AUGUST / SEPTEMBER 2025 TIMES

NEWS FOR HARLEM AND THE HARLEM'S OF THE WORLD

An Effective Model For Community Based Banking

American Cancer Society

March In Harlem

Todd Rogers

Community - Based online **Shopping Made Easy**



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LETTER FROM THE EDITOR

At The Harlem Times, our tagline is News for Harlem and The Harlems of the World. Like Harlem itself, our news is fresh in its approach, unique in its content, and global in its worldview.

Currently, The Harlem Times is distributed in all five boroughs of NYC, North and South Jersey, Delaware, Philadelphia, Virginia, District of Columbia, Maryland and Atlanta. By reporting and curating content for each of these cities, The Harlem Times serves as an informative gateway for readers, connecting them with the rest of the country, while providing them with relevant news in their own cities.



We hope that you enjoy our paper as a source of information.

Sincerely, P.A. Jackson CoFounder & Publisher

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n November 4, 2025, New York's registered voters will choose their next Mayor, and present indications are that Zohran Mamdani, the charismatic 33-year-old self-described (small "d") democratic socialist -- who believes that free-market capitalism is "theft" – is in line to lead our country's largest city and the world's financial capital.

Jamie Dimon, JPMorgan C.E.O. who graces our cover, favors an active and dynamic citizenry engaged in a vibrant, creative and productive free-market economy that benefits all. He states (in his annual letter to his colleagues and constituents) that until recently the U.S. economy has continued to be resilient, and that such resilience has been fueled by governmental deficit spending, and he advocates elimination of the debt ceiling. He notes our growing need for appropriate physical infrastructure, necessary educational and research spending, financing of public safety and military defense and – above all — expenditures to implement effective policies that drive robust economic growth for the benefit of all our citizens.

Dimon emphasizes that we need: A) consistent and responsible tax and fiscal policies; B) dramatic improvement in our educational systems to help create skills, jobs and opportunity; C) healthcare systems that must be restructured, both to reduce costs and to improve outcomes; D) carefully considered improvements to our varied retirement systems; and E) he believes we must dramatically increase the availability of affordable housing.

He states clearly, "America's strength is not a divine right – it is earned by citizens committed to constructive purposes for the common good." Appealing to a rational public of all political persuasions, Dimon points out our need pragmatically to minimize crippling litigation, stifling bureaucracy and excessive regulatory red tape. He asserts that we can have, and must work toward, healthy international economic alliances for mutual benefit and that it is important that the dollar remain as the world's reserve currency. He believes we must demand government – federal, state, municipal -- that is "effective, efficient, competent and principled", without micro-management.

Dimon fears that America and the world are at critical cross-roads, that our largest risk is geopolitical, and that America must have the world's best military. He closes his letter with the hope to see the world on the path to peace and prosperity, but the sense of his message is one of caution and concern.

May his fears prove unjustified and may his hopes come to fruitful fulfillment.



Harlem Cares! Prostate Cancer Awareness Walk

Every cancer. Every life.™







Saturday, September 6, 2025 9:00 a.m. Registration / 10:00 a.m. Walk Starts! Holcombe Rucker Park playground 155th Street & Frederick Douglass Boulevard

Followed By A

Health Resource Fair
10:00 a.m. - 3:00 p.m.
115th Street Between
Lenox Avenue (Malcolm X Blvd.) & 5th Avenue

*Mount Sinai's Robert F. Smith
Prostate Cancer Screening Mobile
will be available on site*

To register for the walk, scan the QR code or visit: acsengage.org/harlemprostatewalk

For more information, contact: Rosemary Perez-Bell (212) 492-8409/ (347) 886-8116



In Collaboration with:

















































Montefiore Einstein Comprehensive Cancer Center

An NCI-Designated Comprehensive Cancer Center

The American Cancer Society invites you to attend

Prostate Cancer: Let's Talk About It

Presented By:
Montefiore Einstein Comprehensive Cancer Center



Date: September 5, 2025

Time: 6 p.m. - 8 p.m.

