

Legacy Business Registry Staff Report

HEARING DATE JULY 10, 2017

ANALYTICAL PSYCHOLOGY CLUB

Application No.: LBR-2016-17-079
Business Name: Analytical Psychology Club
Business Address: 2411 Octavia Street, #1
District: District 2
Applicant: Jana Hutcheson, President
Nomination Date: April 6, 2017
Nominated By: Supervisor Mark Farrell
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

The Analytical Psychology Club (APC) is a 501(c)(3) non-profit organization that supports and “promotes the study and discussion of analytical psychology and related subjects by providing fellowships to give community members deeper learning opportunities in the practice of Jungian analysis, depth psychology and the study of consciousness.” Based on the concepts of analytical psychology developed by Carl Gustav Jung and other depth psychologists, APC was founded in 1940 under the “inspiration” of Jane Wheelwright, Dr. Joseph Wheelwright, Dr. Lucile Elliott, and Dr. Elizabeth Whitney and incorporated and received 501(c)(3) status in 1962. Located near the corner of Octavia Street and Broadway, APC is within close proximity to the C.G. Jung Institute of San Francisco and supplements the work and academics that are promoted there.

APC provides a space for people to access ideas and methods of finding health and stability. Through events, classes, dreamgroups, conferences, support groups, concerts and lectures, APC has become a place that helps like-minded people who have undergone psychological therapy, are interested in personal growth and understanding in mental health, and want to meet and discuss topics related to psychoanalytic history and its relationship and contribution to society. APC has become sacred to those seeking a space to support each other, encourage good mental health and well-being, and to connect intellectually and spiritually with each other and oneself, offering programs for personal growth and mental health. One of the most significant accomplishments of APC is their library that has been maintained for over 55 years and contains tapes, newsletters of past speakers, artwork and old periodicals of value and encourages the continuation of educating, discussing, supporting and growing in the field of analytic psychology and its related fields..

CRITERION 1: Has the applicant operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

Yes, the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

2411 Octavia Street, #1 from 1962 to Present (55 years).



CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

Yes, the applicant has contributed to the Pacific Heights neighborhood's and psychology community's history and identity.

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- Analytical Psychology Club is associated with the academic field and practice of analytical psychology.
- Analytical Psychology Club has contributed to the Pacific Heights neighborhood's and psychology community's history and identity by operating as an organization that promotes the study of analytical psychology-related subjects. The organization offers events, classes, support groups, and lectures as well as an expansive library for all to utilize. APC has provided a space for like-minded people and groups to support each other and encourage good mental health and well-being in a supportive, educational and spiritual setting.
- The 1900 property has not been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category B Property" that requires further review per the Planning Department's CEQA review procedures for historical resources.
- Analytical Psychology Club has been mentioned in subject-specific publications such as Psychological Perspectives, Parabola, Quadrant and the Journal of Sandplay Therapy.

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

Yes, Analytical Psychology Club is committed to maintaining the physical features or traditions that define its presence as a welcoming space for the psychology community to gather, educate, discuss, and promote mental and spiritual health through analytical psychology and other related fields.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Analytical Psychology Club qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

Physical Features or Traditions that Define the Business:

- Location in close proximity to the C.G. Jung Institute on Gough Street.
- Library collection.
- Tradition of hosting events such as classes, conferences, support groups, and lectures surrounding topics related to analytical psychology.

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

Following is the core physical feature or tradition that defines the business that would be required for maintenance of the business on the Legacy Business Registry.

- Promotion of the study and discussion of analytical psychology and related subjects.





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Analytical Psychology Club currently located at 2411 Octavia Street, #1 in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager
Legacy Business Program



Small Business Commission Draft Resolution

HEARING DATE JULY 10, 2017

ANALYTICAL PSYCHOLOGY CLUB

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

| | |
|--------------------------|--|
| <i>Application No.:</i> | LBR-2016-17-079 |
| <i>Business Name:</i> | Analytical Psychology Club |
| <i>Business Address:</i> | 2411 Octavia Street, #1 |
| <i>District:</i> | District 2 |
| <i>Applicant:</i> | Jana Hutcheson, President |
| <i>Nomination Date:</i> | April 6, 2017 |
| <i>Nominated By:</i> | Supervisor Mark Farrell |
| <i>Staff Contact:</i> | Richard Kurylo legacybusiness@sfgov.org |

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR ANALYTICAL PSYCHOLOGY CLUB, CURRENTLY LOCATED AT 2411 OCTAVIA STREET, #1.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; or

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, faces a significant risk of displacement; and

WHEREAS, the subject business has contributed to the neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on July 10, 2017, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





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CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Analytical Psychology Club in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

BE IT FURTHER RESOLVED that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Analytical Psychology Club:

Physical Features or Traditions that Define the Business:

- Location in close proximity to the C.G. Jung Institute on Gough Street.
- Library collection.
- Tradition of hosting events such as classes, conferences, support groups, and lectures surrounding topics related to analytical psychology.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Analytical Psychology Club on the Legacy Business Registry:

- Promotion of the study and discussion of analytical psychology and related subjects.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on July 10, 2017.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry

Application Review Sheet

Application No.: LBR-2016-17-079
Business Name: Analytical Psychology Club
Business Address: 2411 Octavia Street, #1
District: District 2
Applicant: Jana Hutcheson, President
Nomination Date: April 6, 2017
Nominated By: Supervisor Mark Farrell

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years? X Yes No

2411 Octavia Street, #1 from 1962 to Present (55 years).

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community? X Yes No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? X Yes No

NOTES: NA

DELIVERY DATE TO HPC: May 24, 2017

Richard Kurylo
Manager, Legacy Business Program



**Member, Board of Supervisor
District 2**



City and County of San Francisco

MARK FARRELL

April 6, 2017
San Francisco Office of Small Business
1 Dr. Carlton B. Goodlett Place, Room 110
San Francisco, CA 94102-4681

Dear Director Dick-Endrizzi,

I hereby nominate Analytical Psychology Club to the Legacy Business Registry of San Francisco.

