery Count as defined by the Brewers Association was chosen as the prediction metric. Results show a continued increase in the US Craft Brewer Count counter to expectations. Alternate production metrics of barrels brewed; hop market acreage, production, and prices; corporate M&A activity; relative stock market performance of

publicly traded beer companies, and media coverage conform to the tenor of the prediction. Multiple industry observers considered 2014-2016 boom years for the craft beer industry followed by a shakeout during 2017-2018.

Health Care. Cost sharing reduction (CSR) subsidies paid to insurance companies under the Affordable Care Act continued for the duration of the Jupiter/Virgo distribution. They were discontinued 6 months after the distribution ended.

Mars/Virgo. Four themes were identified as delineation matches to Mars/Virgo as Ascendant Distributor beginning 28-Apr-2017. **(1) From beer bellies to gym rats** resulted in a change in consumer preference away from high calorie beer consumption to lower calorie hard cider and hard seltzer alternatives. Apple released its Apple Watch fitness platform designed to track fitness progress and performance with quantitative metrics **(2) Tough Mudder popularity explodes!** was a fitness fad which failed to translate nationally. Instead, Peloton stationary bikes which include biometric data for tracking fitness performance emerged as a national fitness fad as consumers used the bikes for in-home workouts during COVID lockdowns when gyms were shut. **(3) Revival of US Army and military logistics** produced the Pentagon's Project Maven established on 26-Apr-2017 just one day before the official distributor changeover from Jupiter/Virgo to Mars/Virgo on 27-Apr-2017. One of Maven's goals is deployment of facial recognition AI technology to identify enemies prior to drone strikes intended to kill. **(4) Back to Hard rock mining (and oil and gas development)** resulted in oil and gas leases for the Alaskan Arctic National Wildlife Refuge auctioned on 6-Jan-21 in the waning days of the Trump administration.

Prediction – Ascendant Partner

The influence of Mars as both Ascendant Distributor and Partner between 9-Sep-2017 and 20-Apr-2021 was predicted to be a time of national belligerence. No specific metrics were offered to judge the prediction. Polling from the non-partisan Pew Research Center documents increased polarization between Democrats and Republicans between 2014 and 2020.

Two Mars partner directions in Fall 2017 were assigned to the Trump administration's DACA suspension and a well-publicized but low turnout national Antifa rally. Within the context of Abū Mashar's System of Distributors and Partners, it is reasonable to connect conflict over immigration and Antifa to increased political polarization though no statistics were presented to support this statement. Both event matches to the Mars-Ascendant directions are subject to confirmation bias.

I. PREDICTING SOCIAL MOVEMENTS USING THE ASCENDANT DISTRIBUTOR

For those new to the *Regulus USA National Horoscope*, Chapter 6 traces social movements in USA history by directing the Ascendant through the Egyptian bounds according to Abū Ma'shar's System of Distributors and Partners. It is one of three major time lord systems recently revived by traditional astrologers which effectively divide time into chapters; the other two are Firdaria and Zodiacal Releasing. I currently use all three in my astrological practice but find Abū Ma'shar's System the most subtle of the three techniques.

To be sure, directing the Ascendant through the Egyptian bounds is not the sole arbiter of American social movements. One can also direct the Moon through the bounds and develop a separate set of chapters in American life. Apart from national horoscopes, it is impossible to ignore the impact of the 18.6 Lunar Node cycle punctuated by eclipses as well as the Jupiter-Saturn cycle on popular social movements. However, directing the Ascendant has proven a good match to major chapters in American history including the Constitutional Convention, the Hudson River landscape painting school, New England whaling, the Civil War, Robber Baron capitalism, adoption of the telephone, muckraker journalism, the second Ku Klux Klan, and the Black Power movement to name a few highlights.

Whether or not the horoscope has any merit can only be judged by its ability to predict events on an out-of-sample basis with pre-identified metrics which can be used by disinterested parties to judge the success or failure of the prediction. This is one way to avoid confirmation bias when evaluating a successful prediction. Another method is Karl Popper's method of falsification which has a slightly different method of implementation but is similar in spirit.

The prediction exercise is relatively straightforward:

- (1) Delineate the planet/sign combination of the Ascendant distributor as distinct objects, organizations, or other social manifestations in society.
- (2) Screen findings for possible benchmarks which can numerically track growth and declines of identified items/themes.
- (3) Predict growth or decline rates in benchmarks for a specific time period.
- (4) Evaluate results after the time period is complete.

IA. Jupiter/Virgo as Ascendant Distributor: 23-Apr-2012 to 27-Apr-2017

The 2015 paper identified *Beer and Spirits* and *Health Care* as two social movements tied to the Jupiter/Virgo theme. After writing the paper, I also considered Google's *Big Data* business model another match to Jupiter/Virgo. For completeness, I discuss *Big Data* later in this paper but it has no bearing on evaluating predictions made in 2005. Arguably both the implementation of Obamacare under the *Health Care* theme and the business community's interaction with *Big Data* touched more American lives than did *Beer and Spirits*. Nevertheless, I judged *Beer and Spirits* the better Jupiter/Virgo theme for prediction purposes because benchmarks existed which were publicly available and could be used by disinterested parties in judging the success or failure of the predictions.

Big Beer vs Craft Beer. When consumable commodities become the focus of a social movement or fad, there are certain repeatable patterns of business development: products are multiplied and tiered with aficionados concentrating purchases at the highest price points and participation in exclusive marketing events. Think higher-priced 'reserve' categories of spirits with special product launches which include either a tour and/or meeting with the local brew master. At the low end of product offerings, there is usually some type of mass market product or experience which offers exposure to the product category for the casual consumer. As one example, consider the recent Venus/Virgo distribution whose significations included gambling and poker. Not everyone could play in or watch the World Series of Poker in Las Vegas. But one might have encountered a Texas hold 'em poker game put on by a school or community group as an entertainment activity after the event organizer asked, "What is popular now?" and was told "poker."

Within the beer and spirits category, craft beer took on the aficionados at the high-end consumer level. At the other end of the spectrum were low-end home brew kits which could be purchased at an office supply store. I distinctly recall how during 2016 that my local office supply store not only offered brew kits but displayed them in high traffic areas normally reserved for new computer launches. Staples continues to offer Refinery's Beer Making Kit for \$19.99 at selected stores but they have long been removed as floor display items.¹ I said to myself, for a craft beer home brew kit to be sold in an office supply store, here was a sign of a social fad at or near its zenith.

For these reasons, I found it easier to focus on the craft beer market segment as the focus of prediction even though the planet/sign combination of Jupiter/Virgo does not itself distinguish between big beer, craft beer, or any spirits distilled from sown crops.

Prediction made 2015-06-11

General. The craft beer fad is defined by the Jupiter/Virgo Distribution which started 23-Apr-2012 and will end on 27-Apr-2017. During this time period, interest in craft beer will peak. After 2017, the popularity of craft beer will decline. As a metric, 'popularity' can be measured by the number of breweries, the level of industry sales, or media coverage. Craft beer will continue to exist after 2017, but like *Martha Stewart Living* magazine still purchased by select devotees, craft beer will no longer be a dominant trend or fad within the population as a whole.

Metric. *US Craft Brewery Count* defined as the sum of regional craft breweries, microbreweries, and brewpubs as defined by the Brewers Association.²

Formal Prediction. *The US Craft Brewery Count will peak in 2016, post a decline less than 10% in 2017, and a decline greater than 10% in 2018. Should statistics become available to confirm a more exact time period within 2016, the US Craft Brewery Count will peak in July, with 15-Jul-2016 the peak consumption date.*

Prediction Evaluation - Summary

The US Craft Brewery Count. Continued to increase beyond 2016 but posted lower subsequent annual growth rates after 2014 (+28%) dropping to +14% by 2018.

This marks a failure of the formal prediction, yet many other industry metrics tracked declines in 2017 and 2018 in accordance with the prediction. Multiple industry observers considered 2014-2016 boom years for the craft beer industry followed by a shakeout during 2017-2018.

Barrels Brewed. Peak growth rate of +42% achieved in 2014. Collapsed to 0% by 2016 and stayed between 2-3% between 2017-2019. Declined 12% in 2020.

Hops Market. Hops prices peaked in 2016 and fell 2% in both 2017 and 2018.

Corporate Activity. The number of craft beer Mergers & Acquisitions peaked in 2015 and fell 75% by 2018.

Media Coverage. GoogleTrends' search term 'craft beer' peaked during 2015. Search term results fell by 5%, 7%, and 15% in the years 2017, 2018, and 2019 respectively.

Predicted Peak Consumption date of 15-Jul-2016. Five days later on **20-Jul-2016** the US Justice Department approved the largest beer industry merger in history between AB InBev and SABMiller. In an unrelated transaction, AB InBev announced an enhanced marketing and distribution program for the Craft Brew Alliance on **23-Aug-2016** when sent it shares soaring to a peak on **30-Aug-2016**. Stock prices of other beer and spirits companies also peaked near this time: BUD (**26-Sep-2016**), TAP (**28-Sep-2016**), and STZ (**7-Oct-2016**).

US Craft Brewery Count. Figure 1 shows the metric included in the 2015 forecast report. Counter to expectations, the count continued to increase; however, the rate of increase declined as shown in Figure 2.

