

MARCH

- 5 Copyright Concepts for Entrepreneurs
WSU Libraries, 978-5017
- 5 Metro Mingle-Featuring Small Business Awards
Wichita Regional Chamber, 268-1170
- 6 EmpowerHer Conference
WeKan! wekanempowerher.eventbrite.com
- 9 Kan Launch
Mulvane Chamber of Commerce, 777-4850
- 12 WIBA Monthly Luncheon
Wichita Independent Business Association, 201-3264
- 14 Derby Chamber Luncheon
Derby Chamber of Commerce, 788-3421
- 16 Business Plan Essentials
SCORE, 269-6273
- 19 StartUp Grind with David Evenden
Wayman Consulting, www.startupgrind.com/wichita
- 19 Graphic Design Tools for Your Small Business
WSU Libraries, 978-5017
- 20 Hutchinson/Reno County Chamber Breakfast
Hutchinson/Reno County Chamber, 620-665-3599
- 20 How to Criticize: How to Praise
Center for Management Development, 978-5149
- 23 Business Planning for Non-Profits
Wichita Advanced Learning Library, 261-8500
- 25 Inventors' Association Monthly Meeting
IASCK, 721-1866
- 26 Trademark Basics
WSU Libraries, 978-5017

APRIL

- 2 Women's Leadership Alliance Luncheon
Wichita Independent Business Association 201-3264
- 2 Finding Facts to Support Your Business Plan
WSU Libraries, 978-5017
- 2 Understanding Financial Statements
Nonprofit Chamber of Service, 440-6744
- 4 Business Plan Essentials
SCORE, 269-6273
- 9 WIBA Monthly Luncheon
Wichita Independent Business Association, 201-3264
- 11 StartUp Grind with Greg White
Wayman Consulting, www.startupgrind.com/wichita
- 11 Marketing 101
SCORE, 269-6273
- 13 Kan Launch
Mulvane Chamber of Commerce, 777-4850
- 16 Patent Basics for New Innovators
WSU Libraries, 978-5017
- 18 Business Structure & Tax Considerations
SCORE, 269-6273
- 22 Inventors' Association Monthly Meeting
IASCK, 721-1866
- 23 Marketing Your Small Business with Intellectual
Property in Mind
WSU Libraries, 978-5017
- 23 How to Delegate and Empower Your Employees
Center for Management Development, 978-5149
- 25 Honors Night
Wichita Regional Chamber, 268-1170
- 25 Access to Capital: Talking with Your Banker
SCORE, 269-6273
- 26 Shocker New Venture Competition
WSU Center for Entrepreneurship, 978-3000
- 27 Social Media Marketing
SCORE, 269-6273

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.

How to Start a Food Truck Business

If you are thinking about starting a food truck, this workshop will provide you with information you need. Kansas SBDC Advisor Natalie Santonil will cover key considerations and the basics of operations and financing. Jodi Buchanan, prior president of the Wichita Food Truck Coalition, will join her to lend insight on licensing.

Tuesday, April 30, 10:00 - 12:00 PM Cost: Free

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.

Tues., March 26, 1:00-4:30 PM or Thur., April 25, 8:30-12:00 PM

State Tax Workshop for Contractors

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

Tues., March 26, 9:30-12:00 PM or Thur., April 25, 1:00-3:30 PM

Accounting

Learn QuickBooks Desktop from a certified QuickBooks Pro Advisor Ron Lee. You are encouraged to bring a laptop.

QuickBooks: How to Get Started Correctly

Learn about setup, navigation, and features. Gain skill in operational usage for accounts receivable and payable, printing checks, and reconciling your accounts.

Tuesday, April 23, 8:30 - 12:00 PM Cost: \$119

QuickBooks: Advanced Operations

This class will show advanced setup of items and classes. You will also learn how to customize forms, use credit card features correctly, and work with payroll from setup to liability payments.

Tuesday, April 23, 1:00 - 4:30 PM Cost: \$119

Marketing

LinkedIn for Beginners

Looking for business-to-business leads? Want to enhance your professional online presence? LinkedIn is a social media platform worth exploring. This intro session offers a basic overview of LinkedIn and its use. Please bring a laptop and prepare to explore with us.

Wednesday, April 24, 9:00 - 10:30 AM Cost: \$20

Introduction to Instagram

This intro session is designed to help novice users better understand how to use Instagram features for business purposes. We'll explore ways to capture your company's products and services while exploring how to better enhance your corporate brand through this platform. To make the most of this session, bring your smartphones.

Wednesday, April 24, 12, 10:30 - 12:00 PM Cost: \$20

Workforce Solutions

The 3 Rs of Human Resources: Recruit, Reward, and Retain

Employee retention is a critical issue facing businesses. Businesses must anticipate impending shortages of overall talent as well as a shortfall of employees with the specialized skill set needed to stay ahead of the competition. Learn why employees choose to stay or leave an employer and what you can do in the areas of recruiting and rewarding your employees to retain them.