The Analytical Psychology Club has been a feature of the Pacific Heights neighborhood for more than 76 years. During the time it has helped promote the study and discussion of analytical psychology related subjects by providing fellowships to give community members deeper learning opportunities in the practice of Jungian analysis, depth psychology and the study of consciousness. Recently the Analytical Psychology Club finished a library housing over three thousand works that are key materials for experts and novices in the field to grow their education, learn more about their practice and better the community through the teachings they can share with others.

With its continued drive toward building comprehensive educational programs, wellness projects, and its new library — Analytical Psychology Club has become a crucial member of our community.

A handwritten signature in blue ink that reads "Mark E. Farrell".

Mark E. Farrell

Member, Board of Supervisors

APPLICATION FOR

Legacy Business Registration

Legacy Business registration is authorized by Section 2A.242 of the San Francisco Administrative Code. The registration process includes nomination by a member of the Board of Supervisors or the Mayor, a written application, and approval of the Small Business Commission.

1. Current Owner / Applicant Information

| | | |
|---|-----------------|------------|
| NAME OF BUSINESS: | | |
| Analytical Psychology Club - non-profit | | |
| BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business) | | |
| non-profit | | |
| CURRENT BUSINESS ADDRESS: | TELEPHONE: | |
| 2411 Octavia St #1 SF 94109 | (415) 999-3426 | |
| | EMAIL: | |
| | Janahut@aol.com | |
| WEBSITE: | FACEBOOK PAGE: | YELP PAGE: |
| www.sfapc.org | APCASF | |

| | |
|---|-----------------|
| APPLICANT'S NAME: | |
| Jana Hutcheson | |
| <input type="checkbox"/> Same as Business Owner | |
| APPLICANT'S TITLE: | |
| President | |
| APPLICANT'S ADDRESS: | TELEPHONE: |
| 740 Anderson St San Francisco CA 94110 | (415) 999-3426 |
| | EMAIL: |
| | Janahut@aol.com |

| | |
|--|---|
| SAN FRANCISCO BUSINESS ACCOUNT NUMBER: | SECRETARY OF STATE ENTITY NUMBER (if applicable): |
| na | C-0434050 |

| | |
|-----------------------------------|-------------------------------|
| BACKGROUND INFORMATION | |
| Founding Location: | 2411 Octavia St, #1, SF 94109 |
| Current Headquarters Location: | Same |
| Operating in San Francisco since: | June, 1954 |

| | |
|-------------------------|---------------------|
| NAME OF NOMINATOR: | DATE OF NOMINATION: |
| Supervisor Mark Farrell | |

2. Business Addresses

| | | |
|---|---|-----------------------|
| ORIGINAL SAN FRANCISCO ADDRESS: | ZIP CODE: | DATES OF OPERATION: |
| 2411 Octavia St, #1 | 94109 | 6/7/62 - present 2017 |
| IS THIS LOCATION THE FOUNDING AND/OR HEADQUARTERED LOCATION? (check all that apply) | | |
| <input checked="" type="checkbox"/> Founding Location | <input type="checkbox"/> Current Headquarters | |

| | | |
|---|-----------|--------------------|
| OTHER ADDRESSES (if applicable): <i>na</i> | ZIP CODE: | DATES OF OPERATION |
| OTHER ADDRESSES (if applicable): <i>na</i> | ZIP CODE: | DATES OF OPERATION |
| OTHER ADDRESSES (if applicable): <i>na</i> | ZIP CODE: | DATES OF OPERATION |
| OTHER ADDRESSES (if applicable): <i>na</i> | ZIP CODE: | DATES OF OPERATION |

3. Eligibility Criteria

Attach the business's historical narrative.

4. San Francisco Taxes, Business Registration, Licenses, Labor Laws, and Public Information Release

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- ☒ I am authorized to submit this application on behalf of the business.
- ☒ I attest that the business is current on all of its San Francisco tax obligations.
- ☒ I attest that the business's business registration and any applicable regulatory license(s) are current.
- ☒ I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- ☒ I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- ☒ I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.

Jana Hutcherson *1/20/17* *Jana Hutcherson*
 Name (Print): Date: Signature:

ANALYTICAL PSYCHOLOGY CLUB OF SAN FRANCISCO

Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

Analytical Psychology Club of San Francisco, Inc. (APC) is a nonprofit organization that was founded on January 9, 1940, and incorporated on June 7, 1962. The purpose of the APC is to promote the study and discussion of analytical psychology and related subjects and to find opportunity for fellowship among those who have experienced analysis according to the concepts of analytical psychology as originated by Carl Gustav Jung and other depth psychologists.

Jung (1875-1961) was a Swiss psychiatrist and psychoanalyst who founded analytical psychology. His work has been influential not only in psychiatry but also in anthropology, archaeology, literature, philosophy and religious studies. As a notable research scientist based at the famous Burghölzli hospital under Eugen Bleuler, he came to the attention of the Viennese founder of psychoanalysis, Sigmund Freud. The two men conducted a lengthy correspondence and collaborated on an initially joint vision of human psychology. Freud saw in the younger man the potential heir he had been seeking to carry on his "new science" of psychoanalysis. Jung's researches and personal vision, however, made it impossible for him to bend to his older colleague's dogma and a breach became inevitable. This break was to have historic as well as painful personal repercussions that have lasted to this day. Jung was also an artist, craftsman and builder as well as a prolific writer. Many of his works were not published until after his death and some are still awaiting publication.¹

Among the central concepts of analytical psychology is individuation—the lifelong psychological process of differentiation of the self out of each individual's conscious and unconscious elements. Jung considered it to be the main task of human development. He created some of the best known psychological concepts, including synchronicity, archetypal phenomena, the collective unconscious, the psychological complex, and extraversion and introversion. People who have experienced this work find it very valuable to meet with like-minded people. It promotes psychological maturity and growth to the community. We give people a space to access ideas and methods of finding mental health and stability.

