



Zeta Sigma Chapter Bigger and Better Business Newsletter



FALL 2024

MESSAGE FROM ZETA SIGMA CHAPTER BIGGER AND BETTER BUSINESS DIRECTOR



Brother Aubrey Bobb-Semple

Welcome to the Fall 2024 Zeta Sigma Chapter's Bigger and Better Business (BBB) newsletter, where our goal is to provide informative and useful bits of information as part of our effort to promote Project S.E.E.D (Sigma Economic Empowerment Development). Project S.E.E.D's primary purpose is to educate men of Sigma on the importance of financial management, credit worthiness, and wealth building. We welcome any feedback and will seek to continually improve with each issue. Please feel free to reach out to me or any of the BBB committee members with thoughts and suggestions for future articles. The best way would be to send me an email at aubreybobbsemples@gmail.com. We hope this will be a welcome addition to your inbox!

Newsletter Highlights

Page One

A Message from ZS BBB Director

Page 2

Save Money on Shots

Page 3-4

Executive Presence

Page 5

Black Spend

Page 7

Black Spend Featured Business "NICKY'S TAILORING"

Page 8

Veterans Corner



Zeta Sigma Chapter Bigger and Better Business Newsletter

FALL 2024



SHOTS SHOTS SHOTS....WAIT, LET'S TRY TO SAVE SOME MONEY ON THOSE SHOTS!

We are not condoning or condemning any brothers for their drinking habits, but we encourage responsible consumption. We have some suggestions to help you save some money (but when you do spend, try to spend with a black owned establishment)

If you frequently visit a bar and want to save money, here are a few suggestions:

- Set a budget: Determine how much you can afford to spend on drinks each month and stick to that amount.

- We cherish the establishments we regularly visit for socializing, but occasionally, it's worth exploring new settings or hosting friends for drinks at your own place.

- Take advantage of happy hour and specials. Back in the mid to late 90s, we used to enjoy penny and one-dollar drink specials. Although those “good old days” no longer exist, many bars and drinking establishments still offer happy hour deals and specials. This will help you save money while still enjoying a night out.

- Remember to drink water between alcoholic beverages. This will help you pace yourself, stay hydrated, and reduce your overall alcohol consumption, thereby saving you some money!

Remember, saving money while going to the bar regularly requires discipline and making conscious choices about your spending habits.



Zeta Sigma Chapter Bigger and Better Business Newsletter

FALL 2024



EXECUTIVE PRESENCE

How do you present yourself at work, fraternity business events, or other professional events? One of the great things about the Men of Phi Beta Sigma Fraternity, Inc., is our diversity. We can adapt to any environment, from a jeans and timberland event to a black-tie affair; we can do it all! However, many of us spend a significant amount of time attending business-related events that require an "Executive Presence."

Executive presence refers to the set of qualities and attributes that project confidence, competence, and leadership in professional settings. It involves a combination of communication skills, demeanor, appearance, and the ability to command respect and influence others. Here are some key aspects of executive presence:

- 1. Confidence:** A strong presence exudes self-assurance. Demonstrate confidence in your abilities, remain composed under pressure, and convey a positive image.
- 2. Poise and Composure:** Individuals with a strong presence maintain a calm and composed demeanor even in challenging situations. They display grace under pressure and handle conflicts or setbacks with professionalism.
- 3. Emotional Intelligence:** Understanding and managing emotions are vital aspects of executive presence. Individuals with high emotional intelligence demonstrate empathy, strong interpersonal skills, and the ability to navigate relationships effectively.
- 4. Professional Appearance:** Dressing appropriately for the occasion is an important aspect of executive presence. Here are some descriptions of different types of attire:
 - **Business Professional:** Traditional attire typically worn in corporate settings. For example, suits (matching pants and jacket) in conservative colors such as navy, charcoal, or black, along with dress shirts, ties, and dress shoes.
 - **Business Casual:** Similar to business professional attire but with a slightly less formal approach. For example, dress slacks paired with a blazer and a collared shirt.
 - **Smart Casual (e.g., Casual Friday):** More relaxed, yet still professional. For example, you could wear slacks or khakis with a collared shirt (tie optional), or a freshly pressed polo, along with casual shoes (sneakers are generally not recommended, although they are becoming more acceptable).
 - **Casual:** Informal attire suitable for relaxed environments or designated casual days. This typically includes jeans, casual tops (some say t-shirts are okay for a casual day at work, but I recommend against it), and comfortable shoes. However, it's important to note that casual attire can vary widely depending on the organization or occasion, so it's best to learn the culture of the organization. If you are unsure, just ask.



Zeta Sigma Chapter Bigger and Better Business Newsletter

FALL 2024



EXECUTIVE PRESENCE (Continued)

- **Unacceptable:** Attire that is overly casual, inappropriate, or violates company policies. This includes clothing with offensive graphics, athletic wear, sandals, and tank tops.

