

NOVEMBER 2025 • KANSAS SBDC AT WSU

TRAINING OPPORTUNITIES

Register at www.wichita.edu/trainwithsbdc.

HIRING YOUR FIRST EMPLOYEE

Your small business is expanding - congratulations! Learn how to hire and retain your first employee with confidence. We'll cover required documentation, payroll setup, in-house vs. outsourced options, tax reporting, and key HR considerations. Current employers will also gain tips to review and improve existing processes.

Tuesday, November 4 • 12:00 p.m. - 1:00 p.m.
Cost: \$5.00
Location: Online

ADDING GRATITUDE TO YOUR SOCIAL MEDIA STRATEGY

November is Gratitude Month, and this session will explore how to bring appreciation into your social media strategy. Learn simple and meaningful ways to show gratitude to employees, customers, and your community. You may already practice some of these, but we will also share fresh ideas to inspire connection and engagement.

Thursday, November 6 • 12:00 p.m. - 1:00 p.m.
Cost: \$5.00
Location: Online

IRS LESSON #2 PART ONE: SCHEDULE C AND OTHER SMALL BUSINESS TAXES

Learn how to complete IRS Form 1040 Schedule C to report business income and expenses. We'll cover how to track gross receipts, categorize deductions, and account for vehicle use, bartering, and travel costs. You'll also explore start-up cost deductions, depreciation basics, and how the Qualified Business Income (QBI) Deduction can help reduce your tax burden.

Wednesday, November 12 • 10:00 a.m. - 11:00 a.m.
Cost: \$5.00
Location: Online

E-COMMERCE ESSENTIALS: GROWING ONLINE SALES WITHOUT THE OVERWHELM

E-commerce is a powerful growth path for local businesses. In this one-hour session, learn to choose the right tools, simplify your storefront, and streamline checkout, shipping, and inventory. Discover affordable ways to drive traffic through SEO, email, and social media while building loyalty programs.

Wednesday, November 12 • 11:30 a.m. - 12:30 p.m.
Cost: \$5.00
Location: Online

HOW SMALL BUSINESS OWNERS CAN LEAD CHANGE

Join our third session in the Management Skills Workshop Series, How Small Business Owners Can Lead Change. This engaging session will help entrepreneurs confidently guide their teams through change. Learn practical strategies to communicate effectively, overcome resistance, and implement changes that last.

Thursday, November 13 • 9:30 a.m. - 10:30 a.m.
Cost: \$5.00
Location: Online

HOW TO DO BUSINESS WITH THE CITY OF WICHITA

Are you a local small business interested in becoming a vendor with the City of Wichita? Join Chris Haislett, Contract Compliance Officer, to learn about the City's procurement process, vendor requirements, and how to get started working with the City.

Thursday, November 13 • 12:00 p.m. - 1:00 p.m.
Cost: None
Location: Online



TAKE YOUR BUSINESS TO THE NEXT LEVEL!

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

www.wichita.edu/ksbdc/requestadvising

DON'T MISS OUT! REGISTRATION CLOSES AT NOON THE MONDAY PRIOR TO THE EVENT.



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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STARTUP AND START RIGHT

Ready to turn your business idea into reality? This webinar untangles the startup process and guides you through 10 essential steps. We'll navigate licenses, taxes, business structure, funding, and more with clear explanations and actions to take!

Monday, November 17 • 12:00 p.m. - 1:00 p.m.
Cost: \$5.00
Location: Online

STATE SALES TAX FOR RETAILERS

Join us for a webinar with the Kansas Department of Revenue to explore the differences between Kansas Retailers' Sales Tax, Compensating Use Tax, and Consumers Compensating Use Tax. Learn about taxable goods, record-keeping, filing requirements, exemption certificates, and Withholding Tax.

Tuesday, November 18 • 9:00 a.m. - 12:00 p.m.
Cost: None
Location: Online

FOR CONSTRUCTION CONTRACTORS

If you provide plumbing, carpentry, electrical, roofing, heating/air conditioning, landscaping, or oil field services, this webinar is for you. In collaboration with the Kansas Department of Revenue, we'll cover sales tax issues for contractors and subcontractors, including materials and labor, Project Exemption Certificates, returns, and billing.

Tuesday, November 18 • 1:00 p.m. - 3:00 p.m.
Cost: None
Location: Online

SMALL BUSINESS SATURDAY MARKET DAY: THE STEP BY STEP & HOW TO'S

Learn how to plan and execute a successful Market Day for Small Business Saturday. Covering booth setup, customer engagement, day-of promotions, and strategies to turn event traffic into loyal customers. Ideal for vendors, pop-ups, and brick-and-mortar businesses.

Wednesday, November 19 • 11:30 a.m. - 12:30 p.m.
Cost: \$5.00
Location: Online

MARKET RESEARCH WITH AI

In this session, we'll craft tailored prompts to explore your customers' unique needs. Learn how to use custom GPTs as "mock" customers, simulating real interactions to help refine your approach and maximize impact.

Thursday, November 20 • 9:00 a.m. - 10:00 a.m.
Cost: \$5.00
Location: Online

FINANCING FOR MANUFACTURERS

Join us to learn about the SBA's loan guarantee programs, including the new 7(a) Manufacturer's Access to Revolving Credit (MARC) Loan Program. Designed for small businesses in manufacturing, this program offers working capital with flexibility and minimal red tape.

Thursday, November 20 • 12:00 p.m. - 1:00 p.m.
Cost: None
Location: Online

BUILD YOUR BRAND ON SOCIAL MEDIA

You've started your business and set up your social media accounts, great! Now, let's focus on building your online presence, growing your following, and establishing your brand. In this session, we'll cover the basics and share valuable tips to simplify the process.

Thursday, November 20 • 1:30 p.m. - 2:30 p.m.
Cost: \$10.00
Location: Online

MORE OPPORTUNITIES!

- 12/2 • QuickBooks Online Training for Beginners
- 12/3 • Creating Sales Strategies for YOUR Business
- 12/4 • QuickBooks Online Training for Intermediate Users
- 12/4 • Re-Evaluating Your Social Media Strategy
- 12/9 • Commercial Insurance Basics
- 12/10 • IRS Lesson #3: Business Use of Your Home
- 12/11 • Goal Setting and Accountability for Small Business Owners
- 12/11 • Your Guide to Instagram
- 12/16 • Business Operations: Re-Evaluating Your AI Strategy
- 12/16 • Startup and Start Right
- 12/17 • Find Your Market: Defining and Reaching Your Ideal Business Considerations
- 12/18 • Succession Planning 101

FIND MORE RESOURCES ON SOCIAL MEDIA!