APS has a newsletter of upcoming events, classes, dreamgroups, conferences, support groups, concerts and lectures from some of the most prominent people in the Bay Area (e.g., Matthew

¹https://en.wikipedia.org/wiki/Carl_Jung

Fox, Stanislof Grof, Richard Tarnas, etc.). Our space on Octavia Street is a library of a wide variety of subjects—some 3,000 items and artworks. This library has been enjoyed by people here for over 55 years.

b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?

There have been no circumstances in which operations in San Francisco ceased for more than six months.

c. Is the business a family-owned business? If so, give the generational history of the business.

Analytical Psychology Club of San Francisco is not a family-owned business.

d. Describe the ownership history when the business ownership is not the original owner or a family-owned business.

Not applicable. Analytical Psychology Club of San Francisco is a nonprofit organization.

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Not applicable. Analytical Psychology Club of San Francisco is a nonprofit organization.

f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.

The Analytical Psychology Club has existed in the same location—a beautiful Victorian building on Octavia near Broadway—which, if not, should be registered as an historic building. It is a few blocks from the Jung Institute up on Gough Street which has been important for work back and forth with same like-minded people. Even though we are primarily “Jungian” in orientation, our library—for example—will be used this May for a meeting with the Psychoanalytic Institute and Jung Institute for want of other space.

CRITERION 2

a. Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.

Due to the proximity of the Jung Institute on Gough Street, the Analytical Psychology Club is very tied into the fabric of the local community. Jungian analysts are frequent speakers at the Analytical Psychology Club, as well as other Psychoanalytical Institute analysts that have utilized the space to exchange ideas and concerns. The greater psychology community of the Bay Area and beyond also has found the space at the Analytical Psychology Club to be a place for like-minded people to meet and discuss psychoanalytical history and how it relates to the contribution of humankind to society, and how we have progressed over the millennia. This space in San Francisco provides a place for like-minded people to support each other and encourage good mental health and well-being, with people connecting both intellectually and spiritually to each other and oneself.

b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?

The Analytical Psychology Club has had lectures, movies, potlucks and support groups for over 55 years and it has been an addition to richness and variety and expansiveness of consciousness in the Bay Area. This space provides numerous monthly groups such as dream groups, Grandmas Unite, and fairytale groups that are both supportive and analytical in nature. Many of these groups and meetings focus on symbolism and interpretation of various texts, art and ideas exchanged throughout history and how Western civilization has been shaped by them. There are also monthly presentations and speeches by Jungian and Freudian analysts from the nearby Jungian Institute and the Psychoanalytic Institute.

c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?

Although the Analytical Psychology Club is not mentioned by name in many publications, it is frequented by many well-known speakers and psychoanalysts that are prominent in the psychoanalytical community. One such publication is Psychological Perspectives, which features many psychologists that have spoken at the Club. Others include, Parabola, Quadrant and the Journal of Sandplay Therapy. The Analytical Psychology Club also puts out a monthly newsletter for its members.

d. Is the business associated with a significant or historical person?

The Analytical Psychology Club is associated with Carl Jung and other depth psychologists such as Arnold Mindell, John Bebee, Jane and Dr. Joseph Wheelwright, Joseph Henderson (who helped found the Jung Institute in San Francisco), Rollo May and James Hillman.

e. How does the business demonstrate its commitment to the community?

The Analytical Psychology Club of San Francisco has been a feature of the Pacific Heights neighborhood for over 60 years. It shares a plethora of resources including presentations by leading psychologists about depth psychology, a rich library and a warm openness to people of

all religious, ethnic and socio-economic backgrounds regardless of sexual orientation or gender. It is truly a space that encompasses the intellectual fortitude of the psychoanalytical field, as well as the openness and progressivism of the City of San Francisco.

f. Provide a description of the community the business serves.

The community we serve are from all over San Francisco and the Bay area. We have published newsletters since 1954 that have a wide variety of interesting topics. We have a newsletter and email list of 400. Our website address is <http://www.sfapc.org/>.

Membership qualifications include personal commitment to the integrating processes of depth psychology as described by Jung, maturity and desire and capacity to pursue cooperatively the aims of the APC. The Club currently has about 200 members, however all people are welcome at its events and it is not limited to solely members.

g. Is the business associated with a culturally significant building/structure/site/object/interior?

We have rented space in a Victorian building at 2411 Octavia St, #1 for these past 55 years starting at a reasonable rent and having it increased so much over the years that it has become increasingly difficult to pay our rent in a sustainable way. We are hoping to get help with this. We have devotedly created a library at this site and have had groups meeting for support groups, mythology, fairy tales, dreamgroups, lectures, conferences and seminars. We issue and disseminate publications and other educational material. Our library has over 3,000 items.

h. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

We consider ourselves and our nonprofit organization to be a part of the richness of San Francisco. We offer unique materials for personal growth and mental health, and if we were not able to continue as an organization because of rent increases, it would greatly diminish the variety of educational, social and cultural experiences available to people.

CRITERION 3

a. Describe the business and the essential features that define its character.

The APC is an independent Jungian organization with many informal and personal links to the C.G. Jung Institute of San Francisco. It was founded in 1940 under the inspiration of Jane Wheelwright, Dr. Joseph Wheelwright, Dr. Lucile Elliott and Dr. Elizabeth Whitney.

The APC is a club to help people be with like-minded individuals who have had a lot of psychological therapy and are interested in personal growth and understanding in mental

health. We also encourage guests and newcomers to promote interest in psychological growth and maturity.