Venue: Renaissance New York Harlem Hotel, Grand Ballroom

Location: 233 W. 125th St. New York, N.Y. 10027

This event will feature experts in Urologic Oncology / Surgery / Research who will be sharing valuable insights about prostate cancer prevention, detection and treatment and its disproportionate effects on African American men. The Unspoken Truth, a Northwell Health prostate cancer documentary, will also be highlighted.

SPEAKERS

William K. Oh, MD, Director, National Prostate Cancer Roundtable

Mitch Cornet, VP, Community Strategic Partnerships, Northwell Health

Lee Richstone, MD, Chairman of Urology, Northwell Health

Rashanna Lynch, MD, Chief Medical Officer, Ryan Health

Kyrollis Attalla, MD, Urologic Oncologist, Mount Sinai

Wei Phin Tan, MD, Associate Professor Urologic Oncology, NYU

Kara Watts, MD, Director, Prostate Screening Program, Montefiore Einstein Comprehensive Cancer Center

George Leconte, CEO, NYC Health + Hospitals | Harlem Hospital

Behfar Ehdaie, MD, MPH, Urologic Surgeon, Memorial Sloan Kettering Cancer Center

SCAN TO REGISTER



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Don't forget to join us on Saturday, September 6, 2025 for our 3rd Annual Harlem Cares! Prostate Cancer Awareness Walk.

HOWYOU

How to Pay When Buying From Someone You Don't Know: Keep These Tips In Mind to Help Avoid Scams

Sponsored By JPMorganChase

Credit cards, debit cards, cash, checks, wires or sending money to others using a P2P (person-to-person) payment app are examples of the many ways consumers can pay for everyday transactions. To help protect their money from scammers, it's important for people to understand that how they pay matters, especially when buying something from someone they don't know or trust.

Checks:

Although declining in usage, many people still regularly use checks, particularly for business transactions. Check fraud can happen in various ways, such as writing bad checks, stealing and altering someone else's check, forging a check, or depositing the same check twice (once through a mobile app and again at a branch).



Here's What You Can Do: Never make checks out to "cash." Use permanent ink, and write the amount in numbers and words. Don't leave a check book unattended and always send a check directly from the post office or through secured mailboxes; don't leave them for pickup in your mailbox at home. When possible, opt for electronic payment methods instead of checks.

Person-to-Person Payments:

Person-to-person payments through services like Zelle® can be quick and convenient ways to send money to others you know and trust (e.g., friends and family or your dogwalker). Don't use Zelle to buy things online, especially through social media marketplaces or messaging apps. If you send money for something that turns out to be a scam, it's very unlikely you'll be able to get it back.

Here's What You Can Do: If you are purchasing goods or merchandise, including things like concert tickets, a credit or debit card that offers purchase protection may be a better option. If at any time you feel pressured, the deal seems too good to be true, or you otherwise suspect it's a scam, don't proceed with the purchase.

Credit and Debit Cards:

When you pay with a credit or debit card, you are not responsible for unauthorized charges if your card is lost, stolen or fraudulently used, as long as you report unauthorized charges promptly. Use your card's security features to help keep it safe.

Here's What You Can Do:

Two-factor authentication can help block anyone who gets your banking information from using it, and setting up credit monitoring helps you know if your card is used fraudulently. Keep your card safe. If you misplace it or think it is lost or stolen, contact your bank immediately, and lock your card from additional charges.

Scammers may try to get you to send a payment them to pay for something (like concert tickets) that you need never receive. Credit and debit cards may offer some

protections that can help you get your money back for purchases you make if you don't receive what you paid for. If you pay with a credit card, your bank will likely reimburse you for your payment if you don't receive the goods. If you paid with a debit card, your bank will try to get your money back from the scammer's bank, but if the scammer has disappeared with your money, they won't be able to get the funds back, and your bank is not required to reimburse you.