5. Communication: Just like appearance, communication is crucial for executive presence. This includes clarity, concise expression of ideas, active listening, and the ability to articulate thoughts with conviction.

Please be advised that these are just guidelines. Specific dress codes can vary across industries, organizations, and regions. Therefore, it is important to be aware of and adhere to any guidelines set by your workplace or the event you are attending to maintain a professional image and executive presence.

There are several platforms and organizations that offer free public speaking and executive presence courses. Here are a few options you can explore:

1. Coursera: Coursera offers a variety of public speaking courses, such as "Introduction to Public Speaking" and "Speaking to Inform, Persuade, and Inspire." These courses are free to audit, and you have the option to upgrade for additional features.

2. edX: edX offers free courses on public speaking, such as "Public Speaking and Communication Skills" and "Communication Skills and Public Speaking." These courses are self-paced and offer the option to earn a verified certificate for a fee.

3. Toastmasters International: Toastmasters is a non-profit organization focused on developing communication and leadership skills. They have local clubs worldwide. While there might be a membership fee, the meetings and resources they provide can be helpful for improving public speaking and executive presence.

4. YouTube: You can find numerous public speaking tutorials, tips, and exercises on YouTube. Many public speaking experts and organizations share valuable content to help improve your skills. Additionally, local community centers, libraries, or professional development organizations in your area might offer free or low-cost public speaking workshops or training sessions. It's worth exploring these options and checking their websites or contacting them directly for any available courses.

Remember to evaluate the course content, reviews, and suitability for your specific needs before enrolling in any program.



Zeta Sigma Chapter Bigger and Better Business Newsletter

FALL 2024



BLACK SPEND

Since 2020, Phi Beta Sigma, Fraternity, Inc., has made it an initiative to support black-owned businesses. This surge of support is not just a passing trend; it is a crucial step towards addressing historical injustices, fostering economic equity, and building stronger, more resilient communities. The significance of supporting Black businesses extends far beyond mere consumer choices; it represents a commitment to social justice, economic empowerment, and the creation of a more inclusive society.

Historically, black communities have faced systemic barriers to economic prosperity, including discriminatory lending practices, unequal access to resources, and institutionalized racism. These obstacles have stifled entrepreneurship and limited economic opportunities for Black individuals and communities. Supporting black-owned businesses is a way to challenge these inequities and promote economic empowerment from within.

One of the most compelling reasons to support black-owned businesses is the positive impact it has on local economies. When consumers choose to patronize black-owned establishments, they contribute to job creation, wealth generation, and community development. Studies have shown that money spent at locally-owned businesses tends to circulate within the community at a higher rate, creating a multiplier effect that benefits everyone. By supporting Black businesses, consumers play a vital role in stimulating economic growth and revitalizing underserved neighborhoods.

Moreover, supporting black-owned businesses fosters a sense of pride and empowerment within the black community. Entrepreneurship has long been recognized as a pathway to self-determination and economic independence. By championing Black entrepreneurs and their ventures, we celebrate the resilience, creativity, and ingenuity that have always been present in Black communities. This recognition not only boosts the morale of Black entrepreneurs but also inspires future generations to pursue their entrepreneurial dreams, knowing that they have a supportive community behind them.

As we strive towards a future where everyone has an equal opportunity to succeed, let us remember the critical role that supporting Black businesses plays in realizing that vision. Please show your support by saving your receipts from your purchases at black-owned businesses and sending them to Brother Aubrey Bobb-Semple at 240-723-6584 or aubreybobbsemple@yahoo.com.



Zeta Sigma Chapter Bigger and Better Business Newsletter

FALL 2024

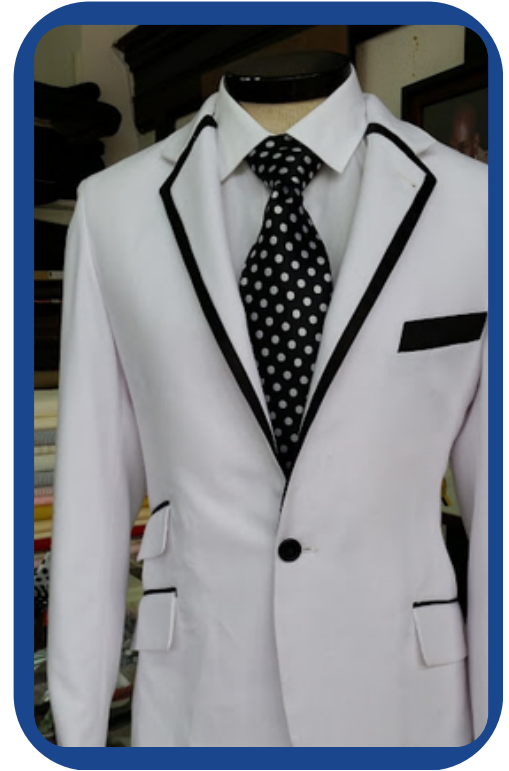


Black Spend Featured Business

Since 1983, creating fashion has been an aspiration and a reality. A native Jamaican, Nicky migrated to New York in 1990, and now resides in Baltimore, Maryland.