The APC:

- Promotes the study and discussion of analytical psychology and related subjects.
- Provides opportunity for fellowship among those who have experienced Jungian analysis or Depth Psychology, or have an interest in Jung.
- Promotes the study of consciousness, past, present and future.
- Shares the alchemical process of working with dreams and images.
- Teaches awareness and relationship to archetypes.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

The main issue for us is the valuable library that we have been maintaining for 55 years and the lectures and groups that meet at the Club. However, The Analytical Psychology Club of San Francisco maintains a strong sense of historical tradition in that it is a space to exchange ideas, hold presentations by esteemed psychoanalysts and hold discussions outside of the realm of judgement. There is a strong sense of academic, intellectual and spirituality that often lead to personal breakthroughs and moments of self-discovery that can only happen in such a setting.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

Again, it would be the library which has tapes, newsletters of past speakers, artwork and old periodicals of value. The space itself is largely reminiscent of a library event space. The space is also located in a Pacific Heights Victorian building, which has remained largely unchanged aside from new paint over the years, and is exemplary of the San Francisco experience.

d. When the current ownership is not the original owner and has owned the business for less than 30years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

The Analytical Psychology Club of San Francisco is a nonprofit organization that operates with a President and a Board of Directors. The Board meets frequently at the space and consists of many long-time members of the Club. As the Club was founded in 1940 as a nonprofit institution, we can provide the Incorporation papers demonstrating the age of the Club.

APC





APC-SF
DONATIONS
\$10⁰⁰ - \$20⁰⁰

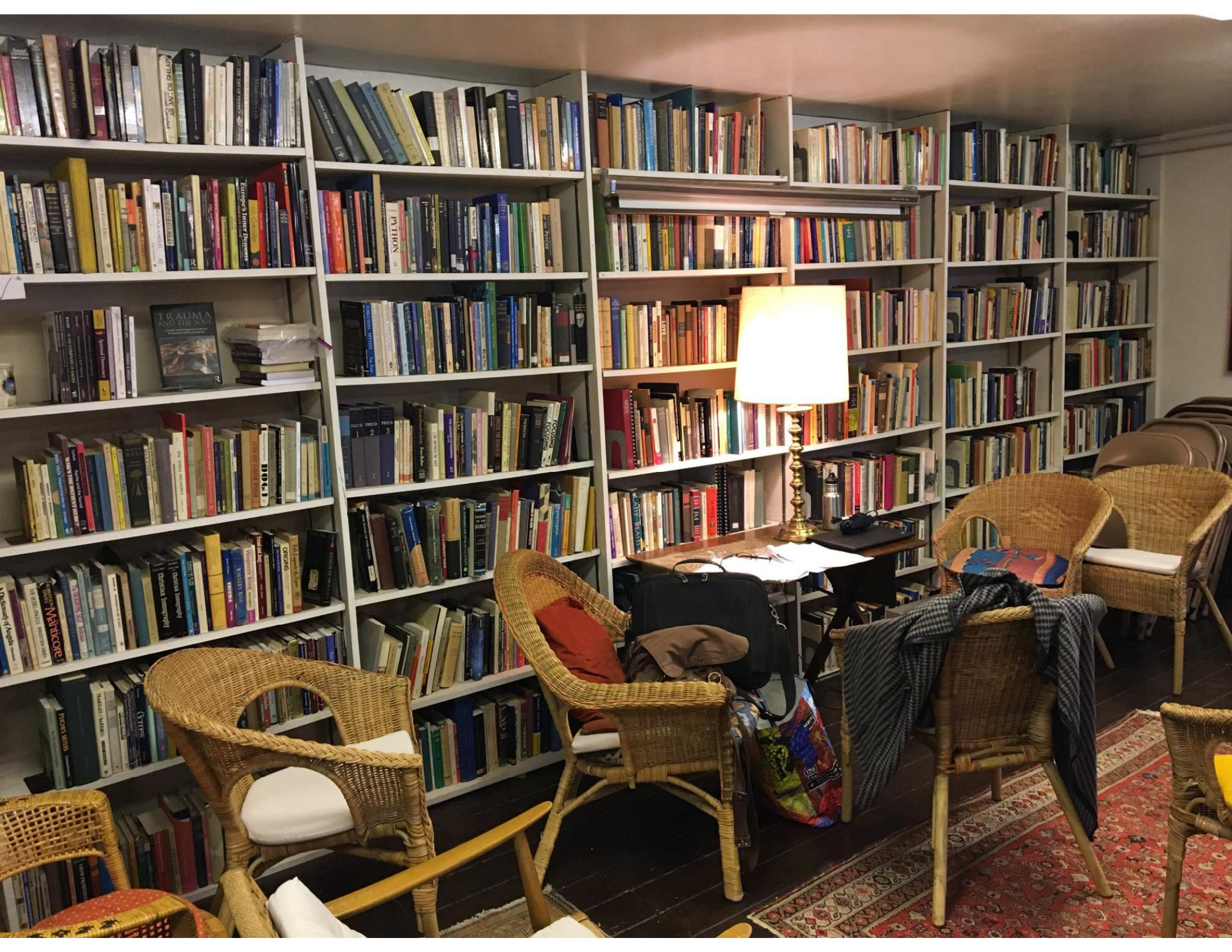
A photograph of a sign that reads "PLEASE SIGN" in large, red, hand-painted letters. Below the sign is a small, white, rectangular box with the text "GROF HOLOSTROPIC WORK SUNDAYS 7-10 PM" and "ERATIVE HOLISTIC" visible.