Here's What You Can Do: Watch out for sellers who require forms of payment that do not provide purchase protection. Before you pay, always ask yourself: "Am I sure this is not a scam?" Always remember: If you're unsure, walk away.

Wire Transfers:

Wire transfers are convenient and secure, and they work like cash. Only send a wire when you know the details of the recipient and never feel pressured or urged to send one. Wire transfers are a target for scammers because they are often used for high dollar transactions—like homes or cars—and once sent, they cannot be reversed. Scammers can impersonate companies, banks, and government agencies to quickly receive your hard-earned money, move it to another account and disappear.

Here's What You Can Do: Never provide your bank account details to unfamiliar or suspicious individuals and avoid wiring money to people or businesses you are unfamiliar with, especially if prompted by suspicious phone calls or emails. In a world of growing payment options, it's important that people make informed choices about how to pay for purchases, especially when buying from a person or business you aren't familiar with, to help keep their money safe.

Learn more about protecting your finances at chase.com/digital/resources/privacy-security

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REFLECTING ON A CENTURY OF ST.MARK'S SCHOOL











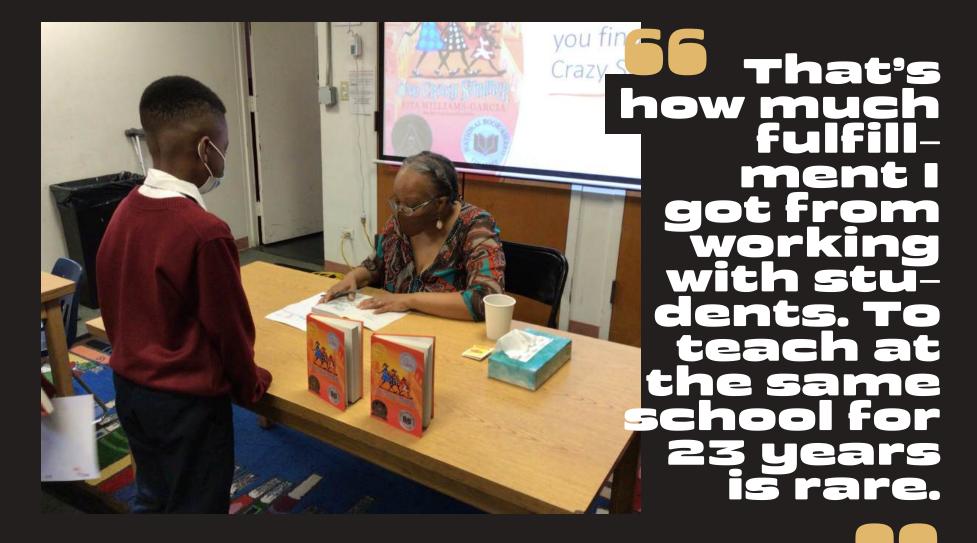


I first opened the doors of Saint Mark the Evangelist School in September 2002. Fresh out of graduating from college, it was my first real job and I was both nervous and excited. As soon as I walked in I could feel the history, the energy and the love. Sister Nora was the principal at the time and even though it was over 20 years ago it feels like yesterday. This amazing nun that lived upstairs gave me my first job as a teacher.

Saint Mark the Evangelist School in Harlem was founded in 1912 by Saint Katharine Drexel and the Sisters of the Blessed Sacrament. The school was the first Catholic school in New York City to serve African American children. I started off teaching 3rd grade for two years, I had a class of 30 students, I still don't know how I did it, but I did, 30 personalities. I had to get used to my name being called "Mr. Ellis" and then I became the Library Tech Coor-

dinator...working with pre-K through 8th grade. I loved it. I was an extension of the classroom. I chose to go into education because I was inspired by mom; I witnessed the impact that she had on kids, especially as they got older. She retired a couple years ago after 35 years of teaching at my elementary school.

