

### Noteworthy Events

Labor Day



September 4, 2017

FRANCHISE EXPO WEST



November 2-4, 2017  
Los Angeles, CA



### TITLE Boxing Club Signs Latin American Franchise Deal to Ignite Global Expansion

#### Boxing Fitness Franchise to Debut Brand in the Dominican Republic, Puerto Rico

OVERLAND PARK, Kan., Aug. 8, 2017 /PRNewswire/ -- Latin Americans will now have access to the high-quality, results-driven workout that has dominated the American fitness scene. TITLE Boxing Club, the nation's leading boutique boxing fitness franchise with more than 170 clubs across the United States, announced today a new international deal that will bring the brand to Dominican Republic and Puerto Rico.

The deal for the Dominican Republic and Puerto Rico expansion marks the first signed agreements in Latin America for the popular fitness franchise. The brand already operates one international location in Cancun, Mexico.

The Latin American expansion is led by successful Dominican entrepreneur Manuel Corripio Alonso, Vice President of the Corripio Group, one of the largest private employers in the country. Mr. Corripio is directly responsible for employing more than 12,000 people across the Dominican Republic. With broad business experience that includes trade, distribution and wholesale along with media and entertainment industry expertise, Mr. Corripio also operates multiple franchise brands including Burger King, Papa John's, Krispy Kreme and Orangetheory Fitness.

"I discovered TITLE Boxing Club while visiting my son in Boston. He is a member at a club in the city and invited me to join him for a workout. By the end of the hour-long class, I was sold – not only on the workout, but on the investment opportunity," said Corripio. "The fitness market in the Dominican Republic is primed and ready for a brand like TITLE and we are excited to bring this workout experience to the people of Latin America."

With the global fitness and health club industry generating more than 80 billion U.S. dollars in revenue per year, the market remains hot for TITLE Boxing Club to continue its domestic and international expansion. This most recent deal comes on the heels of a tremendous first half of 2017, which brought significant growth for the brand and the addition of new members to the executive team – a strategy that will help drive further development. Momentum has largely been driven by the brand's premium service of explosive, total-body boxing and kickboxing classes that energize, strengthen and challenge members.

"This is a landmark agreement for TITLE Boxing Club and we couldn't be happier to add Manuel and his team to our TITLE Boxing Club family," said company President Susan Boresow. "This expansion marks a new era for our brand and we are looking forward to offering our one-of-a-kind fitness experience to customers in the Dominican Republic and Puerto Rico."

Founded in 2008, TITLE Boxing Club started franchising in 2009 and has since exploded domestically and is embarking on its international expansion this year. TITLE Boxing Club Mexico, Canada, Colombia, and Brazil.



### **IFA Pushes for Tax Reform that Supports America's Small Businesses**

WASHINGTON, July 18—International Franchise Association, the world's largest organization representing franchise owners, submitted recommendations for tax reform to Senate Finance Committee Chairman Orrin Hatch encouraging lawmakers to pursue tax reform as a way to support the franchise industry and improve the American tax system as a whole.

"We appreciate the opportunity to submit recommendations for tax reform to the committee. Our overarching goal for tax reform is to modernize the current code with a system that is simpler, flatter, and fairer for all Americans, especially small businesses. Simplifying our outdated tax code is crucial to franchise businesses and a necessary catalyst for more robust business investment, a stronger economy, and a growing job market," said IFA's Chief Legal Officer Elizabeth Taylor. "Nearly five out of six businesses file their tax returns as either S Corps or pass-through entities and are therefore subject to individual tax rates. As a result, most small businesses are taxed at the highest marginal rates. The franchise industry strongly believes that tax reform must include both small and large businesses to foster robust economic growth for the country as a whole."

As stated in the letter, of IFA members, 58 percent of franchisees and 39 percent of franchisors file as pass-through entities. Nearly 80 percent of franchise owners file their business income on their individual tax returns because they are not organized as large corporations. The number of individuals filing as S Corps and pass-through entities has increased over the last fifteen years while C Corp filings have fallen, reinforcing the need for tax reform that includes both small and large businesses. If tax reform only addresses corporate tax rates, small businesses – many of them franchised - would be at a severe disadvantage.

IFA also supports the elimination of the "Death Tax" as well as the net investment income tax since they are particularly burdensome to small business owners such as franchisees. "In our discussions with franchisors, reducing the repatriation tax rate is very important. This would allow our multinational franchisors to send their foreign earnings back to the U.S., and then use the earnings to create more American jobs and expand operations in the U.S.," the letter stated.

"Overwhelmingly, IFA members have ranked lowering tax rates for small businesses as the highest priority change Congress could make to the tax code, and we are committed to working with Congress to achieve that goal," stated Taylor.

## Escaping the Cube: Why, When, and How Workers Leave Corporate America to Pursue Entrepreneurial Ambitions

Excerpt from an article by Benetrends Financial

Increasingly, American workers are choosing to leave the corporate world and venture forth on their own. These voluntary departures are being fueled by an increasing optimism in the country's economic outlook, a desire to have more professional independence, and the appeal of being their own boss.

It is worth a closer look to determine why workers are escaping the cube. Why, when, and how workers leave corporate America to pursue entrepreneurial ambitions are complex and important issues to consider.

According to the March 2017 figures released by the U.S. Bureau of Labor Statistics (BLS), nearly 3.2 million people voluntarily left their positions in January 2017. The number of "quits," as BLS refers to these voluntary departures, grew throughout the private sector, particularly in services, finance and insurance, and real estate.

