

**KANSAS SMALL BUSINESS  
DEVELOPMENT CENTER**  
WICHITA STATE UNIVERSITY  
316-978-3193

<http://www.wichita.edu/ksbdc>

Additional Regional Business Events

JANUARY

- 4 Women's Leadership Alliance Luncheon  
Wichita Independent Business Association 201-3264
- 7 Recruiting and Retaining an Effective Board  
Nonprofit Chamber of Service, 440-6744
- 11 Kan Launch  
Mulvane Chamber of Commerce, 777-4850
- 15 Competing for Government Contracts: Basic Training  
Kansas PTAC, 978-6788
- 18 Entrepreneur 101  
SCORE, 269-6273
- 21 Marketing 101  
SCORE, 269-6273
- 22 Communications Skills for Supervisors  
Center for Management Development, 978-5149
- 23 World Trade Council Dinner and Meeting  
World Trade Council, 978-3176
- 23 Coaching Your Employees to Greatness  
Center for Management Development, 978-5149
- 24 Overcoming Negativity in the Workplace  
Center for Management Development, 978-5149
- 25 Simple Steps to Start Your Business  
SCORE, 269-6273
- 27 Inventors' Association Monthly Meeting  
IASCK, 721-1866
- 28 Influencing without Authority  
Center for Management Development, 978-5149
- 30 2020 WIBA Kickoff  
Wichita Independent Business Association, 201-3264
- 30 Chair's Lunch  
Wichita Regional Chamber of Commerce, 265-7771
- 31 Infrastructure, Security and Vehicle  
Considerations for Autonomous Transportation  
WSU Strategic Initiatives, 978-5363

FEBRUARY

- 3 Hutch/Reno Chamber Annual Meeting  
Hutchinson/Reno County Chamber, 620-662-3391
- 4 Women's Leadership Alliance Luncheon  
Wichita Independent Business Association 201-3264
- 7 Local Food Producers Entrepreneurship Workshop  
K-State Research and Extension, 660-0110
- 8 Wichita Farmers' Market Regional Workshop  
K-State Research and Extension, 660-0110
- 8 Kan Launch  
Mulvane Chamber of Commerce, 777-4850
- 11 WIBA Monthly Luncheon  
Wichita Independent Business Association, 201-3264
- 13-14 Women Managing the Farm Annual Conference  
Kansas State University, 785-532-2560
- 15 Web Page Development  
SCORE, 269-6273
- 18 Advanced Social Media  
SCORE, 269-6273
- 19 Enhancing Your Customer Service Skills  
Center for Management Development, 978-5149
- 20 World Trade Council Dinner and Program  
World Trade Council, 978-3176
- 20 How to Be an Effective Manager  
Center for Management Development, 978-5149
- 22 One Page Business Plan  
SCORE, 269-6273
- 24 Inventors' Association Monthly Meeting  
IASCK, 721-1866
- 25 Powerful Business Writing Skills  
Center for Management Development, 978-5149

# Small Business Workshops

offered by the Wichita State University Kansas Small Business Development Center

## Startup Workshops

### Meeting the 3 Ms:

**Learning the Basics of Marketing, Management and Money**

If you want to start a new business, the three Ms are critical. This workshop offers essential information about Marketing, Management and Money that will help you assess the feasibility of your business idea and start writing your business plan. This is a free workshop.

*Please see the reverse side for dates and times.*

### Quick Start Business Planning

Using a simple narrative template and a simple cash flow template, you will learn how to develop the key elements of your business plan. You will be able to use the business plan you develop with these templates as a basis for your final business plan.

*Please see the reverse side for dates and times.*

## Taxes and Regulations

### State Tax Workshop

An expert from the Kansas Department of Revenue will give you the basics in this free workshop. Topics include sales and compensating use taxes, tax forms and how to file them, estimated taxes, and recordkeeping.

*Wed., Jan. 29, 8:30-12:00 PM or Tues., Feb. 25, 1:00-4:30 PM*

### State Tax Workshop for Contractors

This free workshop focuses on sales tax issues for contractors, subcontractors and repairmen. Learn about applying sales tax to materials and labor, Project Exemption Certificates, tax returns, billing, and more.

*Wed., Jan. 29, 1:00-3:30 PM or Tues., Feb. 25, 9:30-12:00 PM*

## Kansas Department of Labor: Understanding Regulations

KDOL will present an overview of unemployment tax requirements including: Unemployment Insurance (UI) Tax Liabilities, Process to Apply for a UI Tax Account, Steps for Filing Tax Returns, New Hire Information, State Information Data Exchange System, and clarification of the difference in classifying a worker as an employee or independent contractor.

*Monday, February 24, 10:30 - 12:00 PM Cost: Free*

## Intellectual Property

### Trademark Basics for Entrepreneurs

Discover the difference between a trademark, service mark and registered mark. Then, learn how to search for existing marks and logos and walk through the online trademark application process. Presenter Sara Butts is a Patent and Trademark Resource Center Representative at Wichita State University Libraries.

*Thursday, January 30, 1:00 - 2:30 PM Cost: Free*

## Marketing

### Branding Basics

Great branding will help you stand out from your competition, establish trust, and drive sales. Brandy Willett with Encompass Why will help you understand how to develop the right brand for your business. Learn essential components of branding, key considerations, decisions you need to make, how to avoid pitfalls, and how to prepare for growth.