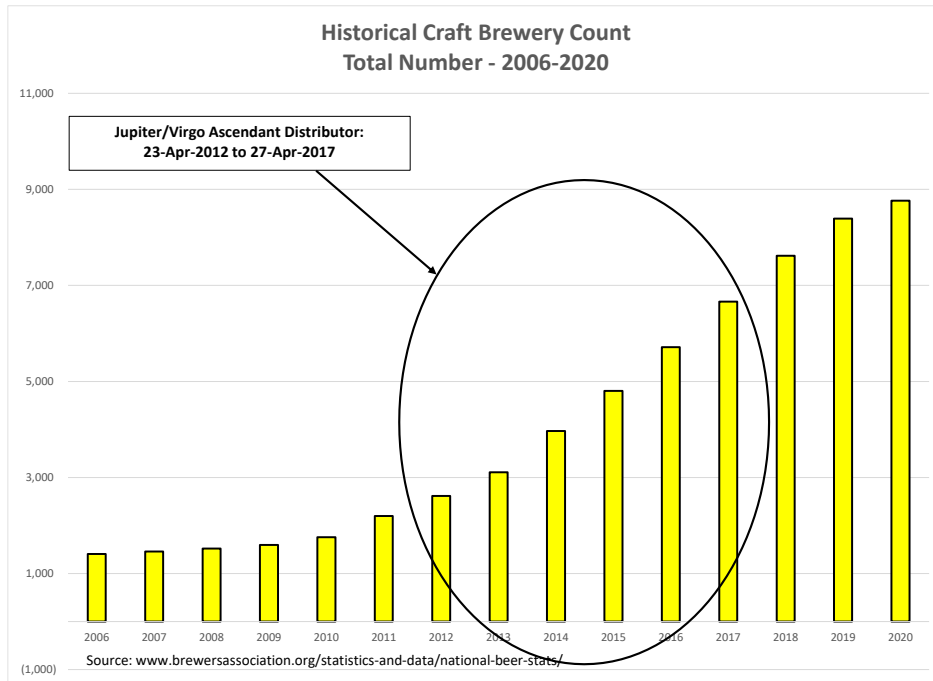


Figure 2. Historical Craft Brewery Count, Total Number, 2006-2020.

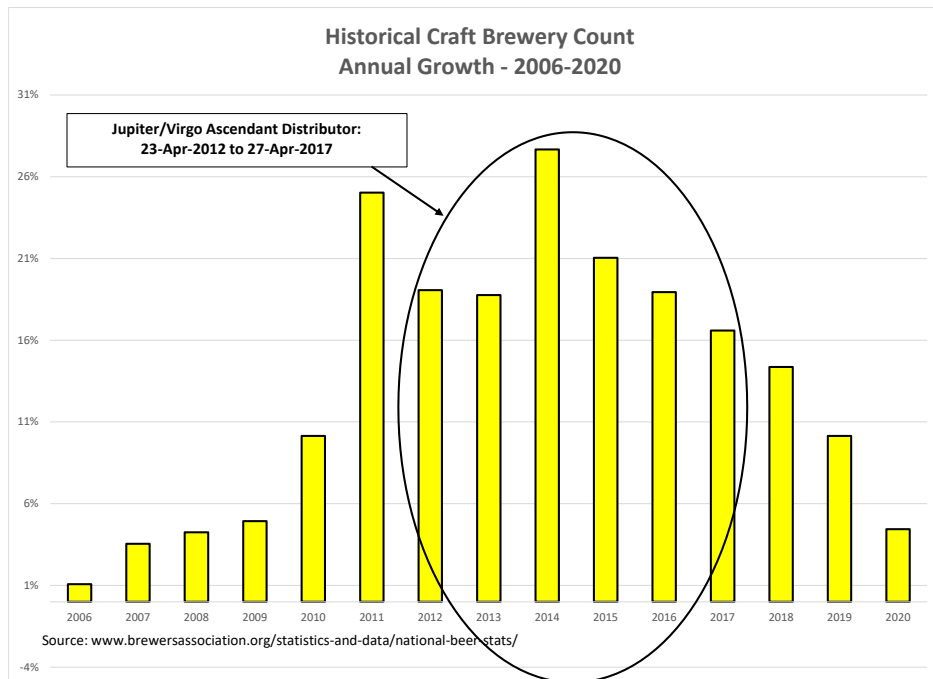


Figure 3. Historical Craft Brewery Count, Annual Percentage Change, 2006-2020.

Barrels Brewed. Based on a reclassified definition of craft beer made in 2016 by the Brewers Association, (see following page), the growth rate of barrels brewed peaked in 2014 and nearly plateaued with growth rates between 0 and 3% in the years 2016-2019.

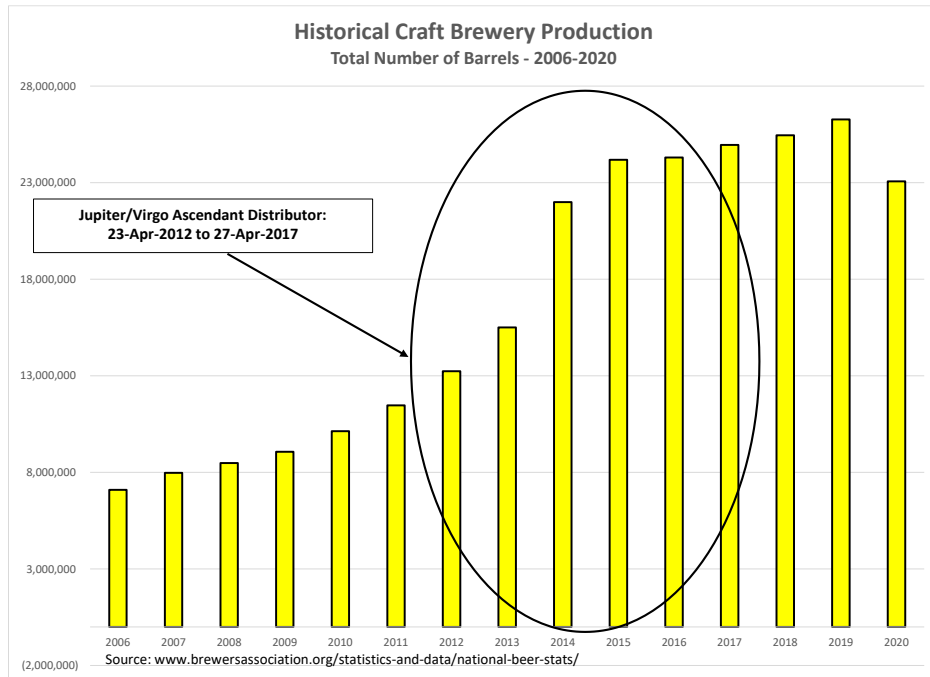


Figure 4. Craft Beer Barrels Brewed, Total Number, 2006-2020.

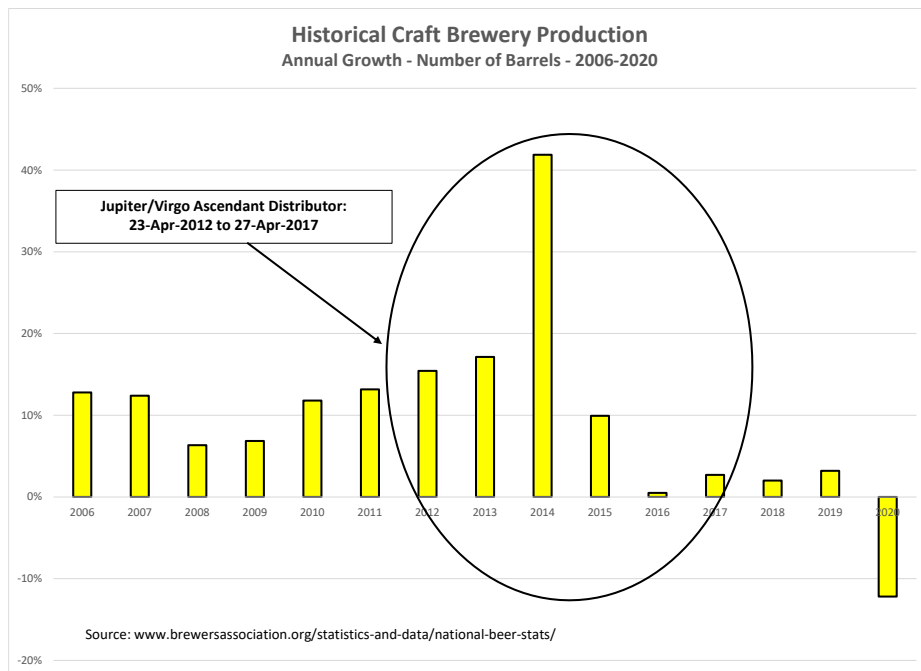


Figure 5. Craft Beer Barrels Brewed, Annual Percentage Change, 2006-2020.

Barrels Brewed:

Change in definition of Craft Brewery Production during the forecast period

Shown in the graphs are current figures from the Brewers Association obtained online in May 2021. They differ from what was published in 2016 and reflects a change in how the Brewers Association defined craft brewers.

To push back against the expansion craft beers into the national market recently purchased by national brewers, in mid-December 2012 the Brewers Association issued a press release distinguishing craft beers from what the Brewers Association termed 'crafty' beers.

2012: Craft Brewer Defined: small, independent, and traditional

- *"Small: Annual production of 6 million barrels of beer or less (approximately 3 percent of US annual sales). Beer production is attributed to the rules of alternating proprietorships.*
- *"Independent: Less than 25% of the craft brewery is owned or controlled (or economic interest) by an alcoholic beverage industry member that is not itself a craft brewer.*
- *"Traditional: A brewer that has a majority of its total beverage alcohol volume in beers whose flavor derives from traditional or innovative brewing ingredients and their fermentation. Flavored malt beverages (FMBs) are not considered beers."*

Based on this definition, the Financial Times reported on 26-Oct-2016 that:

Sales of craft beer grew by 18 per cent in the US in both 2013 and 2014; this slowed to 13 per cent last year and there has been a further drop to 8 per cent this year, according to the Brewers' Association. There has also been a slowdown in the number of breweries opening. This year, Ibisworld, the research group, expects the total figure for the US to reach 4,114, a 6 per cent increase from 2015, which saw a 26.5 per cent increase. That compares with 1,512 establishments a decade ago.³

The Brewers Association's 2012 definition faced expected pushback not only from national brewers but also from Minnesota's August Schell Brewing who had been using corn as an additive since 1860. Technically this violated the third 'traditional' ingredient criteria for a craft brewer. After 2016 the 'traditional' definition was loosened to include additives including corn and rice. The net effect of this change was to reclassify Schell Brewing and Yuengling as 'craft' brewers instead of 'crafty' brewers. Historical barrels brewed data was revised which caused the 2014 growth rate to rise from 18% to 42% primarily due to inclusion of Yuengling.⁴

Hops Market. In 2015 the US surpassed Germany as the world’s largest hop grower by acreage.⁵ Hops prices posted a temporary peak in 2016 and declined by 2% in both 2017 and 2018. Highest growth rates for all metrics (acreage harvested, production/pounds, price/pound) occurred during the Jupiter/Virgo distribution.

