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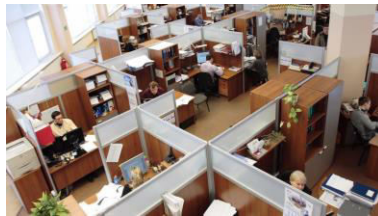
November 12-14, 2015
Anaheim, CA

IFA ANNUAL
CONVENTION



February 20-23, 2016
San Antonio, TX

The Pros and Cons of Starting a Business While Working a Full-Time Job



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Most people don't start out as entrepreneurs. They choose to start their own business only after some level of work experience. It could be because they don't like the idea of having a boss and want to step out as their own. It could be because they learned critical skills that enable them to be a leader in their own right. It could even be because they came up with a great idea in the normal course of working.

Of these three motivations stemming from an existing job (and of course, there are always more), only one stems from the job being intolerable. In the other cases, the job is fine, but entrepreneurship serves as [a valuable alternative](#). Because stepping out as an entrepreneur is risky and staying with your current job is safe, many potential entrepreneurs consider the idea of starting their own business while maintaining their full-time jobs. This approach doesn't work for everyone, as it has some critical limitations, but it also has some key appeals.

The benefits

First, and most important, is the security factor. Leaving your current full-time job to start your own business can be risky. You'll be abandoning your post, investing your own capital and potentially running on zero income for the foreseeable future. If your business collapses or fails to generate any meaningful momentum, you'll be low on cash and without a job.

Keeping your job while starting your own business is a way of hedging your bets, granting you some guaranteed income as you work to develop your business on the side. If you keep your job, you can quit at any time. If you quit your job, it's going to be difficult to get it back.

Keeping your existing job also allows you to take advantage of company resources for

Your Business Name Here
Contact Name
Contact Number

Your web address here

the benefit of your new enterprise. Obviously, you can't take office supplies or tangible goods, but you can talk with your bosses, co-workers and colleagues to get advice or partner with them to develop certain areas of the business. You can even [engage in professional networking](#) to start building contacts for your new business.

The drawbacks

The most obvious drawback is time. If you're working full time, you won't have much time left over to pursue your own business. You'll have to force all your work in the company to weeknights and weekends, which are typically harder times to do business. This means it will take a longer time for you to get your business up and running, and you won't be able to give it your all for as long as you stay employed.

Second, you'll naturally consider your startup more of a hobby than a living, and you'll be less motivated to nurture it to fruition. Rather than being motivated by the sink-or-swim nature of sole entrepreneurship, your safety net will keep you from fully mentally investing in your enterprise.

Working on your startup can also have a negative impact on your performance at your full-time job. If you find yourself distracted with new ideas or staying up all night to complete work on some facet of the business, you won't be able to give your full attention to your job.

Eventually, your employers will notice, and you could wind up losing your safety net altogether. Or, if you can juggle both entrepreneurship and a full-time job, your family and personal lives may suffer. After all, if your only time to work on your side business is on weeknights and weekends, when will you spend time with friends and family? It's a major burden to take on both at once.

Conclusion

There are clear advantages and disadvantages to starting a business while employed. But as long as you can reasonably manage both, I would have to give the slight edge to retaining employment while starting a business.

There is a study that suggests [entrepreneurs who start a business while still employed](#) tend to do better than those that don't, but these results might be suggestive of a hidden variable, such as risk aversion, that leads both to this decision and to entrepreneurial success. Personally, I went the route of starting my business on the side while still working as a full-time employee elsewhere. It's difficult, but doable.

If you do proceed to start a business under your current employer, be sure to adhere to the following best practices:

- Don't do any entrepreneurial work on company time. This could burn a major bridge and leave you without a job.
- Be open about your intentions with your supervisors. The last thing you want is for them to find out by happenstance.
- Don't sabotage yourself. If your business demands more work, either quit your job and go full time, or find additional help.
- Keep it balanced. [Don't burn yourself out](#), and don't allow your performance to slip.

Mosquito Squad continues to set the pace and Welcomes Three New Franchisees to Their Ever Growing Franchise Family

Mosquito Squad, North America's #1 Pest Control Franchise welcomes three new franchisees to their family this week.

RICHMOND, VIRGINIA ([PRWEB](#)) August 17, 2015 - Mosquito Squad, North America's #1 Pest Control Franchise welcomes three new franchisees to their family this week. Javier Pena, Jon Burton and John Kulesza attended Confirmation Day together on Monday July 27th.

The three gentlemen traveled to Richmond, Virginia from all over the country coming from diverse backgrounds with one shared interest; operating their own Mosquito Squad franchise.

The first to arrive on Confirmation Day was, Javier Pena. Flying in from Texas, Javier and his wife Mayra had been looking for a business opportunity that would allow them to spend more time with their two young sons and also one that gave back to their community. Javier and Mayra chose to license multiple units with Mosquito Squad and their first locations will open in January of 2016 in Laredo and Corpus Christi. The pair looks forward to expanding their operations in 2017 by servicing clients in the Rio Grande Valley.