The January 2017 data reflects an uptick from figures that were consistently between 2.9 million and 3 million monthly "quits" from August to December of 2016.

Economists generally consider "quits" an indicator of healthy optimism, as a good number of those who leave choose to start their own businesses.



### Why Leave?

Many employees who choose to leave a corporate gig do so for the freedom and flexibility afforded by starting a business. In addition to the wealth potential, running your own business gives you the opportunity to be more in control of your destiny.

For many, the choice to leave a seemingly secure position in corporate America may seem like a risk. But in many cases, the climate and culture in the corporate world leaves a bit to be desired. Here are a number of other reasons people are choosing to leave the nest:

**1. Office Politics.** The nastiness of office politics is a headache that can be avoided when you serve as your own boss. You will no longer be burdened by coworker infighting, pressured to cater to the whims of a difficult boss, or forced to be a pawn in someone else's chess game.

**2. Career Control.** With a corporate job, workers are not always in control of their own career path. The opportunity to be promoted and advanced, learn new skills, or be given valuable work experiences is often at the whims of a supervisor.

**3. Declining Benefits.** In most areas of corporate life, the notions of company-provided pensions, reliable health care, and other benefits are long gone. More of those costs are being passed on to the worker.

**4. Loyalty.** In years gone by, companies earned the loyalty of their employees, providing them with the opportunities and security that allowed for long, productive careers with one company. But today, some corporations no longer value loyalty, and workers have to cope with ever-looming threats of layoffs and downgraded opportunities.

While not everything about corporate America is doom and gloom, there is certainly a great deal of dissatisfaction that employees are feeling about the work being done and the way they are being treated. There is significant appeal to the notion of giving up that corporate life and considering a different type of career.

## 5 Gifts Every Entrepreneur Should Give Herself - Reprinted with permission by AllBusiness.com

Excerpts of an article by Susan Guillory

### 1. Divide your pie

Consider your life like a big ol' lemon meringue pie (or apple if you prefer). If you slice it up, you can compartmentalize the different components of your life: work, love, relaxing, family. Often we let work consume us. We identify as entrepreneurs first and foremost, which means those other components get forsaken. If you divide your pie, you acknowledge that each area of your life is worth its own attention. Try not to let your work piece be bigger than a quarter of the entire pie.

Now enjoy a bite from each piece! When you're done with work for the day, put your work slice back in the fridge; focus on your home slice (ha!). Don't check work email. Don't take work calls. Work will survive without you for 15 hours. Put all your attention on whatever slice is in front of you. Forget the others for the time being.

### 2. Move it

Join a gym. Walk with a friend. It doesn't matter what you do. Just be active. I know how easy it is to put off exercise ("I need to finish that proposal instead of taking care of my body!"), but trust me: Your business will benefit as well as your body.

There are gazillions of articles out there that tell you how exercise reduces stress and keeps you in tip-top shape, so I don't need to rehash those points. But for the entrepreneur, exercise has other interesting side effects. Sometimes by simply being out of the office, you're better able to problem solve and prioritize. You might be surprised at the genius ideas you can come up with on your morning jog.

### 3. Find one tiny thing

What makes you happy? For me, it's curling up with a stack of books and reading one chapter before moving on to the next. Or taking a long, hot bath. There are so many simple pleasures in life. Pick just one. Then incorporate it into your world. After a long day at work, walk your dog with your spouse. Go to your favorite sushi restaurant. Meditate. Whatever that thing that helps you forget about work, that brings you back to yourself, do. It doesn't have to be expensive or even take much time. Doing that tiny thing is a big declaration to yourself that you and your happiness matter.

### 4. Apologize to yourself

Like I said, sometimes we're harder on ourselves than anyone. The next time you find yourself scolding yourself for a goof-up, pretend you are your own boss. You can be a better manager than that, can't you? Instead, look at the situation from the outside. Maybe you made a mistake. That's okay. You're human. What can you learn from it? Cut yourself some slack. If an employee made this mistake, how would you react? Probably not by calling her names. So do yourself the same kindness.

### 5. Step away

What would really happen if you left work early today? Would the sky fall? Would your clients get pissed and leave you? I'm guessing not. The same would be true if you took—*gasp*—a few days or even weeks off. We like to think we're more important than we actually are. I get it. But if you have staff, they can manage while you're away rejuvenating. If you don't, you can still make a plan so that work gets done before you take time off. Taking time off, even if it's just a few hours, is essential for your mental well-being. So do it. Let's get back to being happy entrepreneurs, ones who remember why they decided to go down this path to begin with. That means being gentler to ourselves, putting ourselves first more, and trusting that our businesses will be okay.



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Susan Guillory is the president of Egg Marketing & Communications, a content marketing firm. She's written three business books, and blogs about small business on sites including Forbes, AllBusiness, The Marketing Eggspert Blog. Follow her on Twitter @eggmarketing

# Back to School Tips!

1. **Shopping List** – Make sure you create a checklist of the supplies your child will need to be ready for their first day, it's best to get them all out of the way at the same time!



2. **Get them out the door** – Set alarm clocks earlier than needed based on bus schedules or any morning activities. Better to be ready, not late!



3. **Create a designated "Homework Area"** – Find a quiet place in the home to use as a study hall, supply paper, pencils, and other supplies to ensure they have everything they need and can remain focused.