Tuesday, April 16, 10:00 - 12:00 PM Cost: \$20

Dos 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.

Wednesday, April 17, 10:00 - 12:00 PM Cost: \$20

Join us at the **WSU Kansas SBDC 12:00-1:00 March 6** for a free Google Livestream Viewing Party
Give Your Website a Refresh

Grow Your Business Online with Google

Wednesday, March 27 • WSU Metro Complex
Register on Eventbrite

A Google expert trainer will travel to Wichita to present three free workshops to help grow your business.

Using Data to Drive Business Growth (1:00 PM - 2:00 PM)
Learn about tools that collect and interpret real-time information about how customers are interacting with your business online.

Research Customers Online (2:00 PM - 3:00 PM)
Learn how customers find your business online, how to promote your online presence using search engine optimization (SEO), and online advertising. Google Analytics and Trend tools will be introduced.

Get Found on Google Search and Maps (3:00 PM - 4:00 PM)
Explore Google My Business, a free tool for local businesses who want to connect with customers through Google Search and Maps.

This event is co-sponsored by the Wichita Independent Business Association and the WSU Kansas SBDC.

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 KSBDC Marketplace Shop. We do not accept cash.

WSU KSBDC Marketplace: 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.
 Thursday, March 7, 10:00 AM - 12:00 PM Monday, March 18, 3:00 PM - 5:00 PM Wednesday, March 27, 1:00 PM - 3:00 PM
 Thursday, April 4, 10:00 AM - 12:00 PM Monday, April 15, 3:00 PM - 5:00 PM Wednesday, April 24, 1:00 PM - 3:00 PM
 Friday, May 3, 10:00 AM - 12:00 PM

- _____ **Quick Start Business Planning** no charge; Please indicate choice of date.
 Friday, March 15, 10:00 AM - 12:00 PM Monday, April 1, 1:00 PM - 3:00 PM Wednesday, April 24, 3:00 PM - 5:00 PM
 Wednesday, May 8, 10:00 AM - 12:00 PM

- _____ **Give Your Website a Refresh (Google Livestream Event)** Wednesday, March 6, 12:00 PM - 1:00 PM; no charge

- _____ **Grow Your Business Online with Google** Wednesday, March 27; no charge; **Register on Eventbrite:** <https://www.eventbrite.com>
 Using Data to Drive Business Growth (1:00 PM - 2:00 PM) Research Customers Online (2:00 PM - 3:00 PM) Get Found on Google Search and Maps (3:00 PM - 4:00 PM)

- _____ **State Tax Workshop** no charge; Please indicate choice of date.
 Tuesday, March 26, 1:00 PM - 4:30 PM Thursday, April 25, 8:30 AM - 12:00 PM

- _____ **State Tax Workshop for Contractors** no charge; Please indicate choice of date.
 Tuesday, March 26, 9:30 AM - 12:00 PM Thursday, April 25, 1:00 PM - 3:30 PM

- _____ **The 3 Rs of Human Resources: Recruit, Reward and Retain** Tuesday, April 16, 10:00 AM - 12:00 PM; Cost: \$20

- _____ **Dos and Don'ts of Interviewing** Wednesday, April 17, 10:00 AM - 12:00 PM; Cost: \$20

- _____ **QuickBooks: How to Get Started Correctly** Tuesday, April 23, 8:30 AM - 12:00 PM; Cost \$119

- _____ **QuickBooks: Advanced Operations** Tuesday, April 23, 1:00 PM - 4:30 PM; Cost \$119

- _____ **LinkedIn for Beginners** Wednesday, April 24, 9:00 AM - 10:30 AM; Cost: \$20

- _____ **Introduction to Instagram** Wednesday, April 24, 10:30 AM - 12:00 PM; Cost \$20

- _____ **How to Start a Food Truck Business** Tuesday, April 30, 10:00 AM - 12:00 PM; no charge

Please Return this Registration Form & Fee To: WSU KSBDC, 1845 Fairmount, Campus Box 148, Wichita, KS 67260-0148
Fax to (316) 978-3647, call (316) 978-3193, email 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.

NOTICE OF NONDISCRIMINATION: Wichita State University does not discriminate in its employment practices, educational programs or activities on the basis of age, color, disability, gender, gender expression, gender identity, genetic information, marital status, national origin, political affiliation, pregnancy, race, religion, sex, sexual orientation, or status as a veteran. Retaliation against an individual filing or cooperating in a complaint process is also prohibited. Sexual misconduct, relationship violence and stalking are forms of sex discrimination and are prohibited under Title IX of the Education Amendments Act of 1972. Complaints or concerns related to alleged discrimination may be directed to the Director of Equal Opportunity or the Title IX Coordinator, Wichita State University, 1845 Fairmount, Wichita KS 67260-0138; telephone (316) 978-3187.