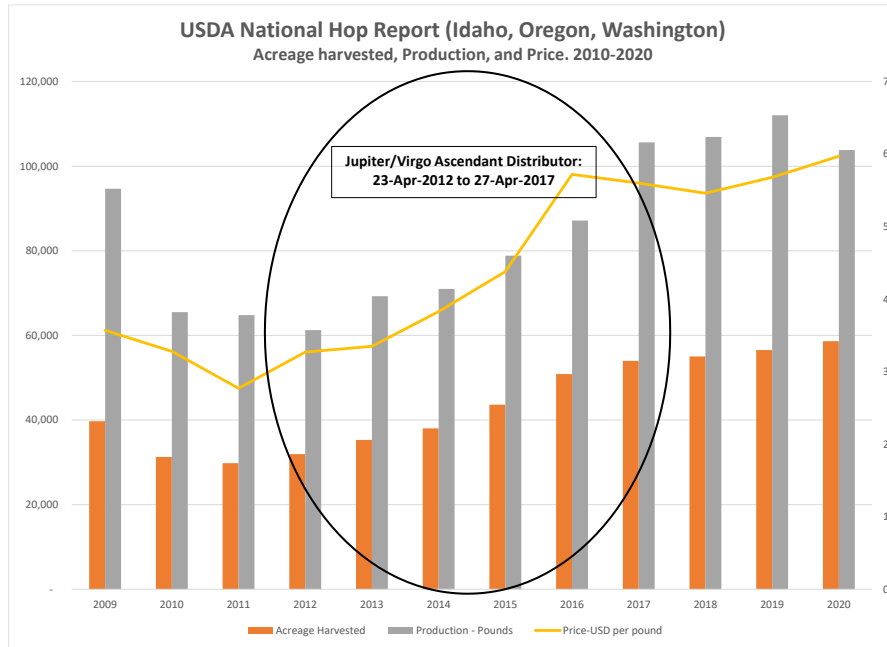


Figure 6. US Hops Market Metrics, 2009-2020.

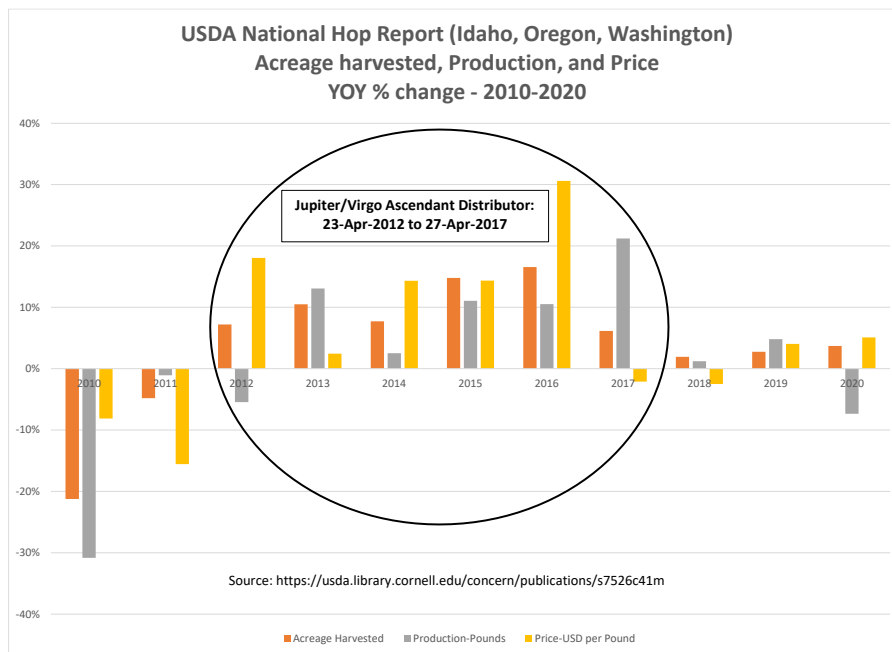


Figure 7. US Hops Market Metrics, Annual Percentage Change, 2009-2020.

Number of M&A Deals. Corporate activity is another measure which can be used to measure industry popularity. Two data sources are (1) Global Beer Trekking⁶ and (2) Vinepair.com⁷ with the latter recommended by Brewers Association chief economist Bart Watson. The number of craft beer Mergers & Acquisitions peaked in 2015 and fell by 75% by 2018. Note that Vinepair stopped updating its series after 2017 which was the last year of the Jupiter/Virgo distribution.

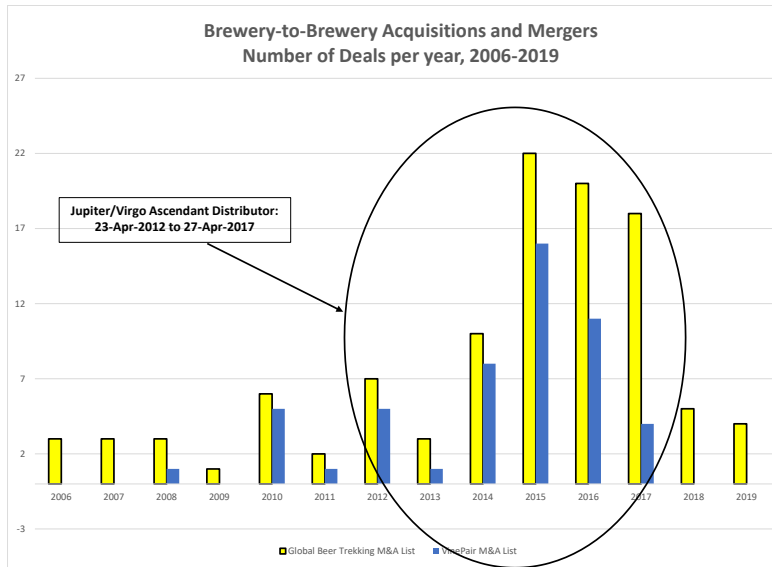


Figure 8. US Craft Beer Mergers & Acquisitions Activity, Deals per year, 2006-2019.

AB InBev buying spree. Anheuser Busch InBev’s purchase of Goose Island in 2011 was a landmark industry event in the ramp up of M&A activity. Soon after, AB InBev created its High End division to oversee craft brewery acquisitions and premium imports. AB InBev announced its 10th and final purchase of Wicked Weed on **3-May-2017**. By September 2017, AB InBev fired 90% of its High End sales staff.⁸ This saga was documented by Josh Noel’s 2018 book *Barrel-Aged Stout and Selling Out: Goose Island, Anheuser-Busch, and how Craft Beer became Big Business*. Here is a complete list of AB InBev acquisitions:

Table 1. Anheuser-Busch InBev Craft Brewery purchases for High End portfolio, 2011-17.

28-Mar-11	Goose Island	18-Dec-15	Four Peaks
5-Feb-14	Blue Point Brewing	22-Dec-15	Breckenridge Brewery
5-Nov-14	10 Barrel Brewing	12-Apr-16	Devils Backbone
23-Jan-15	Elysian	3-Nov-16	Karbach Brewing
23-Sep-15	Golden Road Brewing	3-May-17	Wicked Weed

AB InBev's final craft brewer purchase of Wicked Weed on **3-May-2017**, just 6 days after the conclusion of the Jupiter/Virgo distribution on **27-Apr-2017**, marked a cathartic event within the craft beer movement with Nick Miller positing whether the term 'craft beer' should be retired. A month before the deal craft brewer icon Jim Koch (Boston Beer) wrote a NYC op-ed "Last call for craft beer?" See 'Selected Media Coverage' which follows presentation of corporate stock price charts.

Corporate Stock Price Performance. The 2015 forecast report included stock price charts for Constellation Brands (STZ) and Boston Beer (SAM). Both charts (especially STZ) showed a significant acceleration in price following the start of the Jupiter/Virgo distribution on 23-Apr-2012. In this forecast evaluation, for completeness, I present stock price performance for all publicly traded USA beer companies.

Industry Overview.⁹ Anheuser-Busch InBev and Molson Coors Beverage Company function as a beer duopoly and control a majority of beer produced in the United States. Constellation Brands is the largest US importer of wine, beer and spirits (primarily wine). Boston Beer is the only publicly traded beer and spirits company which maintains its status as a Craft Brewer as defined by the Brewers Association. The Craft Brew Alliance is comprised of a handful of beer and cider brands. Between 15-Mar-2012 (a month before the start of the Jupiter/Virgo distribution) and its delisting in 2020, the stock traded with the ticker BREW.

Table 2. USA-listed Beer stocks + S&P500 Index benchmark

Total Return, Dividends reinvested. Source: Bloomberg

Company Name	Ticker	Start to Peak	Peak to End	Full Cycle	Aftermath
		23-Apr-12	15-Jul-16	23-Apr-12	27-Apr-17
		15-Jul-16	27-Apr-17	27-Apr-17	31-Dec-18
Anheuser-Busch InBev S.A. ADR	BUD	99%	-9%	81%	-40%
Molson Coors Beverage Co. Class B	TAP	166%	-2%	162%	-39%
Constellation Brands Inc. Class A	STZ	678%	6%	722%	-4%
Boston Beer Co. Class A	SAM	70%	-17%	41%	71%
Craft Brew Alliance	BREW	59%	12%	78%	6%
Standard & Poors 500 Index	SP500	72%	12%	93%	8%

Key findings for Corporate Stock Performance

- AB InBev, Molson, and Constellation outperformed the S&P500 from Start to Peak (23-Apr-12 to 15-Jul-16) and for the Full Cycle (23-Apr-12 to 27-Apr-17).
- Boston Beer and Craft Brew Alliance underperformed the S&P500 from Start to Peak (23-Apr-12 to 15-Jul-16). Compared to the other companies and the S&P600, neither Boston Beer or Craft Brew Alliance paid any dividends during the period. Excluding dividends, both Boston Beer and Craft Brew Alliance outperformed the S&P500 from Start to Peak.
- After 2016, AB InBev and Molson Coors stock prices collapsed.
- The subsequent surge in SAM after 2017 reflects a pivot to hard cider and hard seltzer which now comprises most of Boston Beer’s revenue.