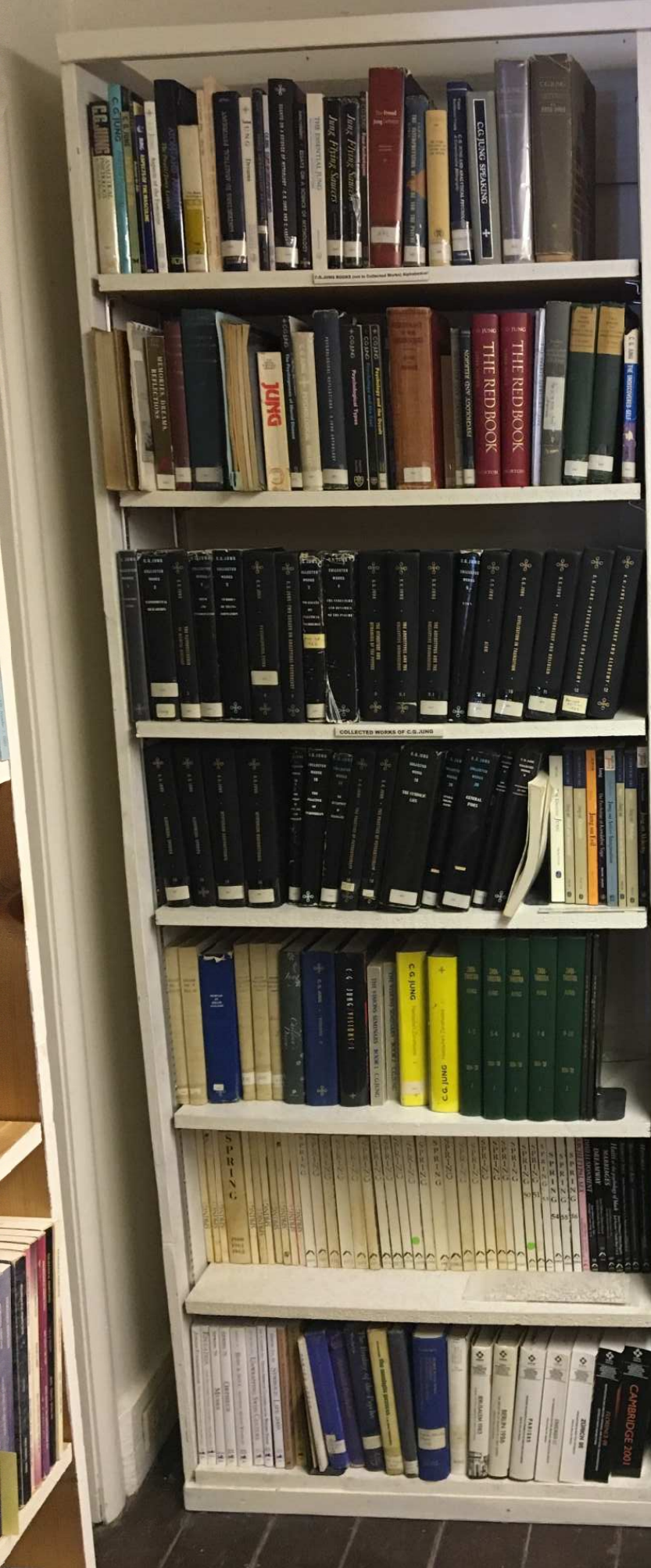
DR. BROF HOLOTHROP
WORK SUNDAYS 7-10 PM
RATIVE HOLISTIC
PSYCHIATRY
D. EYERMAN, MD
Bloss Street, #1
Cottage City, NJ
10885-1000
908-261-1000

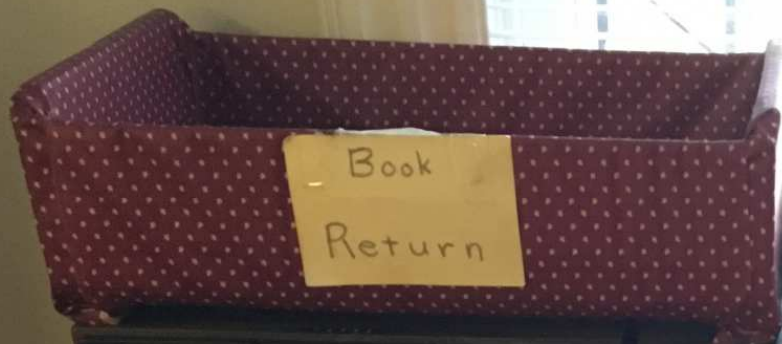
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 People's Psychological Approaches to Buffering
 Geraldine M. Matthews, Ph.D.
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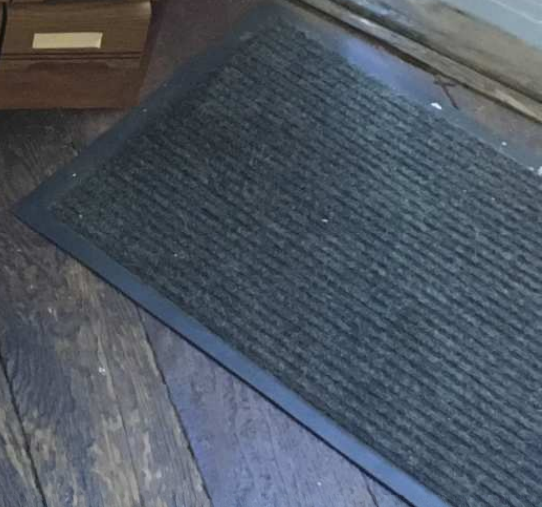
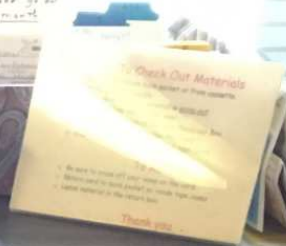


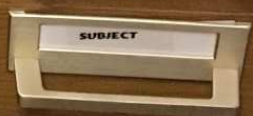




Book
Return

Tessa and
Kate go to
for 1 month







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Analytical Psychology Club of San Francisco

"Who looks outside, dreams; who looks inside, awakes"
- C. G. Jung

The purpose of the APC of San Francisco shall be to promote the study and discussion of analytical psychology and related subjects and to find opportunity for fellowship among those who have experienced analysis according to the concepts of analytical psychology as originated by Carl G. Jung.