I started a Poetry Club after school and an Author Illustrator Series where I had Andrea Davis Pinckney, Richard Peck, Rita Williams Garcia, Jaqueline Woodson, Dinah Johnson, Bryan Collier, and so many more amazing writers and artists. It was the first time a lot of my students were face to face with an author and also getting their books signed by one.I can honestly say that I never had a day when I came home and was stressed out. I loved my job. I would actually do it for free. That's how much fulfillment I got from working with students.



To teach at the same school for 23 years is rare. I would find myself teaching kids whose parents I taught. The look in their eyes when I tell them, "I taught your mom or your dad," they could not believe it. Learning that Saint Mark School was closing had been devastating for the kids, teachers, parents, and also the community. I have embraced Harlem, and I was able to write two poetry books about this amazing historical place. Walking down Lenox Avenue and being a sponge, absorbing everything that I witnessed. 138th and Lenox will be in my heart forever; Marcus Garvey had his meetings at the same place where the students ate lunch and had gym. It's where he first had his meeting in Harlem in 1916. When I think back it all feels like a dream, a magical experience. I'm so blessed to have worked in this school.

here are so many memories, one that sticks out is when I went around the school and asked students from 4th to 8th grade what their passion was and what they wanted to be when they got older. There were 12 students who said they wanted to be chefs out of all the students I asked, and those were the 12 students I took to Red Rooster to have lunch with the celebrity chef Marcus Samuelsson. It was an inspiring afternoon for them, he talked about his journey in life and reminded them to focus on their passion and that they could do anything they wanted to do in life. The students talked about that experience for months.

According to a study published by the National Institutes of Health (NIH), these closures can disrupt social interactions, and potentially lead to long-term negative consequences for mental health. Children may experience heightened anxiety and depression due to the disruption of their routines and social connections. I tried my best to be positive with my students in those final months of Saint Mark closing, letting them know in life they will experience change and its all about how we deal with it. I see their faces in my dreams, their smiles. For any parents reading this that have gone through your child's school closing it's important to comfort them and remind them that this is a challenge for the whole family. It's also a good idea to make sure their kids spend time with friends who are facing the same thing.

Over the years, graduates would come back to visit Saint Mark. Some were lawyers, teachers, photographers, actors, and professions that we should all be proud of. They come back to a school that was family, remembering conversations that guided them from when they were students here. This is my love letter to Saint Mark the Evangelist School. You gave me the opportunity to inspire and teach students that would be future leaders and also gave me the opportunity to embrace this beautiful place, Harlem, where you have been since 1912. Thank you!

Community Banking for small beneurs continued to the period of the perio

s JPMorganChase's Harlem Community Center Branch on 125th Street reached its fifth anniversary this past fall, we look back at the impact of this unique neighborhood resource.

Opened in 2019, Chase's flagship Community Center Branch in Harlem was the first of its kind in the nation, pioneering a new model of community-focused banking. The facility was designed, built, and programmed in collaboration with local organizations to offer specialized financial health resources for Harlemites, including programs to strengthen financial literacy, assist small businesses, and build wealth in the community.

"Our success in Harlem isn't charity, it's good business. By providing access to banking, credit and investment services, and offering the tools and education to take full advantage of all we can offer, we are building stronger, more vibrant communities, which leads to better outcomes," said JPMorganChase Chairman and CEO Jamie Dimon.

With the goal of being the bank for all, JPMorganChase invests in and provides programming around small business growth, affordable homeownership and financial education programs, all aimed at uplifting the local economy and helping residents build generational wealth.

Small Business Equals Big Returns

The New York City Housing Authority (NYCHA) Business Pathways program provides support for NYCHA residents forming and expanding small businesses. JPMorganChase invests in the

program, offering residents the opportunity to grow food, childcare and construction businesses. Graduates are able to lay a strong business foundation that helps them get their first contracts with vendors like NYCHA. Contract relationships provide stable, regular revenue usinesses and are key for any venture to thrive. Entrepre-

for small businesses and are key for any venture to thrive. Entrepreneurs continue to have access to grants, resources and referrals that help their businesses thrive long after completing the program.