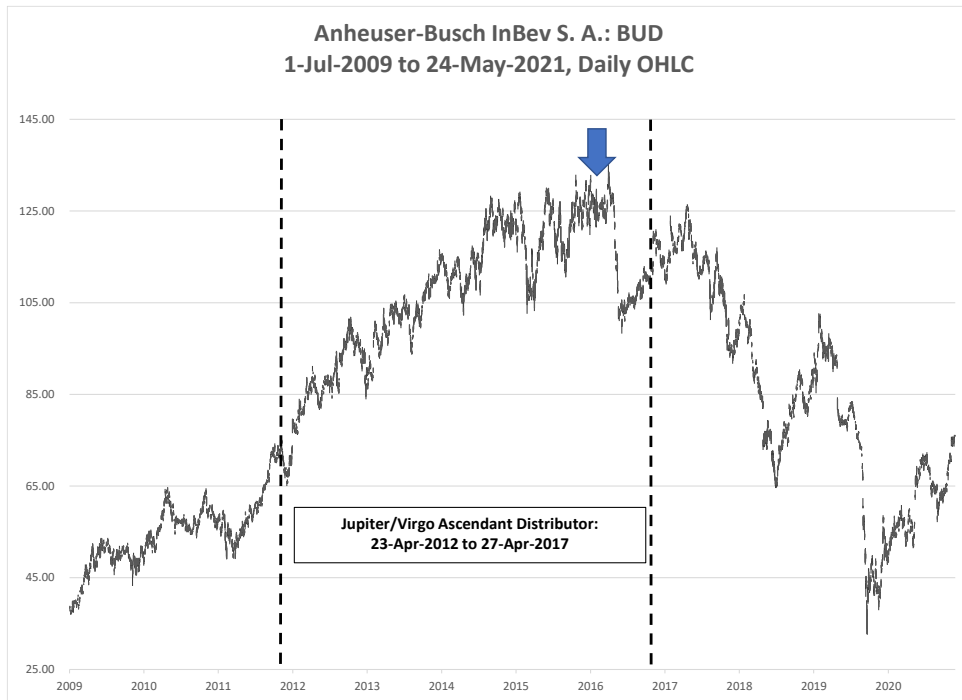


Figure 9. Anheuser-Busch InBev S. A. daily stock prices, 2009-2021.

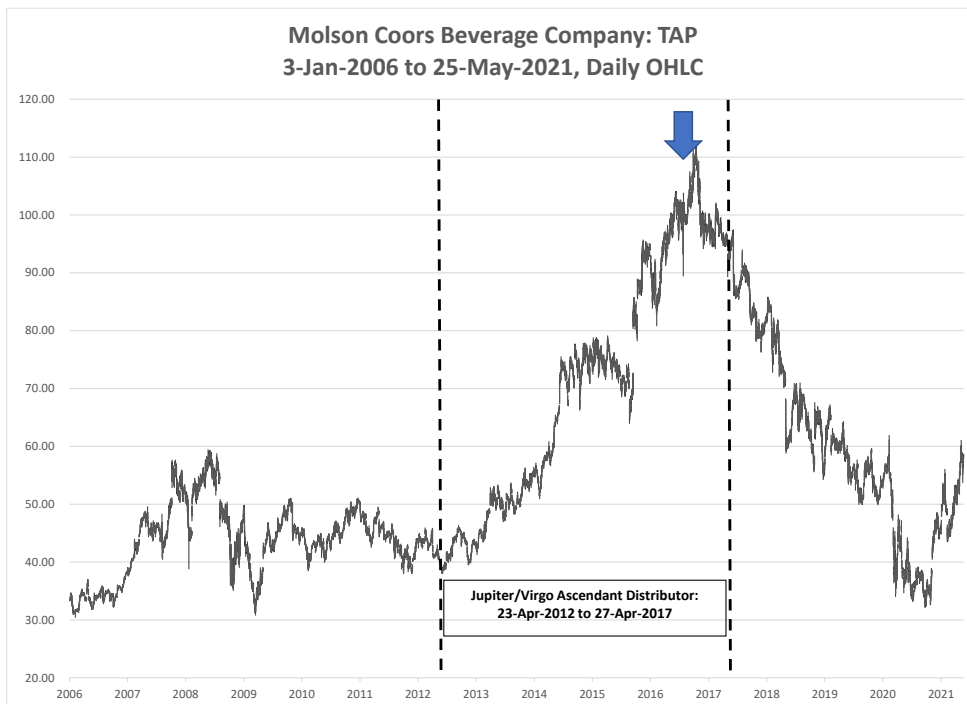


Figure 10. Molson Coors daily stock prices, 2006-2021.



Figure 11. Constellation Brands Inc. Class A daily stock prices, 2006-2021.

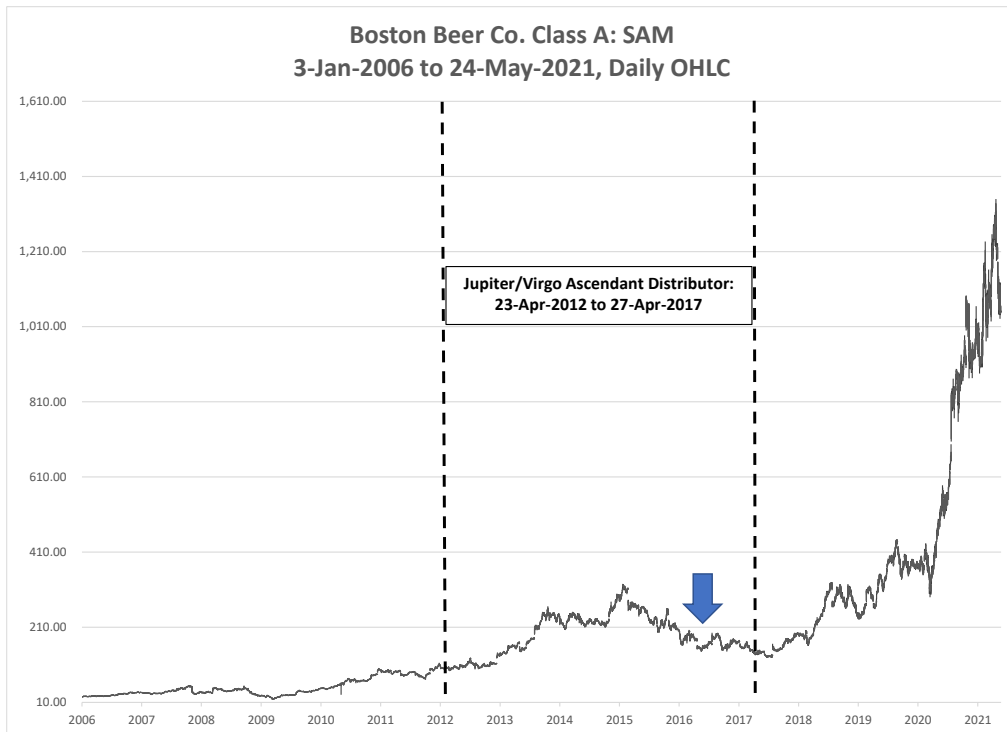


Figure 12. Boston Beer daily stock prices, 2006-2021.

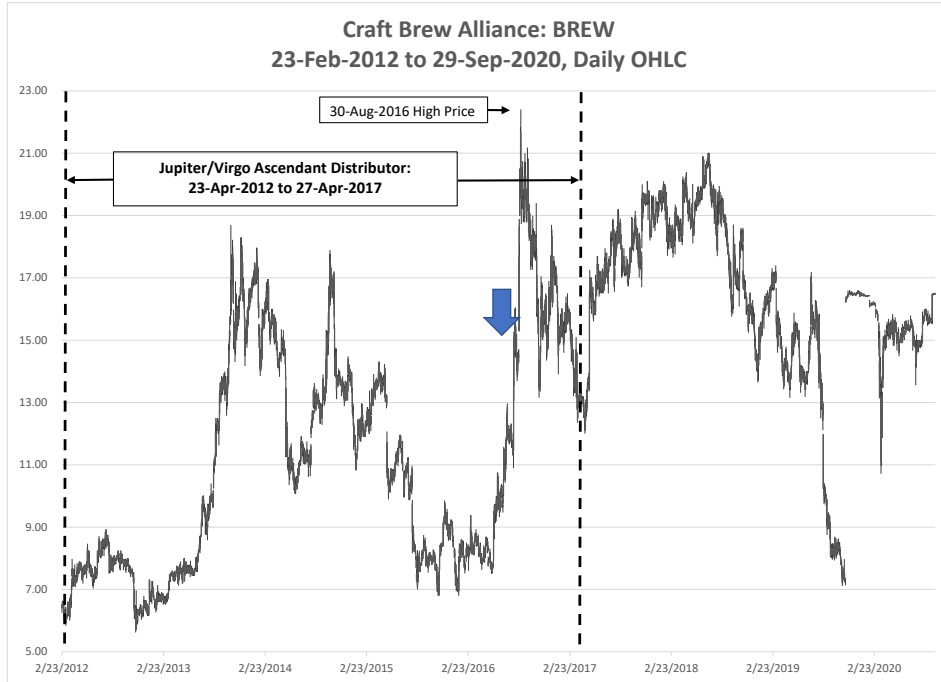


Figure 13. Craft Brew Alliance, 2012-2020.