June 2017 Meeting

◆◆◆◆◆

June Annual Picnic & Meeting – June 12, 2017 from 12-2:30 PM

June 11, 2017 from 12-2:30 PM

Delancey Street Restaurant

600 Embarcadero at Brannon Street

San Francisco, CA

Audrey Punnett will present on the **archetype of the orphan**.
Author of *"The Orphan: Journey to Wholeness"*

June 11, 2017

12:00-1:00pm - Brunch

1:00pm-2:30pm – Guest Speaker, Audrey Punnett

We expect this event to fill up quickly! Please RSVP by May 29th. Reservations: E-mail your selection for salad, entrée and dessert to Elaine Mannon at elaine@mannon.com

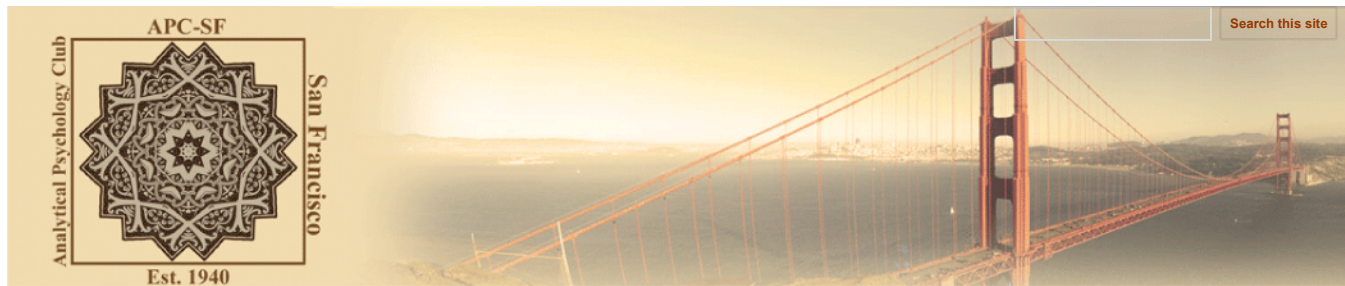
(See menu on the [program](#) page)

*The cost is \$28.62 per person includes tax and tip.
Please bring a check made out to the APC for the event.*

Make your reservations early! Maximum 40 people for brunch

Find us on [Facebook](#)! 

Please find more details on our [Program](#) page.



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About us

The Analytical Psychology Club of San Francisco (APC-SF) is an independent Jungian organization with many informal and personal links to the C. G. Jung Institute of San Francisco.

Founded January 9, 1940 under the inspiration of Jane Wheelwright, Dr. Joseph Wheelwright, Dr. Lucile Elliott and Dr. Elizabeth Whitney, APC-SF continues to:

- * Promote the study and discussion of analytical psychology and related subjects
- * Provide opportunity for fellowship among those who have experienced Jungian analysis, Depth Psychology or have an interest in Jung.
- * To promote the study of consciousness, past, present and future
- * To share the alchemical process of working with dreams and images.
- * To learn awareness and relationship to archetypes.

The Process of Jungian Analysis: A Quote from C. G. Jung's Writings

In his introduction to *Psychology and Alchemy*, Jung includes this characterization of the analysis process in which the patient and the doctor engage:

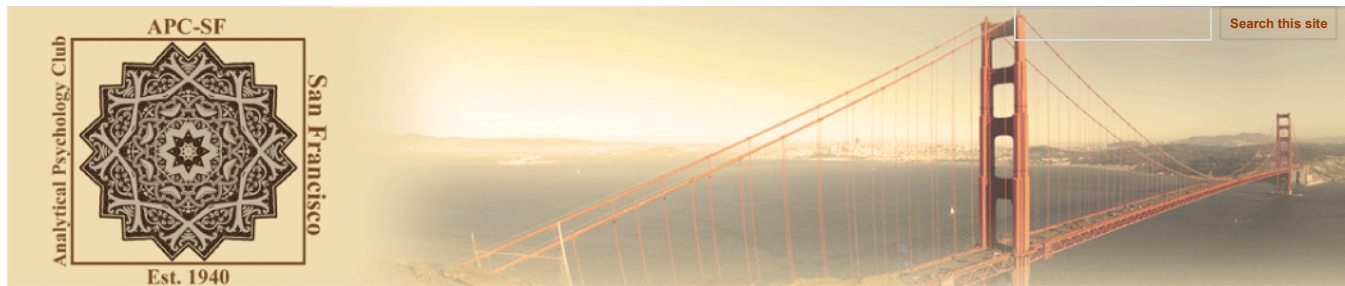
... one could say that while the patient is unconsciously and unswervingly seeking the solution to some ultimately insoluble problem, the art and technique of the doctor are doing their best to help him towards it. "*Ars totum requirit hominem!*" ["The art requires the whole person."] exclaims an old alchemist. It is just this homo totus [whole person] whom we seek. The labors of the doctor as well as the quest of the patient are directed towards that hidden and as yet unmanifest "whole" man, who is at once the greater and the future man. But **the right way to wholeness is made up, unfortunately, of fateful detours and wrong turnings. It is the *longissima via* [longest path], not straight but snakelike, a path that unites the opposites in the manner of the guiding caduceus, a path whose labyrinthine twists and turns are not lacking in terrors. It is on this *longissima via* that we meet with those experiences which are said to be "inaccessible."** Their inaccessibility really consists in the fact that they cost us an enormous amount of effort: they demand the very thing we most fear, namely the "wholeness" which we talk about so glibly and which lends itself to endless theorizing, though in actual life we give it the widest possible berth.

- Jung, Carl Gustav, "Part I: Introduction to the Religious and Psychological Problems of Alchemy," *Psychology and Alchemy*. Collected Works, Vol. 12, Second edition, completely revised, Princeton University Press, 1968, par. 6, p. 6.

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Join

The **Analytical Psychology Club of San Francisco (APC-SF)** is an independent Jungian organization with many informal and personal links to the C. G. Jung Institute of San Francisco.

