

Take it this Spring ...
3-hour seminars for a fast-acting
dose of practical know-how!

WSU's Center for Entrepreneurship
and **Meritrust** present the Spring 2015

BUSINESS BOOSTER *Series*

Energize your entrepreneurial skills with the Business Booster Series at Wichita State's Center for Entrepreneurship. Formulated for the self-made business owner, and fortified with the knowledge of fellow business mavericks, these three-hour workshops are a fast-acting dose of practical know-how you can immediately put to use to beef up your business' bottom line.



CREDIT UNION SM



WICHITA STATE
UNIVERSITY

W. FRANK BARTON
SCHOOL OF BUSINESS

Center for Entrepreneurship

Learn more at wichita.edu/BusinessBooster or email wendy.veatch@wichita.edu.

Meritrust presents the Spring 2015 ...

BUSINESS BOOSTER Series

TIME: 12:30 – 3:30 p.m. on Fridays

LOCATION: Devlin Hall, Rm. 010, WSU main campus

COST: \$50 each (\$5 WSU students) or \$299 for all 10 sessions

Fast-acting dose of
practical know-how.

FEB 20 • Happiness Matters: Creating a Culture for Business to Thrive

Instructor: Todd Ramsey

➊ Fostering a productive culture requires intentionality, authenticity and consistency; unfortunately, in most organizations, culture is shaped by their absence. Explore the practical, organic and meaningful ways to uncover and celebrate your company's culture.

FEB 27 • The Employee Factor

Instructor: Gaylen Chandler

➊ How to attract, retain and dismiss employees, feedback, building team consensus and the benefits of utilizing temporary employment agencies.

MAR 6 • Inventing 101: The Nuts and Bolts of Developing and Protecting an Invention

Instructor: Crissa Cook

➊ Learn about WSU policies and procedures when it comes to inventing and working with the University, as well as the basics related to pursuing protection for an invention.

MAR 13 • Real Estate Leases: What Every Business Should Know

Instructor: Stan Longhofer and Mert Buckley

➊ Your business is in the real estate business, whether you know it or not. Learn the common leasing terms, how to get the most value out of a lease, and how to avoid common mistakes.

MAR 20 • What Can We Do For You?*

Presented by: The Center for Entrepreneurship, Small Business Administration, SCORE and NetWork Kansas

➊ Become aware of resources available from each organization to assist your small business.

(*Complimentary Session)

MAR 27 • Export as a Growth Strategy

Instructor: Karyn Page

➊ An overview of efforts made by private and public institutions to create a region-specific strategy for export growth. Leading the way for business to achieve its global exporting potential.

APR 3 • SEO Part 2: Local SEO Tactics – How to Be Found Locally

Instructor: Marc Zwygart

➊ A four step process to get your business listed in local search engines even if you don't have a website! Gather company information, evaluate your competition, claim your citations and build a review campaign.

APR 10 • Success: The Entrepreneurial Perspective

Instructor: Devin Walker

➊ Being an entrepreneur isn't really about starting a business. It's a way of looking at the world: seeing opportunity where others see obstacles, taking risks when others take refuge. Entrepreneurial innovation is also essential in the government and nonprofit sectors.

APR 17 • Serial Entrepreneurship

Instructor: Jonathan George

➊ Entrepreneurship is typically not a one-shot game. Set yourself up on a startup career path and join an elite serial entrepreneur community.

APR 30 – Accessing America's Largest Seed Fund (SBIR/STTR)*

Presented by: The SBIR Road Tour, led by the SBA and 11 Federal agencies

➊ Meet one-on-one with program managers to help you access the \$2.5 billion non-dilutive technology funding opportunity provided through the Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs.

(*Complimentary Session)



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