Home is Where the Heart Is

Tendai Watkins, a Brooklyn resident, successfully purchased her first home with the assistance of Community Home Lending Advisors (CHLA) Daryl Newkirk, who provided Tendai with the support needed to navigate the homebuying process confidently. Understanding that homeownership is a key pathway to building generational wealth, Chase established a team of CHLAs who specialize in local housing and down payment assistance programs. These advisors guide potential homeowners through the complexities of purchasing a home, offering tailored advice and educational resources.

Financial Health + Education = Success

Recognizing that generational wealth begins with a strong foundation in financial health, Chase extends its commitment to community through financial education. Their team of Community Managers connect residents in New York City with financial health resources by offering workshops on topics like building credit, budgeting, home buying, and saving for college. Many are hosted at the Harlem Community Center branch. Chase's Community Managers recently partnered with Good Shepherd Services to host a Banking 101 workshop on banking fundamentals and credit management, empowering students and young adults to make informed financial decisions and build a secure future.

The work continues in Harlem where Chase has had a presence since the 1960s and has assisted the financial needs of Harlemites for generations. The Harlem Community Center Branch is a commitment from the firm that will continue to empower Harlem for years to come.

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Logical Technology & Research

The Beautifulis Network

Culture, Commerce, And Community at Global Scale

By William C. Jackson

he Beautifulis Network is redefining the global shopping experience by placing culture and community at the center of commerce. What began as Beautifulis.black, a curated marketplace celebrating Black-owned brands and diaspora identity, has expanded to include Beautifulis.latin, honoring the Afro-Latin community, and Beautifulis.caribbean, uplifting the artistry, heritage, and wellness traditions of island culture.

Rogers has spent decades at the intersection of technology, business, and community empowerment. Through LTR, he has delivered IT solutions for federal agencies such as FEMA, USDA, and the Department of Defense. Beyond government contracting, he has launched ventures in real estate, property technology, and consumer markets—all guided by a mission to uplift underserved communities through innovation.

Unlike generic online retailers, the Beautifulis platforms are designed to serve the unique needs of melanin-rich communities worldwide, while providing entrepreneurs and established brands with tools to access a multi-trillion-dollar market.

The Vision and the Founder

The Beautifulis Network was founded by Todd Rogers, President and CEO of Logical Technology and Research (LTR), an award-winning entrepreneur and technologist recognized with the President's Lifetime Achievement Award for Public Service.





"The African diaspora is global. From Washington to Lagos, from Havana to São Paulo, from Kingston to Paris our communities shape music, beauty, fashion, and wellness. Beautifulis.black celebrates Black heritage, Beautifulis. latin amplifies Afro-Latino voices, and Beautifulis.caribbean honors island culture. Together, they are launchpads built to serve, connect, and empower." — Todd Rogers

Market Opportunity

Black Consumers (U.S.): \$1.8 trillion in annual buying power.

Latino Consumers (U.S.): \$2.7 trillion in annual buying power, with Afro-Latinos making up $\sim 25\%$ of this population.

Caribbean Market: 44 million across 30 nations, with a diaspora that spends billions annually in the U.S., U.K., and Canada.

Africa: 1.4 billion people, with projected consumer spending of \$2.1 trillion by 2025. Brazil: The largest Afro-descendant population outside Africa, with over 55% of Brazilians identifying as Black or mixed-race. Together, these markets represent a multi-trillion-dollar global opportunity one that has been historically underserved by mainstream commerce.

Platform Functionality: How Beautifulis Works

The Beautifulis Network is more than an online store it is a cultural commerce engine with functionality built to serve both customers and vendors.

For Customers

Smart Shopping & Discovery: AI tailors product suggestions based on browsing, culture, and lifestyle. Collections like Afro-Latina Haircare Essentials or Caribbean Wellness & Teas help shoppers discover relevant goods.

