

**Additional Area Business Events**

**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 **Luncheon: Community Reinvestment Act**  
Nonprofit Chamber of Service, 440-6744
- 10 **Intellectual Property Basics**  
WSU Libraries, 978-5017
- 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**  
Mulvane 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, 721-1866

**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, 785-357-6321
- 3 **40th Annual Economic Outlook Conference**  
WSU CEDBR, 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, 721-1866
- 29 **Graphic Design Tools for Your Small Business**  
WSU Libraries, 978-5017

# 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.

*Wednesday, September 25 1:00 - 4:30 PM No Charge*

### State Tax Workshop for Contractors

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

*Wednesday, September 25, 9:30 - 12:00 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*



Visit Kansas SBDC Booth #411 at Exposure

10:00 AM-5:00 PM on Thursday, September 19 at Century II the region's premier business to business trade show and networking event

## 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, 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*

## 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-2:00 PM 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>

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](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, 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](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.

**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.