

AUGUST 2025 • KANSAS SBDC AT WSU TRAINING OPPORTUNITIES

Register at www.wichita.edu/trainwithsbdc.

GROW WITH GOOGLE

Discover how to use the full Google ecosystem and AI tools to grow your business. Led by Google expert Roberto Martinez, this session shares practical strategies to manage your digital presence, improve performance, and maximize results using Google's platforms.

Friday, August 1 • 1:00 p.m. - 2:00 p.m.

Cost: None

Location: Online

CREATING GPTS FOR YOUR BUSINESS

Feeling like an AI pro? Take it further with GPTs for your business. Explore real-world use cases and integrations to build custom GPTs that boost your workflow.

Thursday, August 7 • 9:00 a.m. - 10:00 a.m.

Cost: None

Location: Online

HIRING YOUR FIRST EMPLOYEE

Learn to hire and retain your first employee with confidence. This training covers paperwork, payroll, taxes, and key HR basics, plus tips for current employers.

Tuesday, August 12 • 12:00 p.m. - 1:00 p.m.

Cost: None

Location: Online

BUSINESS OPERATIONS WITH AI

Explore how AI can boost your small business in this hands-on training. Learn simple tools to save time, improve service, and make smarter decisions with no tech experience needed.

Thursday, August 14 • 9:00 a.m. - 10:00 a.m.

Cost: None

Location: Online

A BEGINNER'S GUIDE TO SHORT FORM VIDEOS

Learn how to create short form videos like Reels and YouTube Shorts to boost your brand and engage your audience. This session covers beginner tools, key video elements, and tips to make the process easier and more effective.

Thursday, August 14 • 12:00 p.m. - 1:00 p.m.

Cost: None

Location: Online

DELEGATION FOR LEADERS: A GUIDE FOR SMALL BUSINESS OWNERS

Effective delegation helps small business owners grow, empower their team, and stay focused on key priorities. You will explore the value of delegation, how to choose the right tasks and people, follow a clear process, and avoid common pitfalls through real-world examples.

Thursday, August 14 • 1:30 p.m. - 2:30 p.m.

Cost: None

Location: Online

INTRODUCTION TO INTELLECTUAL PROPERTY

Get a 10% price advantage in government contracting. Join SBA Director Wayne Bell to learn about HUBZone eligibility, benefits, and how to get certified.

Tuesday, August 19 • 1:30 p.m. - 2:30 p.m.

Cost: None

Location: Online

AUTOMATED WORKFLOWS: BOOST EFFICIENCY TO SCALE YOUR BUSINESS

Boost productivity with automated workflows that reduce manual tasks. Learn how to use automation, connect tools like CRMs and email platforms, and scale your business efficiently.

Wednesday, August 20 • 9:00 a.m. - 10:00 a.m.

Cost: \$15.00

Location: Online

**FOLLOW US TO STAY UPDATED
ON EVENTS, GAIN TIPS AND RESOURCES!**



**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. Contact us at 316-978-3193, ksbdc@wichita.edu or 5015 E. 29th St. N., Wichita, KS 67220.

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QUICKBOOKS ONLINE

TRAINING FOR BEGINNERS

Learn to manage your business finances from anywhere with QuickBooks Online. This webinar covers account setup, navigation, transactions, reports, and tools like sales tax, products, and vendors. Led by Charnea Bell, Master Accountant and QuickBooks ProAdvisor.

Tuesday, August 19 • 9:00 a.m. - 12:00 p.m.

Cost: \$199.00

Location: Online

TRAINING FOR INTERMEDIATE USERS

Enhance your QuickBooks Online skills with this session on sales tax, estimates, inventory, journal entries, payroll, and recurring transactions. Learn to manage receivables and payables, reconcile accounts, and analyze reports.

Thursday, August 21 • 9:00 a.m. - 12:00 p.m.

Cost: \$199.00

Location: Online

THE ECONOMICS OF A SMALL BUSINESS START-UP

Have a start-up idea? This webinar covers how to evaluate your business concept, what information to gather, and the no-cost resources available to help you launch.

Thursday, August 21 • 12:30 p.m. - 1:30 p.m.

Cost: None

Location: Online

HOW TO DO BUSINESS WITH THE CITY OF WICHITA

Curious about working with the City of Wichita? Contract Compliance Officer Chris Haislett will explain how to become a vendor, navigate the procurement process, and meet key requirements.

Tuesday, August 26 • 10:00 a.m. - 11:00 a.m.

Cost: None

Location: Online



UNLOCK YOUR POTENTIAL.

Get personalized, no-cost guidance from the Kansas SBDC at WSU. Scan the QR code or visit the link below to request confidential one-on-one advising.

www.wichita.edu/ksbdc/requestadvising

STARTUP AND START RIGHT

Ready to launch your business? This webinar covers 10 key steps, including licenses, taxes, structure, and funding, to help you get started with confidence.

Tuesday, August 26 • 12:00 p.m. - 1:00 p.m.

Cost: None

Location: Online

CREATING VIDS, IMAGES AND MORE WITH AI

Learn to create images, sound, and video using tools like Runway AI to build custom content for your business and enhance your marketing with AI-powered media.

Thursday, August 28 • 9:00 a.m. - 10:00 a.m.

Cost: \$25.00

Location: Online

WHY WE CLICK: PSYCHOLOGY SECRETS FOR SOCIAL MEDIA GROWTH

Wonder why some social media posts go viral while others don't? Or why burnout happens so easily? This training explores the psychology behind human behavior and shows how applying these principles can transform your social media strategy.

Thursday, August 28 • 12:00 p.m. - 1:00 p.m.

Cost: \$10.00

Location: Online

MORE OPPORTUNITIES!

9/11 • Your Holiday Ad Strategy Starts Now: Build Holiday Buzz Early!

9/16 • State Sales Tax for Retailers

9/16 • State Sales Tax for Construction Contractors

9/18 • Are you Lender Ready? Understanding Your Credit & Preparing Your Financials

9/18 • Introduction to Intellectual Properties

9/23 • Trademark Basics: What Every Small Business Should Know Now, Not Later

9/24 • So, You're Thinking About Selling Your Business

9/25 • The Power of Pinterest

9/30 • Intro to Patents: An Introduction to Patents and Business Considerations

9/30 • Startup and Start Right