Spatial Sourcing: The platform highlights nearby vendors first, reducing delivery

times and supporting local economies, while still offering global reach.

Seamless Checkout: Multi-currency payments (USD, BRL, COP, MXN, EUR, GBP) and future mobile money integrations (PIX in Brazil, M-Pesa in Africa). One-click checkout ensures speed and convenience.

For Vendors

Easy Onboarding: Guided storefront setup with multilingual support (English, Spanish, Portuguese, French). Even small artisans can launch quickly.

Product Management Tools: Bulk uploads, inventory alerts, and AI-driven pricing recommendations.

Analytics & Insights: Real-time sales tracking, customer insights by region, and AI-powered growth forecasting.

Flexible Fulfillment: Vendors can self-ship or use Beautifulis Fulfillment Services, with warehousing partners across the U.S., Latin America, Africa, and the Caribbean.



For Communities

Financial Empowerment: Wealth seminars, coaching sessions, and business training integrated directly into the platform. Customers learn how to build generational wealth, and vendors gain tools to manage cash flow, credit, and scaling.

Cultural Campaigns: Themed promotions for heritage moments like Juneteenth, Carnival, and Caribbean Heritage Month amplify visibility for products and brands.

"Beautifulis is designed as an ecosystem: customers shop smarter, vendors grow faster, and communities build wealth together."

Products for Melanin-Rich People Globally

A hallmark of Beautifulis is its emphasis on health and wellness products tailored for melanated communities:

Skincare: Treatments for hyperpigmentation, hydration, and natural radiance. **Haircare:** Solutions for curls, coils, and protective styles.

Sun Protection: Sunscreens formulated not to leave residue on darker tones.

Wellness & Nutrition: Supplements addressing diaspora-specific needs (vitamin D, iron).

Herbal & Spiritual Goods: African and Caribbean remedies, teas, and spiritual tools rooted in ancestral traditions.

For Vendors: Why Join?

Beautifulis isn't just a place to sell—it's a launchpad for growth. Vendors gain:

Direct access to culturally aligned customers.

A frictionless setup process that makes it easy to get started.

Analytics and AI tools that provide insight

into buying patterns.

Fulfillment partnerships for both local and global delivery.

Marketing opportunities tied to cultural heritage events.

Whether you're a micro-business in Kingston, a skincare innovator in Lagos, or a fashion brand in New York, Beautifulis levels the playing field.

Looking Ahead

The rollout plan is ambitious:

2025–26: Focus on U.S., Africa, Latin America, and Caribbean markets.

2026–27: Expansion into European diaspora hubs (U.K., France, Netherlands). **2027 and beyond:** Growth into the Middle East and Asia.

Future expansions could include **Beautifulis.asia** and **Beautifulis.middleeast**, ensuring diaspora communities everywhere have a platform built for them.

The Beautifulis Network is not just building an e-commerce platform—it's creating a global cultural economy. With its unique blend of AI-driven functionality, spatial sourcing, financial empowerment, and culturally curated products, it positions itself as both a marketplace and a movement.

For customers, it offers personalization and cultural connection.

For vendors, it provides growth tools, insights, and global reach.

For communities, it creates opportunities for wealth-building and representation.

"We're not just building stores—we're building cultural economies. Beautifulis is where heritage, innovation, and empowerment come together." — Todd Rogers

Explore the movement at Beautifulis.black, Beautifulis.latin, and Beautifulis.caribbean.

Turn your great idea into a great startup!

The Harlem Times and Gust have all of the education, tools, and resources you need to successfully launch your next venture, all in one place, with one click of a mouse:

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TACKLING PROSTATE CANCER IN THE BLACK COMMUNITY

BY SEBASTIAN CASTRO

lack men have a 67% higher prostate cancer incidence rate compared to white men and are more than twice as likely to die from the disease," says the American Cancer Society.