Media Coverage - Googletrends

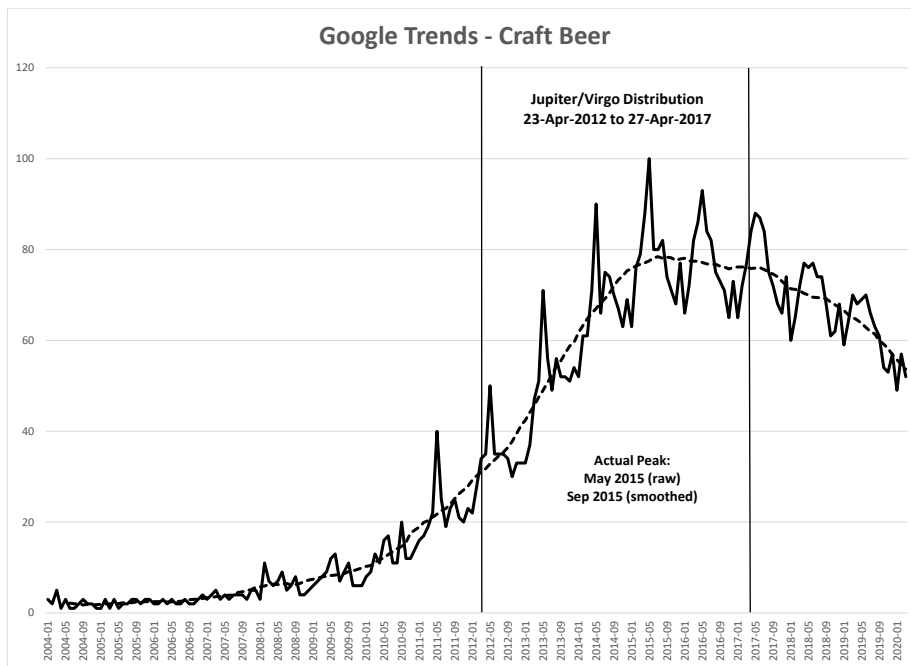


Figure 14. Googletrends search results for 'Craft Beer.' 2004-2020.

Selected Media Headlines

Hops Market Boom and Bust

Emiko Terazono, "Hops harvest forecast to set a 7-year high," Financial Times, 6-Jun-2016.

Available online: <https://www.ft.com/content/8af4a1f2-2994-11e6-8b18-1555f2f4fde?ftcamp=crm/email//nbe/LexEurope/product>

Emiko Terazono, "Craft beer boom sends US to top of global hop charts," Financial Times, 27-Jul-2016. Available online: <https://www.ft.com/content/750b8bc6-53e7-11e6-befd-2fc0c26b3c60?ftcamp=crm/email//nbe/LexEurope/product#axzz4FhykgKZh>

Available online: <https://www.ft.com/content/750b8bc6-53e7-11e6-befd-2fc0c26b3c60?ftcamp=crm/email//nbe/LexEurope/product#axzz4FhykgKZh>

Emiko Terazono, "US craft beer slowdown sends hops market from boom to bust," Financial Times, 12-Feb-2018. Available online: <https://www.ft.com/content/0f678bd6-0cc7-11e8-839d-41ca06376bf2>

Craft Beer Boom and Bust

Adam Teeter, "The Craft Beer Bubble," www.vinepair.com, November 17, 2015. Available online: <https://vinepair.com/wine-blog/craft-beer-bubble/>

Lauren Hirsch and Chris Prentice. "AB InBev, SABMiller deal wins US approval, adds craft beer protections," Reuters, 21-Jul-2016. Available online: <https://www.reuters.com/article/sabmiller-ma-abinbev-idUSL1N1A61F1>

"Craft Brew Alliance and Anheuser-Busch Announce New and Enhanced Commercial Agreements," Brewbound, 23-Aug-2016. Available online: <https://www.brewbound.com/news/craft-brew-alliance-anheuser-busch-announce-new-enhanced-commercial-agreements>

Scheherazade Daneshkhu and Lindsay Whipp, "Brewing: Craft beer comes of age," Financial Times, 26-Oct-2016. Available online: <https://www.ft.com/content/c9f77348-8ccc-11e6-8cb7-e7ada1d123b1>

Jim Koch, "Is It Last Call for Craft Beer?" New York Times, 7-Apr-2017. Available online: <https://www.nytimes.com/2017/04/07/opinion/is-it-last-call-for-craft-beer.html? r=0>

Nick Miller, "After Anheuser-Busch Buyout of Wicked Weed, Is It Time to Retire the Term 'Craft Beer'?" East Bay Express, 10-May-2017. Available online: <https://eastbayexpress.com/after-anheuser-busch-buyout-of-wicked-weed-is-it-time-to-retire-the-term-craft-beer-2-1/>

"Craft Beer's Days of Explosive Growth are Over," Fortune. 27-Mar-2018. Available online: <https://fortune.com/2018/03/27/craft-beer-2017-sales/>

Jupiter/Virgo Distribution: Health Care

Health care was a second theme identified in the 2015 forecast report. I stated that

Though President Obama signed the Patient Protection and Affordable Care Act into law on 23-Mar-2010, not until the Supreme Court upheld the constitutionality of the ADA's individual mandate on 28-Jun-2012 did most Americans take the ACA seriously. Compare this Supreme Court decision to Anheuser Busch InBev's 29-Jun-2012 bid for Modelo (one day apart!).

Evaluation. As no formal prediction was made in 2015 for the health care theme, my comments here are brief but will follow the same type of metrics examined for craft beer.

Obamacare. Cost sharing reduction subsidies (CSR) paid to insurance companies was active for the years **2013-2017** when the Jupiter/Virgo distribution was active. Following the changeover to Mars/Virgo, the Trump administration ended CSR payments on **12-Oct-2017**.

Googletrends – Obamacare. Peak reading is October 2013. Results rose distinctively after the Jupiter/Virgo distribution started and fell noticeably after the Jupiter/Virgo distribution fell.

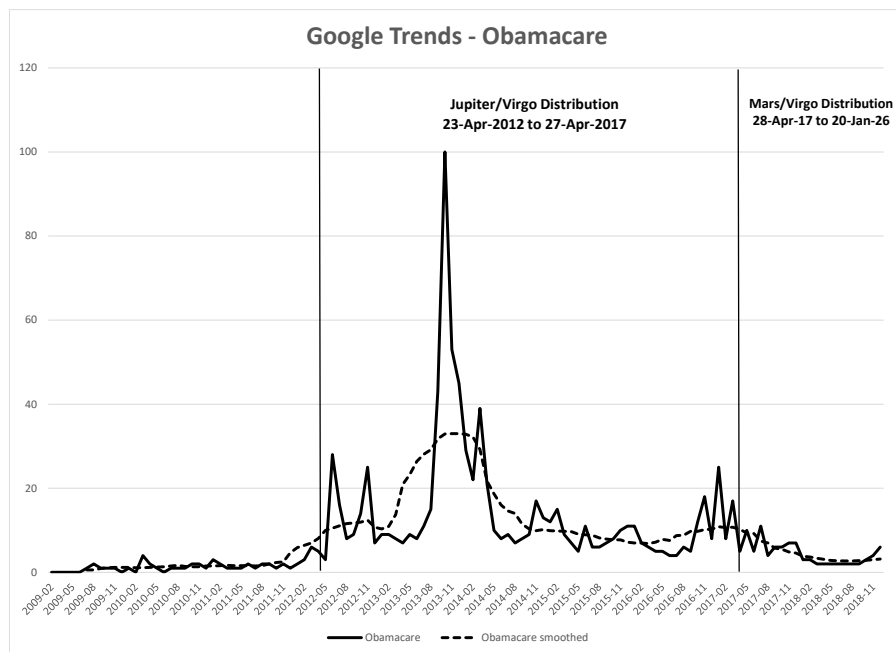


Figure 15. Googletrends search results for 'Obamacare.' 2009-2018.

Corporate Stock Performance. Performance of the SPDR Healthcare ETF (XLV) easily outperformed the S&P500 during the Jupiter/Virgo distribution. Using the same date cutoffs and definitions as used in beer company stock examples, XLV rose 115% from Start to Peak and 121% for the Full Cycle compared to 72% and 93% respectively for the S&P500.

IB. Mars/Virgo Distribution. 28-Apr-2017 to 20-Jan-2026

The Mars/Virgo Ascendant distribution range is 28-Apr-2017 to 31-Jan-2026. The 2015 prediction outlined four planet/sign themes without making and specific predictions based on numerical metrics. Here are the four Mars/Virgo themes identified in the 2015 report:

Prediction made 2015-06-11

1. From beer bellies to gym rats. As delineated previously, an undesirable side effect of the Jupiter/Virgo Distribution is liver damage and poor health. Overweight men with beer bellies will trade in their beer mugs for gym memberships because Mars/Virgo can be delineated as 'exercise fanaticism' necessary to 'get rid of the gut.' Health metrics of this population segment should improve. This is a good thing.

2. Tough Mudder popularity explodes! Within the fitness industry, the most precise delineation match to Mars/Virgo as an exercise style is outdoor mud racing. While some may be more familiar with the off-road motorsport version of outdoor mud racing (whose popularity should also increase), here I am specifically referring to mud run obstacle courses whose participants are athletes with interests in extreme sports. Most well-known is the *Tough Mudder* race which debuted in 2010 and sold 750,000 admission tickets for races in 2013 alone.¹⁰ At this point I am not sure if Tough Mudder admission tickets or total participation in all mud run obstacle courses is the better metric – but one of these can be used in a formal prediction.

3. Revival of US Army and military logistics. A more classic delineation of Mars/Virgo is military logistics and preparedness whose domain has traditionally fallen under the US Army Chief of Staff. Also, as a type of military ordinance, Mars/Virgo is the significator for land mines. Military spending on logistics, overall preparedness, and landmines will grow dramatically beginning in 2017.

4. Back to Hard rock mining. My professional practice has consistently confirmed Mars/Virgo as the planet/sign significator for resource extraction which includes hard rock mining and certain types of oil and gas development. Though the current social mood within the USA is anti-mining, the Distributor Changeover from Jupiter to Mars will reverse this attitude. Prior unsuccessful attempts to allow mineral extraction within National Parks and Wilderness areas, including oil and gas development in the Alaskan Arctic National Wildlife Refuge, will be supported by a majority of Americans between 2017 and 2026.

Prediction Evaluation

1. From beer bellies to gym rats.

1A. Gym rats drink hard seltzer not craft beer!

