Small Business Workshops
offered by the Wichita State University Kansas Small Business Development Center

September
5 Startup Basics: Defining Your Business Concept
SCORE, 269-6273
6 Utilizing LinkedIn to Grow Your Network
Center for Management Development, 978-5149
7 Lunchen: Community Reinvestment Act
Nonprofit Chamber of Service, 440-6744
10 Intellectual Property Basics
WSU Libraries, 788-5201
10 WIBA Monthly Luncheon
Wichita Independent Business Association, 201-3264
12 Developing Your Marketing Plan
SCORE, 269-6273
12 Derby Chamber Luncheon
Derby Chamber of Commerce, 788-3421
14 Kan Launch
Malvane Chamber of Commerce, 777-4850
16 Social Media
SCORE, 269-6273
17 Patent Basics for New Inventors
WSU Libraries, 978-5017
19 Wichita Chamber Exposure
Wichita Regional Chamber of Commerce, 268-1123
19 Basic Writing & Grammar Skills for Business
Center for Management Development, 978-5149
20 Business Analytics: The New Competitive Edge
Center for Management Development, 978-5149
25 Disney’s Approach to Leadership Excellence
Wichita Independent Business Association, 201-3264
30 Inventors’ Association Monthly Meeting
IASCK, 721-8166

October
1 Trademark Basics
WSU Libraries, 978-5017
1 Women’s Leadership Alliance Luncheon
Wichita Independent Business Association 201-3264
2 Kansas Manufacturing Summit
Kansas Chamber, 754-3375
3 40th Annual Economic Outlook Conference
WSU CEDIR, 978-5341
3-4 Kansas Energy Conference
Kansas Department of Commerce, 785-296-1868
8 WIBA Monthly Luncheon
Wichita Independent Business Association, 201-3264
10 Kansas MED Week Luncheon
Center for Management Development, 978-5149
17 Marketing Your Small Business
Wichita Independent Business Association 201-3264
19 Website Development
SCORE, 269-6273
22 Copyright Concepts for Artists & Musicians
WSU Libraries, 978-5017
22 Derby Chamber Continental
Derby Chamber of Commerce, 788-3421
24 Metro Mingle
Wichita Regional Chamber of Commerce, 268-1123
24 Increasing Your Sales Through Persuasive Selling
Center for Management Development, 978-5149
26 Marketing 101
SCORE, 269-6273
28 Inventors’ Association Monthly Meeting
IASCK, 721-8166
30 Graphic Design Tools for Your Small Business
WSU Libraries, 978-5017

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.

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, October 17, 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, October 17, 1:00 - 4:00 PM Cost: $119

Workforce Solutions
Are You Ready for the New Federal Overtime Rule?
The DOL proposed changes to raise the salary threshold for white-collar exemptions from $23,660 to $35,308. If approved, this rule might take effect in January 2020. Be ready to bring your pay practices into compliance. Learn about the proposed changes to the overtime regulations, implications for employers, and next steps to consider in preparation for the proposed changes.
Monday, October 14, 1:00 - 3:00 PM No Charge

Government Contracting
Competing for Government Contracts: Basic Training
Federal, state, and local governments spend over $800 billion dollars per year buying goods and services. Scott Knapp with the Kansas Procurement Technical Assistance Center will offer an overview of critical first steps to becoming a government contractor. Join us to learn how to identify opportunities and understand the contracting process. You will also learn about free services available to help you.
Friday, October 25, 8:30 - 11:00 AM 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.
Wednesday, October 16, 1:00 - 3:00 PM No Charge

Accounting
Presents Heather Denning is a Certified QuickBooks Online ProAdvisor, alumni of Wichita State University and local business owner.
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Thursday, October 17, 1:00 - 4:00 PM Cost: $119

Take Your Small Business International
8:30-1:00, Tuesday, September 17 Register on Eventbrite.
Learn about starting an export plan, accessing markets, financing, grants, and covering risks from expert resources:
- Export-Import Bank of the U.S.
- Kansas Department of Commerce International Office
- Kansas Global Trade Services
- Kansas Small Business Development Center
- U.S. Commercial Service
- U.S. Small Business Administration Export Assistance Center

Small Business Health Care Conference
Exploring the Possibilities of Direct Primary Care
8:00 AM-12:00 PM on Wednesday, September 11
WSU Metro Complex, Wichita KS
- General Sessions
- Display Booths
- Continental Breakfast
- Breakout Sessions: Physicians, Insurance agents, Business owners
http://www.wichita.edu/ksbdcworkshops

Business Transitions Conference
Buying, Selling, Succession Planning
8:00AM-2:00PM on Wednesday, October 9
WSU Metro Complex, Wichita KS
Learn from experienced Business Brokers, Valuators, Attorneys, Investors, CPAs, and Kansas SBDC Advisors in a variety of general and breakout sessions.
http://www.wichita.edu/ksbdcworkshops

Additional Area Business Events
http://www.wichita.edu/ksbdcworkshops

1 Million Cups
9:00-10:00 AM every Wednesday
Advanced Learning Library
www.1millioncups.com/wichita
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.

□ Monday, September 9, 3:00 PM - 5:00 PM  □ Wednesday, September 18, 1:00 PM - 3:00 PM  □ Tuesday, October 1, 10:00 AM - 12:00 PM
□ Friday, October 11, 1:00 PM - 3:00 PM  □ Monday, October 21, 3:00 PM - 5:00 PM  □ Friday, November 1, 10:00 AM - 12:00 PM

Quick Start Business Planning no charge; Please indicate choice of date.

□ Thursday, September 12, 1:00 PM - 3:00 PM  □ Monday, October 21, 1:00 PM - 3:00 PM

Small Business Health Care Conference Wednesday, September 11, 8:00 AM - 12:00 PM; Cost: See registration site. (includes continental breakfast)

State Tax Workshop for Contractors Wednesday, September 25, 9:30 AM - 12:00 PM; no charge

State Tax Workshop Wednesday, September 25, 1:00 PM - 4:30 PM; no charge

Business Transitions Conference Wednesday, October 9, 8:00 AM - 2:00 PM; Cost: See registration site. (includes continental breakfast and luncheon)

Are You Ready for the New Federal Overtime Rule? Monday, October 14, 1:00 PM - 3:00 PM; no charge

Branding Basics Wednesday, October 16, 1:00 PM - 3:00 PM; no charge

QuickBooks Online: The Basics Thursday, October 17, 9:00 AM - 12:00 PM; Cost: $119

QuickBooks Online: The Details Thursday, October 17, 1:00 PM - 4:00 PM; Cost: $119

Competing for Government Contracts: Basic Training Friday, October 25, 8:30AM - 11:00 AM; 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.