Founded January 9, 1940 under the inspiration of Jane Wheelwright, Dr. Joseph Wheelwright, Dr. Lucile Elliott and Dr. Elizabeth Whitney, APC-SF continues to:

- Promote the study and discussion of analytical psychology and related subjects
- Provide opportunity for fellowship among those who have experienced Jungian analysis, Depth Psychology or have an interest in Jung.
- To promote the study of consciousness, past, present and future
- To share the alchemical process of working with dreams and images.
- To learn awareness and relationship to archetypes.

Membership Qualifications

- Personal commitment to the integrating processes of depth psychology as described by C. G. Jung.
- Maturity, desire and capacity to pursue cooperatively the aims of APC-SF.

Membership Benefits

- Free attendance at monthly meetings with interactive presentations by Jungian analysts or member-led discussions of Jungian topics
- APC-SF Newsletter
- Access to SFAPC library benefits

Membership Fees

- **Initiation:** \$30
- **Annual membership:** \$100

Guest Policy & Fees

- **Sliding scale:** \$10-\$20 for attendance at monthly meetings with interactive presentations by Jungian analysts or member-led discussions of Jungian topics

Please note that members may invite guests to any monthly meetings.

For more information: Contact Jana Hutcheson by email: janahut@aol.com

Comments

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2/23/17

To Whom It May Concern;

My name is Pnina Tobin. I am a certified Parent Educator, Life Coach, and grandmother of three. For the past four years, I have been facilitating "Grandmas Unite" a support group for grandmothers in the East Bay. These groups have successfully provided peer support as well as discussions of aging and other pertinent topics to grandmothers.

I will begin using the APC Library for a San Francisco-based "Grandmas Unite" group in April. I found the group very welcoming and willing to rent their space to me at an affordable price.

I look forward to having this connection continue, and hope that APC can receive funds to hold classes for other groups like "Grandmas Unite."

If there are any questions, I'd be available to answer them by phone: (510) 547-5557, or via e-mail.

Sincerely,

A handwritten signature in dark ink, appearing to read "Pnina Tobin". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

Pnina Tobin

PMT Consultants

Adam Frey Consulting



February 20, 2017

Supervisor Mark Farrell
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102-4689

Re: Nomination of Analytical Psychology Club of San Francisco as Legacy Business

Dear Supervisor Farrell:

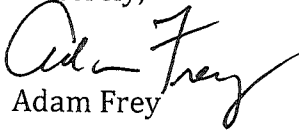
I am writing to encourage you to nominate the Analytical Psychology Club of San Francisco to the Legacy Business Registry in San Francisco. The Club, which has served the City for 76 years, welcomes people from all over the Bay Area. The Club promotes a culture of giving careful attention to mental health, which is a necessary prerequisite to being a productive, creative, and generous person and citizen.

The Analytical Psychology Club has been a feature of its Pacific Heights neighborhood for more than 60 years. The resources that it shares include presentations by leading psychologists about depth psychology, its rich, unusual library, and a warm openness to people of all religious, ethnic, and socio-economic backgrounds regardless of sexual orientation or gender.

As a management consultant to nonprofits, living in the Bay Area for nearly 40 years, I have observed how important the Analytical Psychology Club, in its quiet way, is to the fabric of the City, connecting people who are also active in the larger nonprofit organizations. I hasten to add that I have never worked for the Club nor am I a member at this time.

Thank you for considering this request.

Sincerely,


Adam Frey

Napa State Hospital

2100 Napa-Vallejo Highway
Napa, CA 94558-6293



JAMES D. EYERMAN MD, DLFAPA

Board Certified ABPN, ABIHM

Staff Physician and Vice Chair of the Medical Staff Napa State Hospital

Associate Professor Clinical Psychiatry UCSF/ Touro University

Private Offices: 10 Willow Street, Mill Valley, CA 94941

2411 Octavia Street #1, San Francisco, 94109

415-686-9255 jameseyerman.com

Supervisor Mark Farrell

1 Dr. Carlton B. Goodlett Place, Room 244

San Francisco, CA 94102-4689

Re: Nomination of Analytical Psychology Club of San Francisco as Legacy Business

Dear Supervisor Farrell:

I am writing you to place the Analytical Psychology Club of San Francisco to the Legacy Business Registry in San Francisco. The Analytical Psychology Club has a distinguished history of giving careful attention to mental health, which is a necessary prerequisite to being a productive, creative, and generous person and citizen. The Analytical Psychology Club, which has served the City for 76 years; it welcomes individuals from all over the Bay Area.

The Analytical Psychology Club has been at its present location in Pacific Heights for more than 60 years. The resources that it shares include presentations by leading psychologists about depth psychology. Its library is unique and historically rich. It has been a forum that welcomes people of all religious, ethnic, and socio-economic backgrounds regardless of sexual orientation.

As a psychiatrist, living in the Bay Area for the past 15 years, I have observed how important the Analytical Psychology Club is to the culture of San Francisco. I have served the club for the past 7 years in various capacities and have noted its sponsorship of professional events free of charge to the public.

Thank you for considering this request.

Sincerely,

James Eyerman, M.D.
James Eyerman MD



THE C.G. JUNG INSTITUTE
OF SAN FRANCISCO

Supervisor Mark Farrell
Legacy Business Program
San Francisco, CA

RE: Analytical Psychology Club
2411 Octavia St. #1
San Francisco, Ca.

Dear Sir:

I would like to address the issue of the Analytical Psychology Club's request for a protective designation.

This organization is truly an organization deserving of that status. It was founded in 1940 as a community adjunct to the newly established C. G. Jung Institute of San Francisco. Jo Wheelwright, M.D., and Dr. Joseph Henderson, M.D., were two young psychiatrists who had been in psychoanalytic treatment with Dr. Carl Jung in Zurich. Their request to Jung was for his blessing to create a Jung Institute in San Francisco, which would be the first Institute in the world. They wanted to have a training program for medical professionals to begin the practice of psychoanalysis.