Within the beer industry, consumer preferences shifted away from traditional higher calorie beer products to lower calorie products with hard ciders and seltzers capturing changing tastes. Boston Beer, producer of Sam Adams beer, now makes a majority of its revenue from hard cider and hard seltzer products and is the reason why its stock price substantially outperformed its peers after the conclusion of the Jupiter/Virgo distribution. Change in consumer preference from 'craft beer' to 'hard seltzer' using Google Trends search results document the shift following the Distributor changeover to Mars/Virgo on **28-Apr-2017**.

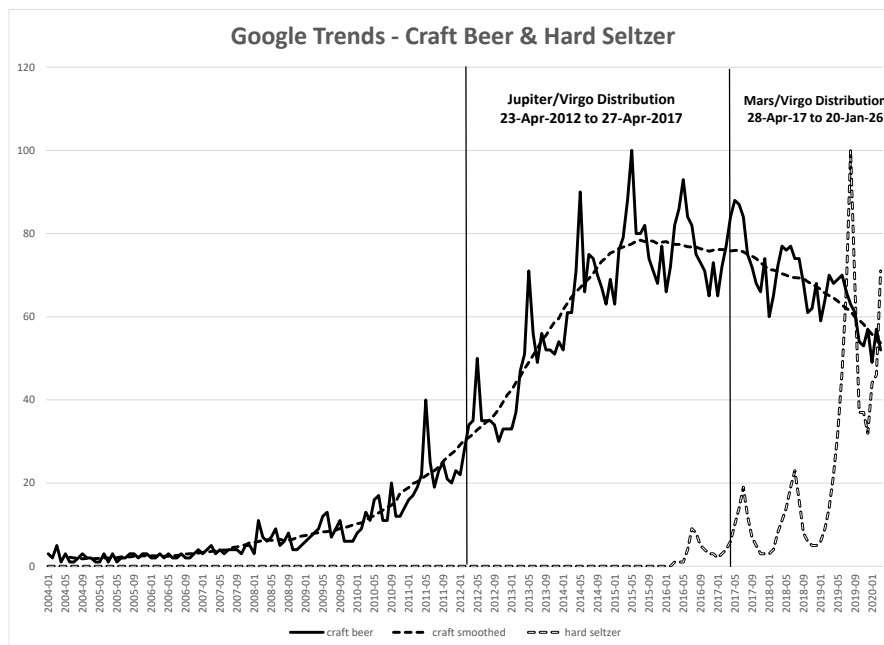


Figure 16. Googletrends search results for 'Craft Beer' and 'Hard Seltzer.' 2004-2020.

This same shift was documented by Social Standards, a marketing consulting firm which applies data mining to Instagram posts. In 2019, they reached conclusions which matched Googletrends' findings:

Unfortunately for craft brewers, our data shows that:

- Consumer conversations about craft beer have plummeted 16% since 2017.
- In the past two years, the category hasn't successfully attracted new consumer segments.
- Craft beer under-indexes with growing health & wellness trends like self-care, low carb & moderation.¹¹

Additional Media References for the transition of brewers towards Hard Seltzer

Boston Beer introduced Truly Spiked & Sparkling on 4-Apr-2016.

<https://www.prnewswire.com/news-releases/introducing-truly-spiked--sparkling-a-new-way-to-drink-sparkling-water-spiked-300245211.html>

Anheuser-Busch InBev purchased brand SpikedSeltzer from Nick Shields and took the brand national in Summer 2017. <https://adage.com/article/cmo-strategy/brand-started-spiked-seltzer-craze/313119>

Jeff Alworth. "Craft Brewer" definition changed to accommodate Sam Adams' Shift away from beer. Available online: <https://www.beervanablog.com/beervana/2018/12/18/craft-brewer-definition-changed-to-accommodate-samuel-adams>

Rebecca Jennings, "Hard seltzer is here to stay," VOX, 20-Aug-2019.

Available online: <https://www.vox.com/the-goods/2019/8/20/20812814/white-claw-truly-hard-seltzer-explained>

Saabira Chaudhuri. "Budweiser Brewer Shares Dive as It Loses More US Market Share. AB InBev indicates its rivals have done a better job of capitalizing on a shift to hard seltzers," Wall Street Journal, 27-Feb-2020. Available online: <https://www.wsj.com/articles/budweiser-brewer-takes-profit-hit-loses-more-u-s-market-share-11582793027>

1B. Gym Rats Rejoice: Wearable Fitness Devices now track fitness metrics!

I purposely used the term 'health metrics' in my 2015 prediction because Mars/Virgo is not only associated with fitness fanaticism but also tracking calories, workout times, heart rate, and a host of other metrics which fulfill a related Mars/Virgo theme of (athletic activity = Mars) + (precision/data = Virgo). While many fitness trackers have been released over the years, Apple's Watch Series 6 with fitness tracking capabilities launched on **14-Sep-2020** has a good chance to emerge as the industry leader.¹² Apple's fitness launch was preceded by several steps taken by Tim Cook as a purposefully driven pivot of the Apple franchise towards fitness. Apple first created its in-house fitness lab in 2015. Six weeks after the start of the Mars/Virgo distribution on **6-Jun-2017**, Apple hired Dr. Sumbul Desai, the executive director of Stanford Medicine's Center for Digital Health, to be Apple's VP of health.¹³

2. Tough Mudder Popularity Explodes!

Nope, but Peloton could not keep up with stationary bike demand during the COVID shutdown.

This prediction was a dud as the popularity of military training style mud obstacle courses did not gain traction nationwide. The failure of this prediction shows the difficulty in predicting whether a local/regional fad will translate nationally. The best example of a Mars/Virgo fitness fad which expanded nationally are Peloton stationary bikes which incorporate audiovisual linkups to group workouts and biometric data for tracking fitness performance. Peloton launched its initial public offering at \$27 on **26-Sep-2019** a few months before the 2020 COVID pandemic struck. With a shift in consumer preferences to in-home workouts during the COVID lockdown, Peloton stock was a Wall Street favorite during 2020 and rose to a high price of \$166.10 on **14-Jan-2021**. Astrologically, the connection between Peloton and the distribution is confirmed by the position of Mars for Peloton's IPO on **26-Sep-2019** of 25VI06. Yes, Mars was in Virgo on that date, and in its own bound to boot (21-28 Virgo).

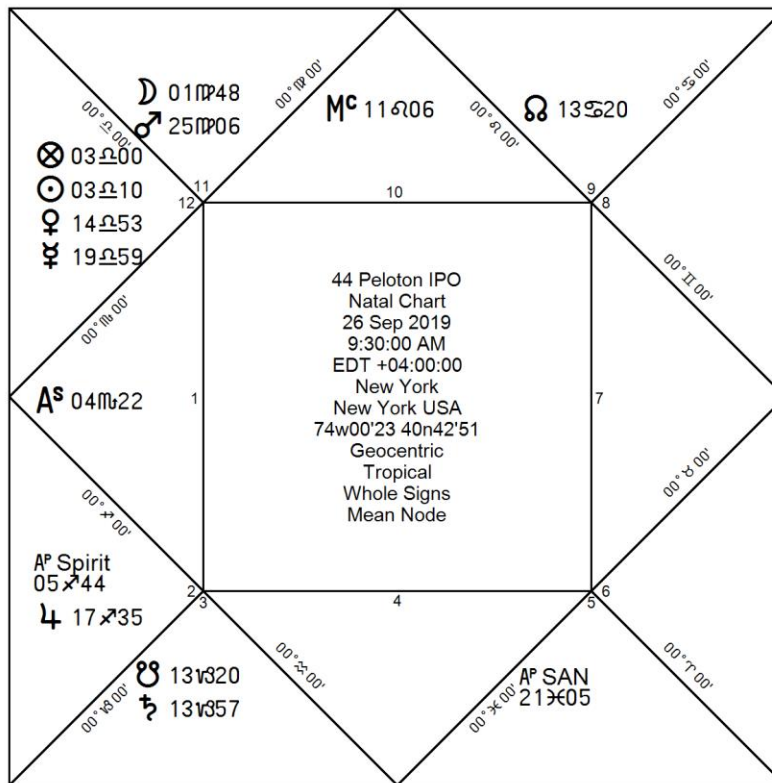


Figure 17. Peloton IPO Horoscope, 26-Sep-2019.

3. Revival of US Army and military logistics.

Sidebar: Google, Big Data, and Machine Learning.

After writing the 2015 prediction, I confirmed that Google’s capture of ‘big data’ was another Jupiter/Virgo theme beyond craft beer and health care based on prediction feedback in the Skyscript forum.¹⁴ Simply put, Jupiter = 'big' and Virgo = 'data.' There is no relationship between big data and 'revival of US Army and military logistics' directly; however big data is not the end of the story. Once big data is required, a programming overlay known as 'machine learning' is deployed in order to make sense of it. Although I am more familiar with the term 'data mining' as a Mars/Virgo signifier (Mars = 'mining' and Virgo = data') it appears reasonable to assign machine learning to Mars/Virgo based on the same logic.

Similar to the transition from 'craft beer' to 'hard seltzer' in the beverage universe, Googletrends identifies a shift in popularity from 'big data' to 'machine learning.' In this case the shift predates the Ascendant Distributor changeover from Jupiter/Virgo to Mars/Virgo but appears to accelerate at the changeover, nonetheless.