Nicky's professional career and quality in workmanship has gained him the confidence of numerous clients. He has fashioned clothing for men and women of various walks of life with the unique ability to piece material together in a unique and discriminate manner.

Ministers such as Pastor Julian M. Johnson Sr. from Arise Outreach Ministry, Pastor Marcus Johnson from New Harvest Ministry, and Pastor Jamal Bryant from Empowerment Temple have placed confidence in his tailoring. Nicky has formed designs for businessmen such as Paul Cofer, Norman Thomas, and Troy King – all distinguished State Farm agents; and created designs for Jeff Major of 95.9 FM. They have all entrusted Nicky to use his unique talent in design to tailor their fashions. Each client has played a tremendous role in making Nicky's Tailoring a success.



*NICKY'S
TAILORING*

600 North Eutaw Street
Baltimore, MD 21201
Phone: 410-383-7100
Mobile: 443-253-9126



Zeta Sigma Chapter Bigger and Better Business Newsletter

FALL 2024



Veteran's corner

8 BENEFITS THAT VETERANS MAY NOT BE AWARE OF:

- 1. Educational Opportunities:** Veterans often have access to various educational benefits, including tuition assistance, scholarships, and vocational training programs, which can help them pursue further education or career development.
- 2. VA Home Loans:** Veterans may be eligible for special home loan programs with favorable terms, such as lower interest rates, reduced down payments, and no requirement for private mortgage insurance.
- 3. Disability Compensation:** Veterans who have service-related disabilities may be eligible for disability compensation, which provides financial support to help with the impact of their injuries or health conditions.
- 4. Employment Assistance:** Veterans may receive support in securing employment through various programs that offer job training, resume writing assistance, career counseling, and access to job placement services.
- 5. Burial Benefits:** Veterans may have access to burial benefits, including burial at a national cemetery, grave markers, and other memorial services to honor their service.
- 6. VA Caregiver Support:** The VA may offer support programs for family caregivers of veterans, providing training, respite care, counseling, and financial assistance to help caregivers manage their responsibilities.
- 7. Tax Benefits:** Some countries offer tax incentives or exemptions specifically for veterans, such as property tax reductions, income tax credits, or deductions for service-related disabilities.
- 8. Recreational and Community Programs:** Many veterans' organizations and community groups offer recreational activities, social events, and support networks to assist veterans in connecting with peers and engaging in enjoyable activities.

It's important for veterans to research the benefits available in their specific country and reach out to relevant government agencies, veterans' organizations, or service officers who can provide more information and guidance based on their individual circumstances.

Brother Bobb-Semple has nearly 24 years of experience (15 active, 9 reserve) as an attorney in the United States Navy's Judge Advocate General's Corps. He is on the Phi Beta Sigma, Fraternity, Inc., International Military Affairs Committee. If you have any questions, he may be able to point you in the right direction.



Zeta Sigma Chapter Bigger and Better Business Newsletter



FALL 2024

SHOTS SHOTS SHOTS....WAIT, LET'S TRY TO SAVE SOME MONEY ON THOSE SHOTS!



We are not condoning or condemning any brothers for their drinking habits, but we encourage responsible consumption. We have some suggestions to help you save some money (but when you do spend, try to spend with a black owned establishment). If you frequently visit a... (Read Entire Article)



EXECUTIVE PRESENCE

How do you present yourself at work, fraternity business events, or other professional events?

One of the great things about the Men of Phi Beta Sigma Fraternity, Inc., is our diversity. We can adapt to any environment, from a jeans and timberland event to a black-tie affair; we can do it all! However, many of us spend a significant amount of time attending business-related...(Read Entire Article)

VETERAN'S CORNER

8 BENEFITS THAT VETERANS MAY NOT BE AWARE OF:

1. Educational Opportunities: Veterans often have access to various educational benefits, including tuition assistance, scholarships, and vocational training programs, which can help them pursue... (Read Entire Article)

**BLACK
SPEND
FEATURED
BUSINESS**



BLACK SPEND

Since 2020, Phi Beta Sigma, Fraternity, Inc., has made it an initiative to support black-owned businesses. This surge of support is not just a passing trend; it is a crucial step towards addressing historical injustices, fostering economic equity, and building stronger, more resilient communities. The significance of supporting Black businesses extends far beyond mere consumer choices; it represents a commitment to social justice, econ... (Read Entire Article)