The APC was established by the Wheelwrights and Drs. Lucile Elliot and Elizabeth Whitney to be a parallel organization for community members who wanted to study Jung's writing but who would not be eligible to be members of the Jung Institute. All these founders had been in analysis with Dr. Jung in Zurich and felt the pressing need to establish a presence in the United States. The year was 1940 and the United States had not yet entered the war in Europe. Jung was writing about the cataclysmic events that were already unfolding with the tremors of a world at risk, much like today.

After almost 80 years, this small organization has continued to maintain a viable way for public members to be involved and find support for their intellectual and personal needs. Their budget is exceedingly meager and maintained entirely on volunteer efforts.

We are supportive of their request and feel APC to be a fine example of a non-profit deserving this legacy designation.

Suzy J. Spradlin, Ph.D.
President



SAN FRANCISCO PLANNING DEPARTMENT

Legacy Business Registry Case Report

HEARING DATE: JUNE 21, 2017

Filing Date: May 24, 2017
Case No.: 2017-006533LBR
Business Name: Analytical Psychology Club
Business Address: 2411 Octavia Street, #1
Zoning: RH-2 (Residential - House, Two-Family)/
40-X Height and Bulk District
Block/Lot: 0578/002
Applicant: Jana Hutcheson, President
2411 Octavia Street, #1
San Francisco, CA 94109
Nominated By: Supervisor Mark Farrell, District 2
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

BUSINESS DESCRIPTION

The Analytical Psychology Club (APC) is a 501(c)(3) non-profit organization that supports and "promotes the study and discussion of analytical psychology and related subjects by providing fellowships to give community members deeper learning opportunities in the practice of Jungian analysis, depth psychology and the study of consciousness." Based on the concepts of analytical psychology developed by Carl Gustav Jung and other depth psychologists, APC was founded in 1940 under the "inspiration" of Jane Wheelwright, Dr. Joseph Wheelwright, Dr. Lucile Elliott, and Dr. Elizabeth Whitney and incorporated and received 501(c)(3) status in 1962. Located near the corner of Octavia Street and Broadway, APC is within close proximity to the C.G. Jung Institute of San Francisco and supplements the work and academics that are promoted there.

APC provides a space for people to access ideas and methods of finding health and stability. Through events, classes, dreamgroups, conferences, support groups, concerts and lectures, APC has become a place that helps like-minded people who have undergone psychological therapy, are interested in personal growth and understanding in mental health, and want to meet and discuss topics related to psychoanalytic history and its relationship and contribution to society. APC has become sacred to those seeking a space to support each other, encourage good mental health and well-being, and to connect intellectually and spiritually with each other and oneself, offering programs for personal growth and mental health. One of the most significant accomplishments of APC is their library that has been maintained for over 55 years and contains tapes, newsletters of past speakers, artwork and old periodicals of value and encourages the continuation of educating, discussing, supporting and growing in the field of analytic psychology and its related fields.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The organization began in 1940 and received 501(c)(3) status in 1962.

2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes, Analytical Psychology Club qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Analytical Psychology Club has operated for 77 years.
- ii. Analytical Psychology Club has contributed to the Pacific Heights and psychology community's history and identity by operating as an organization that promotes the study of analytical psychology-related subjects. The organization offers events, classes, support groups, and lectures as well as an expansive library for all to utilize. APC has provided a space for like-minded people and groups to support each other and encourage good mental health and well-being in a supportive, educational and spiritual setting.
- iii. Analytical Psychology Club is committed to maintaining the physical features or traditions that define its presence as a welcoming space for the psychology community to gather, educate, discuss, and promote mental and spiritual health through analytical psychology and other related fields.

3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

APC is associated with the academic field and practice of analytical psychology.

4. *Is the business or its building associated with significant events, persons, and/or architecture?*

No. The 1900 property has not been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category B Property" that requires further review per the Planning Department's CEQA review procedures for historical resources.

5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*

No.

6. *Is the business mentioned in a local historic context statement?*

No.

7. *Has the business been cited in published literature, newspapers, journals, etc.?*

Yes. Analytical Psychology Club has been mentioned in subject-specific publications such as Psychological Perspectives, Parabola, Quadrant and the Journal of Sandplay Therapy.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 2411 Octavia Street, #1

Recommended by Applicant

- Location in close proximity to the C.G. Jung Institute on Gough Street
- Library collection
- Tradition of hosting events such as classes, conferences, support groups, and lectures surrounding topics related to analytical psychology



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution HEARING DATE JUNE 21, 2017

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Case No.: 2017-006533LBR
Business Name: Analytical Psychology Club
Business Address: 2411 Octavia Street, #1
Zoning: RH-2 (Residential - House, Two-Family)/
40-X Height and Bulk District
Block/Lot: 0578/002
Applicant: Jana Hutcheson, President
2411 Octavia Street, #1
San Francisco, CA 94109
Nominated By: Supervisor Mark Farrell, District 2
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR ANALYTICAL PSYCHOLOGY CLUB, CURRENTLY LOCATED AT 2411 OCTAVIA STREET (BLOCK/LOT 0578/002).

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the Pacific Heights and greater San Francisco history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on June 21, 2017, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission hereby recommends** that the Analytical Psychology Club qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby recommends** safeguarding of the below listed physical features and traditions for the Analytical Psychology Club

Location (if applicable)

- 2411 Octavia Street

Physical Features or Traditions that Define the Business

- Location in close proximity to the C.G. Jung Institute on Gough Street
- Library collection
- Tradition of hosting events such as classes, conferences, support groups, and lectures surrounding topics related to analytical psychology

BE IT FURTHER RESOLVED that the **Historic Preservation Commission's findings and recommendations** are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2017-006538LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on June 21, 2017.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: