

The Sigma Sentinel



May 24, 2024

Volume 13



Did you know...

our success in life is significantly influenced by our mindset and impacts all aspects of our lives? As Henry Ford said, "Whether you think you can or think you can't, you're right."

A healthy, positive mindset is crucial for entrepreneurs. It fosters a supportive and empowering culture, increasing productivity, creativity, and commitment to shared goals. Positive leaders build strong professional relationships, attract like-minded individuals and mentors, and stay focused on long-term goals despite challenges. An optimistic outlook enables entrepreneurs to adapt, find creative solutions, and take calculated risks, viewing challenges as opportunities for growth and innovation.

Here are a few strategies to cultivate an entrepreneurial mindset:

1. Practice gratitude
2. Surround yourself with positive influences
3. Embrace failure

For additional tips on cultivating a positive entrepreneurial mindset, visit our website at pbskus.net under Bigger and Better Business.

Sigma Spotlight

This month's Sigma Spotlight goes to Bro. Martin Royal. Bro. Royal has been a member of this wondrous band for many years. He is our current vice president and our MIP Chairman and has been instrumental in KUS's continuous growth. Bro. Royal has also strongly advocated for positive changes and supported many of our chapter endeavors. Congratulations, Bro. Royal. Keep up the great work. #KUSSTRONG



Phi Beta Sigma Fraternity, Inc
New Jersey
Bigger and Better Business

Black
\$pend
Initiative

YTD

2024

\$32,952.58



KUS Recognizes National Mental Health Awareness Month



BUSINESS OF THE MONTH



**RS Counseling
& Wellness Center**
Empowerment | Enrichment | Education

RS Counseling & Wellness Center provides therapy services focused on addressing the emotional and trauma challenges of adolescents, adults, and families. They also provide business coaching, consultation, and training as well.

To learn more about RS Counseling and Wellness Center, and their services, visit their website at <https://rswellness.org/>

Research indicates that over 6 million men suffer from depression annually. Depression is a major risk factor for suicide and other health-related issues. Men are more likely than women to die by suicide due to the use of lethal means. Warning signs include isolation, difficulty sleeping, mood swings, difficulty focusing, and substance misuse. If you or someone you know are showing signs of depression and/or suicidal behavior, consider these helpful tips.

- Call 9-8-8-Crisis Hotline
- reach out to a close family member/friend
- Seek Professional Counseling

Remember, you are not alone.

Investing Tip of the Month

Start Now

The biggest barrier for beginner investors is getting started—starting today without waiting for the "perfect time." New investors can expect losses in the first year and understand that occasional declines are normal. When investments decrease, it can be an opportunity to invest more.

Upcoming Event

**JUNETEENTH
FREEDOM DAY**



June is Black Spend Initiative Challenge Month. By the end of the month, anyone who spends the most at a Black-owned business wins a prize!



IMPORTANT TIPS FOR YOUR
BIGGER & BETTER BUSINESS PROGRAM

Build Your Chapter's Black Spend Initiative By Recording



RECURRING MONTHLY PAYMENTS

To Black Owned Business / Vendors

If you have **monthly (or automatic) payments** that are made to any black owned business, agent or vendor, **record it one time for the full year** and watch your Black Spend Initiative grow!



AUTO, HOME, LIFE INSURANCE



BARBER / BEAUTY SALONS



GYM / TRAINER MEMBERSHIPS



SUBSCRIPTIONS



SERVICE WORK



#PBS1914BBB

Community Events

Pathway to Homeownership

FREE Webinar



June 5, 2024
6:00 PM to 7:00PM



Join us to learn a step-by-step
pathway to Homeownership

[Click Here to Register](#)

In partnership with NJHMFA
Funded in part by the State of New Jersey



The African American Chambers
of NJ is hosting a Free
Homeownership webinar. Tell
your family and friends!

Business Quote of the Month



"Become MORE than you've been, do
MORE than you've done, and you'll
have MORE than you've had! "
- Myron Golden, Business Growth
Consultant.