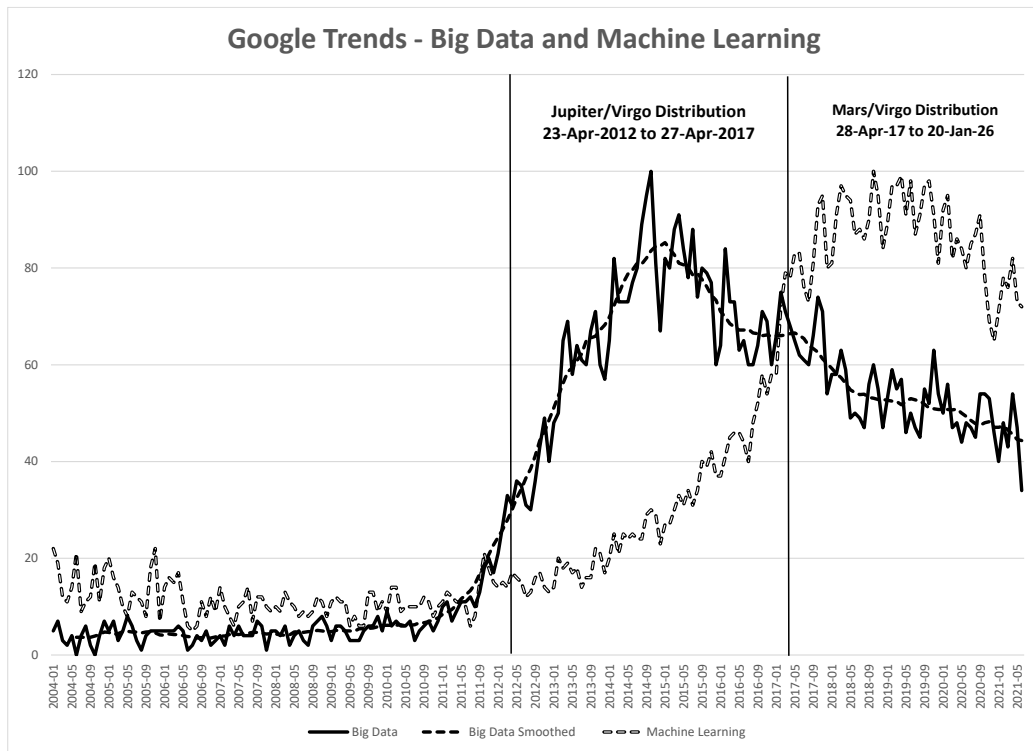


Figure 18. Googletrends search results for 'Big Data' and 'Machine Learning.' 2004-2020.

Linking the threads: Google's application of machine learning to military operations.

Google's original **19-Aug-2004** IPO horoscope includes both Jupiter and Mars in Virgo which links the company to both Jupiter/Virgo and Mars/Virgo distributions. I find it also incredible that both planet/sign combinations are also present on Google's reorganization under the Alphabet umbrella on **2-Oct-2015** (untimed). What happened to Google on the distributor changeover from Jupiter/Virgo to Mars/Virgo on **28-Apr-2017**? Just two days before, the Pentagon established Project Maven on **26-Apr-2017**, a battlefield artificial intelligence application whose objective was to deploy facial recognition techniques to identify enemies prior to drone strikes designed to kill.¹⁵ Google was originally involved with Project Maven until a wider group of employees learned of the company's involvement with the military. After protests and several resignations, Google terminated its participation in 2018.

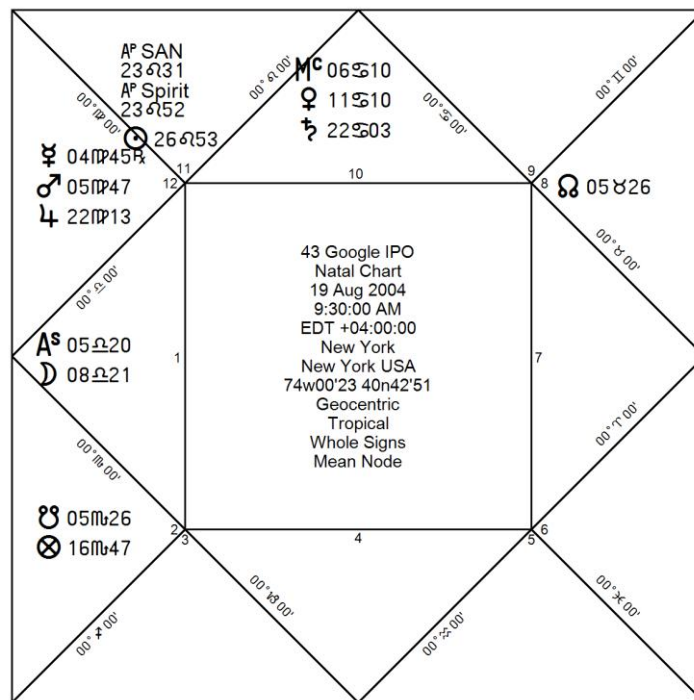


Figure 19. Peloton IPO Horoscope, 26-Sep-2019.

Creation of Project Maven on **26-Apr-2017** is consistent with the 2015 prediction of a focus on military logistics with or without Google's participation in the project. The 2015 prediction specifically mentions land mines because 'land = Virgo an earth sign' and 'mines = military ordnance = fire.' The military refers to land mines as 'anti-personnel devices.' Drones are airborne and are not an astrological delineation match to Mars placed in an earth sign. However, the precision afforded by AI applications used for facial recognition is a clear application of machine learning with a Mars/Virgo signature.

4. Back to Hard rock mining.

Yes indeed, oil and gas leases in the ANWR have now been auctioned!

The final thematic prediction made in the 2015 forecast report was newfound popularity for resource extraction which includes hard rock mining and oil and gas development:

2015 prediction:

Prior unsuccessful attempts to allow mineral extraction within National Parks and Wilderness areas, including oil and gas development in the Alaskan Arctic National Wildlife Refuge, will be supported by a majority of Americans between 2017 and 2026.

Given the forecast report was written in 2015 when Hillary Clinton was widely perceived as the Democratic front runner for President and that Democrats had consistently opposed drilling in the ANWR since completion of the Alaska oil pipeline in 1977, this was probably the most out-of-consensus forecast I made in 2015.

- 17-Aug-2020** Trump administration announced plans for an oil and gas leasing program in the Arctic National Wildlife Refuge.¹⁶
- 6-Jan-2021** ANWR leases were auctioned.
- 20-Jan-2021** President Biden announced a temporary halt to ANWR drilling activity.¹⁷
- 2-Jun-2021** President Biden suspends Arctic drilling rights.¹⁸

Since the current Mars/Virgo distribution extends to 20-Jan-2026, it remains likely that oil and gas drilling will eventually occur within the ANWR between now and 2026. At the very least, oil and gas drilling should rise on other publicly held lands for the balance of the distribution.

A valid critique of the 2015 prediction concerns the phrase ‘will be supported by a majority of Americans.’ Given the unwillingness of some major financial institutions to lend money to support ANWR drilling in response to public lobbying it is unclear whether the quoted phrase is accurate. The better prediction language might have stated that drilling will occur, without mention of support by a majority of Americans. Historically, the fossil fuel industry has shown great facility in pushing through resource development aided by political contributions and regulatory capture without majority public support.

II. PREDICTION EVALUATION: PARTNER DIRECTIONS

So far, this evaluation has addressed predictions based on directing the Ascendant through the Egyptian bounds which elevates each bound lord as a Distributor. Please note that no directions of specific planets in the horoscope have yet been discussed. In my view, this shows the great predictive power of the Egyptian bounds to generate social movements for a national horoscope on a standalone basis without the influence of any planet or its aspects. This Distributor part of Abū Mashar’s System of Distributors and Partners is powerful, but it is not the entire story. Let's turn now to partner directions.

General: Mars-Mars period [9-Sep-2017 to 20-Apr-2021]

Five months after the Ascendant distributor changeover from Jupiter/Virgo to Mars/Virgo there was a Mars direction which yielded two dates based on different latitude assumptions.

PT	D	Changeover		Bound Mars/Virgo d. => ASC	28-Apr-2017
PT	D	Mars/Virgo	P	sin square Mars (l=MA) d. => ASC	9-Sep-2017
PT	D	Mars/Virgo	P	sin square Mars (l=0) d. => ASC	1-Nov-2017

This meant that between the time of the Mars direction of 9-Sep-2017 and the subsequent Mercury direction of 20-Apr-2021 (not shown) that both Ascendant Distributor and Partners would be Mars-influenced. It’s unusual for malefics in any combination to jointly rule. Since 4-Jul-1776, I identified four prior periods when this was the case, collectively about 15 years of the entire 239 year history of the USA up to the time I wrote the 2015 report:

Table 3. Joint Mars rulership of the Ascendant Distributor and Partner, USA, 1776-2020.

Date Range	Events
10-Feb-1843 to 7-Mar-1945	Prologue to Texas Annexation/Mexican War
4-Nov-1860 to 3-Jan-1863	Lincoln’s Election and Civil War outbreak to the Emancipation Proclamation.
8-Oct-1907 to 14-Nov-1910	Financial Panic of 1907 and The Great Auto Race of 1908.
9-Apr-1983 to 26-Feb-1988	Military Revival under Reagan, Successful Grenada invasion of 25-Oct-1983 removed taint of Vietnam within military.

Because each of the four prior Mars-Mars periods coincided with periods of belligerence among the American populace, I chose to recuse myself from making any formal prediction of harm to Americans for this period. So, what happened?

Consider changes in attitudes by Democrats and Republicans between 2014 and 2020 as tracked by the nonpartisan Pew Research Center:

2014. 27% of Democrats and 36% of Republicans believed partisan counterparts posed a ‘threat to the nation’s well-being.’¹⁹

2020. In response to a slightly different question, 75% Republican/Lean Republican and 71% Democrat/Lean Democrat stated that conflict between both parties was very strong.²⁰

Democratic-leaning strategist Rachel Bitecofer went further with her “Hate is on the Ballot” New Republic article published February 2020.²¹

Specific: Mars Partner directions of 2017

Examining both **9-Sep-2017** and **1-Nov-2017** dates computed by the Mars-Ascendant primary directions, classified as ‘Partners’ in Abū Mashar’s system, what happened? Specifically, were martial actions taken which kicked off a Mars-Mars period in national mood?

On **5-Sep-2017**, President Donald Trump ordered an end to the DACA program in one of the most contentious measures taken against illegal immigrants during his administration.²² It is possible to link this direction’s Mars/Virgo distributor to conflict with Mexico based on the prosecution of the Mexican-American War of 1846-1848 timed by Mars/Virgo directions in the horoscope of President James Polk. Mexican territorial claims relinquished after the Mexican-American War include Texas, Utah, Nevada, California, most of Arizona/New Mexico and portions of Wyoming/Colorado/Kansas/Oklahoma. These are the current states where illegal immigration remains a political lightning rod.

On **4-Nov-2017**, the group Refuse Fascism sponsored nationwide multi-city Antifa rallies. Actual attendance was sparse.²³ Mars/Gemini ruling the 4th in the mundane horoscope is consistent with civil unrest. See however the partner for this direction was a sinister aspect which is less powerful than a dexter aspect. Attendance was low, there were no deaths, and there were no mass arrests.