*Thursday, February 20, 1:00 - 3:00 PM Cost: Free*

### Social Media Starter Kit

Should your business be using social media? What social media site would be best for your business? How do you get started and create content that is engaging? This workshop provides a birds-eye-view of social media options such as Facebook, Instagram, Pinterest, and LinkedIn. You will walk away with the ability to decide what social media sites to use and be able to create or update your business' online presence.

*Friday, February 21, 1:00 - 3:00 PM Cost: Free*

## Human Resources

### Do's and Don'ts of Interviewing

This workshop will provide you with a general framework around which an interview format may be structured. You will leave this workshop with information on how to prepare for the interview as well as examples of acceptable and unacceptable inquiries for employment applications and interview questions.

*Tuesday, February 18, 1:00 - 3:00 PM Cost: Free*

## Accounting

Presenter Heather Denning is a Certified QuickBooks Online ProAdvisor, alumni of Wichita State University and local business owner.

### QuickBooks Online: The Basics

Learn how to use the go-to cloud-based accounting software to help manage your company's finances. This workshop will cover the basics of bookkeeping, how to set up your QuickBooks Online account, how to record common transactions, and how to analyze your company's performance.

*Thursday, January 16, 9:00 - 12:00 PM Cost: \$119*

### QuickBooks Online: The Details

Learn how to make the most of this cloud-based accounting software to help you manage your company's finances more efficiently. This workshop will cover more complex bookkeeping functions such as payroll, invoicing, inventory management, sales tax, etc. Also learn about the numerous programs created to assist with these functions that integrate with QuickBooks Online.

*Thursday, January 16, 1:00 - 4:00 PM Cost: \$119*

Wichita State University  
Kansas Small Business  
Development Center  
1845 North Fairmount St  
Wichita KS 67260-0148



### Registration Form

Please register in advance to secure your spot and to be notified of cancellations.  
Please pay for workshops by credit card or check online in our WSU Kansas SBDC Marketplace Shop. We do not accept cash. Registration fees are nonrefundable.

WSU Kansas SBDC Marketplace: [www.wichita.edu/ksbdcworkshops](http://www.wichita.edu/ksbdcworkshops)

If you have questions, call us at 316-978-3193. Workshops will be held at the WSU Hughes Metropolitan Complex, Oliver and 29th Street, unless noted.

Name \_\_\_\_\_ Business Name \_\_\_\_\_  
Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ email \_\_\_\_\_

- \_\_\_\_\_ **Meeting the 3 Ms: Learning the Basics of Marketing, Management and Money** no charge; Please indicate choice of date.  
 Monday, January 6, 10:00 AM - 12:00 PM       Friday, January 17, 1:00 PM - 3:00 PM       Tuesday, January 28, 3:00 PM - 5:00 PM  
 Wednesday, February 12, 1:00 PM - 3:00 PM       Thursday, February 27, 10:00 AM - 12:00 PM       Monday, March 9, 1:00 PM - 3:00 PM
- \_\_\_\_\_ **Quick Start Business Planning** no charge; Please indicate choice of date.  
 Monday, January 6, 1:00 PM - 3:00 PM       Thursday, February 13, 3:00 PM - 5:00 PM       Wednesday March 18, 10:00 AM - 12:00 PM
- \_\_\_\_\_ **QuickBooks Online: The Basics** Thursday, January 16, 9:00 AM - 12:00 PM; Cost: \$119
- \_\_\_\_\_ **QuickBooks Online: The Details** Thursday, January 16, 1:00 PM - 4:00 PM; Cost: \$119
- \_\_\_\_\_ **State Tax Workshop** no charge; Please indicate choice of date.  
 Wednesday, January 29, 8:30 AM - 12:00 PM       Tuesday, February 25, 1:00 PM - 4:30 PM
- \_\_\_\_\_ **State Tax Workshop for Contractors** no charge; Please indicate choice of date.  
 Wednesday, January 29, 1:00 PM - 3:30 PM       Tuesday, February 25, 9:30 AM - 12:00 PM
- \_\_\_\_\_ **Do's and Don'ts of Interviewing** Tuesday, February 18, 1:00 PM - 3:00 PM; no charge
- \_\_\_\_\_ **Trademark Basics for Entrepreneurs** Thursday, January 30, 1:00 PM - 2:30 PM; no charge
- \_\_\_\_\_ **Branding Basics** Thursday, February 20, 1:00 PM - 3:00 PM; no charge
- \_\_\_\_\_ **Social Media Starter Kit** Friday, February 21, 1:00 PM - 3:00 PM; no charge
- \_\_\_\_\_ **Kansas Department of Labor: Understanding Regulations** Monday, February 24, 10:30 AM - 12:00 PM; no charge

Please Return this Registration Form & Fee To: WSU Kansas SBDC, 1845 Fairmount, Campus Box 148, Wichita, KS 67260-0148  
Fax to (316) 978-3647, call (316) 978-3193, email [ksbdc@wichita.edu](mailto:ksbdc@wichita.edu), or use our online registration form at <http://www.wichita.edu/ksbdc>.

Funded in part through a Cooperative Agreement with the U.S. Small Business Administration.  
Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Requests for such arrangements should be made to WSU KSBDc by calling (316) 978-3193.

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