Tony Hillery is a longtime member of the Harlem community. He remembered the day he was diagnosed with prostate cancer.

"When they came in and told me I was positive, I said 'no, I think you're mistaken," Hillery said. "Everything went blank. I saw their mouth moving, but I didn't hear what they were saying."

Hillery was born in Wiesbaden, Germany, to a Tuskegee Airman and Air Force

Major for a father. He grew up all around the world before settling in New York as a businessman. After the 2008 financial crisis, he decided to take time to volunteer in Harlem public schools, where he quickly became an integral part of the neighborhood. It was also when he learned just how difficult it was for kids in the community to be conscious of their health.

"That's where it slaps you in the face; the disparity in everything from education to health to wellness," Hillery said.

According to Hillery, many of these children were living in homeless shelters; "their idea of eating healthy was diet coke."

Hillery lamented the concentration of fastfood restaurants in their community, and lack of healthier options. Harlem residents were fighting an uphill battle.

"You eat this bad food every day, you're gonna get sick," Hillery said.

Hillery also recognizes that these issues were not unique to Harlem or the Black community.

"It's really poverty what we fight here," Hillery said.

Across the street from the school Hillery volunteered at was an abandoned lot the kids called the haunted garden. He made it his mission to clean it up with the help of student volunteers. Once they did, one of the kids suggested planting food. That's when Harlem Grown was born.

Harlem Grown is an independent non-profit founded by Hillery with a mission to "Inspire youth to lead healthy and ambitious lives." Harlem Grown went from producing 38 pounds of food in their first year to having 14 lots, all producing food, all of them going to the community.

As Harlem Grown expanded its reach, Hillery went on his own health journey. He became vegan and began exercising four times a week, losing around 50 pounds. He was as healthy as he had ever been when he was diagnosed with cancer.

"It's a silent thing if you don't have any blaring symptoms," Hillery said. "I had none. That's the scary part."

Despite his healthy lifestyle, Hillery was still diagnosed. He stressed how important it is to stay proactive when it comes to health and ruminates on challenges Black men may face when dealing with their wellbeing, especially the stigma associated with open discussions about such sensitive topics.

"It's almost a taboo subject in our community," Hillery said. "We sit in barbershops; we talk about everything in the world except our health."

Hillery credits much of his recovery to Dr. Ash Terwari. He recalled the first night after his surgery, staying awake in the hospital bed, unable to sleep. He texted every man in his phone, urging them to get checked.

"It is so important to be preemptive in our health," Hillery said.

Out of the many who did get checked, seven tested positive. Hillery said he's glad he's been able to raise awareness for the issue.

"It's not getting it; it's being aware of it and getting it out and treating it," Hillery said.

Hillery also reflected on more institutional

IT'S ALMOST A TABOO SUBJECT IN OUR COMMUNITY. WE SIT IN BARBERSHOPS; WE TALK ABOUT EVERYTHING IN THE WORLD EXCEPT OUR HEALTH.

barriers preventing Black men from receiving treatment, both financially, and historically. He acknowledged the deeply embedded mistrust of the medical community, born from years of medical malpractice rooted in racism.

"We have every reason to be skeptical of the medicine," Hillery said. "At the same time, you're talking about your health."

"You go where you're comfortable," Hillery said. He urged members of his community to do their best to overcome their suspicions to avoid "dying that horrible, painful, drawn-out death."

Hillery acknowledged his privilege in being self-employed. He sympathized with the unjust and harsh restrictions placed on those having to balance work and health, especially amidst a cancer diagnosis.

"I couldn't imagine having to rush back to work after the first two or three weeks," Hillery said. "I couldn't even imagine, but I know some people have to do that."

Hillery urged all men to get checked, encouraging them to overcome any stigma associated with the process.

"It's all right in front of us, but people don't broach it," Hillery said. "Awareness is everything."

"Words don't kill you. Prostate cancer can. Have a conversation."