John Kulesza joined Javier for Confirmation Day from Westford, Massachusetts. Like Javier, John saw great potential with Mosquito Squad, after driving around his home town and seeing Mosquito Squad yard signs, John quickly became a Mosquito Squad client. As a client, John saw the potential of operating his own Mosquito Squad franchise and is eager to begin servicing clients throughout Worcester, Massachusetts.

Along with John and Javier, Jon Burton was also in attendance. Jon first learned about Mosquito Squad while reading news articles on Entrepreneur.com, Jon was impressed with Mosquito Squad's success stories and decided to continue exploring. Jon is an Air Force Veteran and he and his wife Julie, look forward to opening

their Mosquito Squad franchise in Omaha, Nebraska. Their location will be the first Mosquito Squad location in the state of Nebraska and will open in the spring of 2016.

"Mosquito Squad is having another record breaking year. We are growing at an exciting pace having already added over 25 new locations. But seeing three different entrepreneurs attend Confirmation Day and have all three sign is truly remarkable," shared Franchise Development Marketing Coordinator, Shemar Pucel.

About Mosquito Squad

With more than 170 franchise locations nationwide, Mosquito Squad specializes in eliminating mosquitoes and ticks from outdoor living spaces, allowing Americans to enjoy their yards, outdoor living spaces, special events and green spaces. The Squad has been a proud supporter of Malaria No More since 2011.

Talk with your Franchise Consultant to find out more about Mosquito Squad.

Business Spotlight: City Wide aspires to be a building owner's best friend



By John Basil

Robby and Sandi Armstrong worked for decades preparing for a future when they could own their own business. Ultimately, the couple's professional experience — some of which they acquired by chance — convinced them that they'd be successful operating one. "We've each spent over 20 years in corporate America working in sales, marketing and business management," said Robby Armstrong. "Most recently, I was running a small business in Richmond, Virginia. When the economy dipped, the company downsized and the facilities maintenance responsibilities were spread across many different people, none of whom considered this their principal duty. This experience gave me empathy for other businesses that had to deal with maintenance issues that took them away from their core business." The co-principals' Brookfield business venture, City Wide of Milwaukee, addresses this issue by providing clients with one point of contact for more than 20 facilities/janitorial services, including carpet and floor care, lawn care and window cleaning.

Since opening in 2014, City Wide has doubled its business every month, said Robby, who, as vice president of Development, is responsible for acquiring new clients. The local operation is a franchise of a company based in Kansas City, Kansas. "We manage multiple services for building owners and property managers in southeastern Wisconsin, thanks to our unique business model that saves clients money and allows them more time to our focus on their core business initiatives," he said. "It's also allowed us to grow quickly, because it's designed to be proactive in a very reactive industry."

"We don't assume that if a client's not complaining then everything is OK," said Sandi, City Wide's president and CEO, who runs the operations side of the business. "Instead, we regularly seek client feedback and raise the service bar by providing them with a day and night manager, who takes the initiative to meet their needs around the clock. This is rare in our industry and is a contributing factor as to why we have a customer-retention rate over 90 percent."

City Wide's stable of service providers is comprised of independently owned and operated businesses — many of whom are minority run. "Earlier in my career, I was fortunate enough to work in the international markets," said Sandi, a Brookfield native. "Through this experience, I was able to meet several contacts, who have helped me to partner with various local, ethnic and multi-cultural organizations. We've been able to connect with many hard-working small companies and help them grow their businesses.

"We put them through a thorough orientation program to ensure they are using commercial grade, state-of-the-art equipment and understand the processes and policies we've established through our proven business model. This has helped create jobs and stimulate economic growth in our community."



September is the month that marks the start of fall in the Northern Hemisphere. For many, it also marks the start of the school season. It is also associated with the harvest. As such, it is a time of celebration and new beginnings. There is only one national holiday in the United States that falls in September, but there are still plenty of fun things happening in September.

Labor Day

Labor Day falls on the first Monday of September in the United States. The holiday is to celebrate the hard work laborers have put into the development of the country. Many citizens of the United States get Labor Day off to have fun and relax. People celebrate the holiday with parades, family gatherings and fun activities, such as going to the beach.

September or Autumnal Equinox

Every year in September, the Earth and sun align in such a way that the Earth does not lean toward or away from the sun. This means that it is virtually half day and half night all around the world during the equinox. Every area of the Earth gets close to 12 hours of day and 12 hours of night. The September equinox occurs on the 21, 22, 23 or 24 of every September.

SEPTEMBER 19: INTERNATIONAL TALK LIKE A PIRATE DAY



Perhaps the most widely-known offbeat holiday, because who doesn't relish the chance to call everyone "matey"? Click on the link to the learn the 'basics' of pirate lingo! [Pirate lingo](#)

SEPTEMBER 21: Oktoberfest



Don't let the "Oktober" part of the name fool you -- the 16-day festival of beer, oompa music, and wurst always starts in late September - and this year, it kicks off on the 21st. Though historically a Bavarian celebration held annually in Munich, Oktoberfests have popped up in cities all over the world. Though the holiday started as a royal wedding celebration, it has since been eclipsed by the beer which must adhere to strict German Beer Purity laws (Reinheitsgebot) to be considered official Oktoberfest Beer. Luckily for us non-Germans, globalization has granted us access to such tasty brews in our local corner stores and supermarkets.