The rise of Antifa as a USA political bogeyman appears tied to the Ascendant Distributor changeover from Jupiter/Virgo to Mars/Virgo on **28-Apr-2017**. The first USA Antifa event tagged by Google Trends was **1-Feb-2017** when Antifa protestors at Berkeley protested the appearance of Breitbart editor Milo Yiannopoulos.²⁴ However, cancellation of Portland’s annual Avenue of Roses Parade and Carnival on **29-April-2017** – because multiple groups planned to protest – was the first recorded USA incident where Antifa planned to confront right-wing demonstrators in public.²⁵ This falls 1 day after the Ascendant Distributor changeover to Mars/Virgo.

On **14-Aug-2017**, Mark Bray published *Antifa: The Anti-Fascist Handbook*. This occurred two days after the **11/12-Aug-2017** *Unite the Right* rally in Charlottesville, Virginia. August 2017 is the peak

Googletrends Antifa score for 2017, though a secondary peak occurs in November 2017 the same month as the **4-Nov-2017** nationwide Antifa rally cited above.

Comment: While I believe these are reasonable event matches to the Mars partner directions, there is obvious risk of confirmation bias with these event matches.

III. REFLECTIONS AND CONSIDERATIONS FOR FUTURE PREDICTION TESTS

Relevance

In my mind, the most important issue is whether predictions like this matter, assuming that astrologers believe the 2012-2017 Craft Beer bubble was timed by the Jupiter/Virgo as Ascendant Distributor for the proposed Regulus USA National Horoscope. While we can and should quibble over whether my failed prediction of a decline in the total number of craft breweries nullified the prediction or whether other similar metrics which performed as expected validated the prediction, it is unambiguous that the prediction made in 2015 was of real-time use to participants in the Craft Beer industry: that the boom would not continue, that additional expansion was unwise, and the better business strategy was to sell out or to prepare for a new product line as Boston Beer did with hard seltzers. Participants in social fads benefit from knowing the contours of the wave they ride.

Prediction accuracy: Distributors vs Partners

Based on my findings so far, it appears easier to predict the social mood based on Distributors rather than specific events timed by Partners. Once significations of the Planet/Sign of the bound lord are defined, they are relatively constant throughout the Distribution. That said, it is clearly easier to predict the 'end' of the social mood by choosing specific metrics for a trend once it has started, rather than to identify the trend prior to the start of the Distribution (e.g., to predict in 2010 that craft beer would become a social fad between 2012-2017 – though not impossible). As for Partners, while general predictions can be made about their outcomes, I rate it nearly impossible to predict the exact details of an event in advance which would satisfy skeptics.

Regional variation and Participation

It is an open question on what level of participation is required for a trend to become a social movement the likes of which are picked up by Ascendant Distributions. This is an area I have not explored in detail. A few prior social movements do offer numerical evidence which can be tabulated. I am thinking of the membership ranks of the 2nd Ku Klux Klan in the early 1920s timed by Mars/Cancer as Ascendant Distributor. Those numbers are available and like all fads will show regional variation from state-to-state. For instance, Indiana and several other Midwestern states were hotbeds for KKK membership. Demographic profiles also vary for social movements. The craft beer demographic is 80%+ non-Hispanic white and 66%+ male primarily in the 20-50 age group.²⁶ Social movements are not distributed evenly by location or demographics.

Endnotes

¹ https://www.staples.com/Refinery-3345022-Beer-Making-Kit/product_2396122

² Available online: <https://www.brewersassociation.org/statistics/number-of-breweries/>

³ Available online: "Brewing: Craft beer comes of age." <https://www.ft.com/content/c9f77348-8ccc-11e6-8cb7-e7ada1d123b1>

⁴ For a detailed discussion of the Brewers Association's classification of craft beer, see Josh Noel, *Barrel-Aged Stout and Selling Out: Goose Island, Anheuser-Busch, and how Craft Beer Became Big Business*, Chicago Review Press, 2018, pps. 302-306.

⁵ Mai Hoang, "Harvest of hops: Five things you probably don't know about hops...and one you do," *Yakima Herald*, September 26, 2017. Available online: https://www.yakimaherald.com/news/local/harvest-of-hops-five-things-you-probably-don-t-know/article_2e327ee6-8d46-11e7-834d-5b91e0d34427.html [accessed May 29, 2021].

⁶ <http://www.globalbeertrekking.com/acquisitions-and-mergers.html> [accessed May 29, 2021].

⁷ <https://vinepair.com/craft-beer-sales/> [accessed May 29, 2021].

⁸ Reid Ramsay, 'Brutal day as Anheuser Busch lays off hundreds of employees in "The High End,"' *Beer Street Journal*, Available online: <https://beerstreetjournal.com/anheuser-busch-the-high-end-layoffs/> [accessed May 30, 2021].

⁹ For a concise craft beer industry overview from its origins to 2012, see Kenneth G. Elzinga, Carol Horton Tremblay and Victor J. Tremblay, "Craft Beer in the United States: History, Numbers, and Geography," *Journal of Wine Economics*, Volume 10, Number 3, 2015, pages 242-274.

¹⁰ Lizzie Widdicombe, "In Cold Mud," *The New Yorker*, January 27, 2014.

¹¹ 'Craft Beer: Market Insights Brief 2019,' Social Standards. Company website: <https://www.socialstandards.com/>. Note: This study covers the two year period from September 2017 to September 2019. This was a complementary public report the company used to market its services. A query to see if the study results could be expanded to include the April 2017 distributor changeover resulted in a quoted project fee of \$5,000 which was beyond the resource budget for testing the 2015 set of predictions.

¹² Michael Roberts, 'Tim Cook Pivots to Fitness,' *Outside Magazine*, Winter 2021, pp. 18-22.

¹³ Christina Farr, 'Apple just hired the star of Stanford's digital health efforts,' CNBC, June 8, 2017; [article on-line]; available from <https://www.cnbc.com/2017/06/08/apple-hires-sumbul-desai-stanford-digital-health-executive-director.html> ; accessed April 18, 2020.

¹⁴ Courtesy of Vasanth. For article thread, see:
<http://skyscript.co.uk/forums/viewtopic.php?t=8806&highlight=>

¹⁵ Deputy Secretary of Defense, Memorandum for Establishment of an Algorithmic Warfare Cross-Functional Team (Project Maven). [document on-line]; available from <https://dodcio.defense.gov/Portals/0/Documents/Project%20Maven%20DSD%20Memo%2020170425.pdf> ; accessed June 11, 2021.

¹⁶ Gregory Wallace and Chandelis Duster, 'Trump administration announces plans to drill in Arctic National Wildlife Refuge,' August 17, 2020; [article on-line]; available from <https://www.cnn.com/2020/08/17/politics/trump-arctic-wildlife-drilling/index.html> ; accessed April 18, 2021.

¹⁷ Becky Bohrer, "Biden plans temporary halt of oil activity in Arctic refuge," Associated Press, January 20, 2021; [article on-line]; available from <https://apnews.com/article/joe-biden-us-news-alaska-wildlife-arctic-cdd89af06cb892e042782ace3abca8eb> ; accessed June 11, 2021.

¹⁸ Anjali Raval and Myles McCormick, "Biden suspends Arctic drilling rights sold in Trump's last days as president," Financial Times, June 2, 2021; [article on-line]; available from <https://www.ft.com/content/ed5df5fa-17e2-41cb-b2e3-24a2b2ec7c99?segmentId=98583035-ac35-a0ba-ed44-378e53f8caec> ; accessed June 11, 2021.

¹⁹ Carroll Doherty, "Which party is more to blame for political polarization? It depends on the measure," Pew Research Center, June 17, 2014; [article on-line]; available from <https://www.pewresearch.org/fact-tank/2014/06/17/which-party-is-more-to-blame-for-political-polarization-it-depends-on-the-measure/> ; accessed June 11, 2021.

²⁰ Katherine Schaeffer, "Far more Americans see 'very strong' partisan conflicts now than in the last two presidential years," Pew Research Center, March 4, 2000; [article on-line]; available from <https://www.pewresearch.org/fact-tank/2020/03/04/far-more-americans-see-very-strong-partisan-conflicts-now-than-in-the-last-two-presidential-election-years/> ; accessed June 11, 2021.

²¹ Rachel Bitecofer, "Hate Is on the Ballot," The New Republic, February 26, 2020; [article on-line]; available from <https://newrepublic.com/article/156402/hate-ballot> ; accessed June 11, 2021.

²² Tal Kopan, "Trump ends DACA but gives Congress window to save it," CNN Politics, September 5, 2017; [article on-line]; available from

<https://www.cnn.com/2017/09/05/politics/daca-trump-congress/index.html> ; accessed June 11, 2021.

²³ Allum Bokhari, 'Antifail: Low Turnouts at Nationwide 'Refuse Fascism' Protests,' Breitbart, November 4, 2017 [article on-line]; available from <https://www.breitbart.com/politics/2017/11/04/antifail-low-turnouts-at-multi-city-antifa-apocalypse/> ; accessed April 16, 2021.

²⁴ Madison Park and Kyung Lah, 'Berkeley protests of Yiannopoulos caused \$100,000 in damage,' CNN, February 2, 2017 [article on-line]; available from <https://www.cnn.com/2017/02/01/us/milo-yiannopoulos-berkeley/index.html> ; accessed April 16, 2021.

²⁵ Doug Brown, '82nd Avenue of the Roses Parade Cancelled after Threats of Political Protests, Violence,' Portland Mercury, April 25, 2017 [article online]; available from <https://www.portlandmercury.com/blogtown/2017/04/25/18973706/82nd-avenue-of-the-roses-parade-cancelled-after-threats-of-political-protests-violence> ; accessed April 16, 2021.

²⁶ For demographics of craft beer drinkers, see <https://start.askwonder.com/insights/i-m-interested-demographics-american-craft-beer-drinkers-particularly-race-age-9d6xf6v09> and <https://www.brewersassociation.org/insights/shifting-demographics-among-craft-drinkers/>