

# The Sigma Sentinel



January 6, 2024

Volume 9



## Sigma Spotlight

Special shoutout to the Brothers of KUS who came out to support Dante Foggy, a former KUS Sigma Beta Club Member, and the grand opening of his restaurant, Bordentown Square Tap + Grill. Make sure you stop by and support him. Congratulations Dante, and well done, Brothers! #KUSSTRONG

## Did you know...

That according to Reader's Digest (2023), entrepreneurship continues to be a struggle for Black-owned businesses? In fact, studies have shown that the economic shutdown during the pandemic hit Black-owned businesses the hardest compared to all other racial and ethnic groups. Also, contributing factors such as systemic racism and our current economy continues to negatively impact the Black community. So while you are putting together your 2024 Resolution List, make supporting Black-owned businesses one of your goals.

Here are a few ways to support Black-owned businesses in addition to spending money:

1. Follow, share and promote via social media
2. Leave positive reviews
3. Register for their Newsletter
4. Volunteer your time

To learn more about ways on how to support Black-owned Businesses for free, visit our website at [www.pbskus.net](http://www.pbskus.net)



Phi Beta Sigma Fraternity Inc.  
State of New Jersey

# Black \$pend Initiative

2023 YTD

## KUS-\$74,138.94

Spent in support of Black owned businesses

Bigger & Better Business

**Wishing the Brothers of KUS  
A Healthy and Prosperous  
New Year!**



**HAPPY NEW YEAR**

FROM THE MEN OF  
PHI BETA SIGMA FRATERNITY, INC.

## **BUSINESS OF THE MONTH**



For more information on  
having your photos taken by a  
skilled professional, visit  
Derrick Welton at  
[www.dlwvisuals.com](http://www.dlwvisuals.com)

Here are 5 ways to Rebuild and Restore  
in 2024:

1. Prioritize physical health-eat healthier, get plenty of sleep and exercise.
2. Prioritize mental health-seek a counselor/life coach or join a support group.
3. Prioritize social health-reconnect with friends or become more involved in your chapter.
4. Prioritize financial health-invest, save money from each paycheck.
5. Prioritize Spiritual Health-pray more or meditate

## **Business Quote of the Month**

**“If my mind can conceive it, and my heart  
can believe it-then I can achieve it.”**

**-Muhammad Ali, Professional Boxer and  
Activist**

## **Upcoming Event**



**Chapter Headshot Photos**

**Date, time and location will be  
announced soon**