

OCTOBER 2025 • KANSAS SBDC AT WSU

TRAINING OPPORTUNITIES

Register at www.wichita.edu/trainwithsbdc.

HEALTH INSURANCE STRATEGIES FOR SMALL BUSINESSES: BALANCING COST AND COVERAGE

Health insurance doesn't have to be costly or complex. Explore smart options for small businesses, learn to manage costs, and provide your team with quality coverage.

Wednesday, October 1 • 1:00 p.m. - 2:00 p.m.
Cost: None
Location: Online

ACCOUNTING FOR NON-ACCOUNTANTS

New to accounting? Learn the basics of balance sheets, income statements, and other essentials to make smarter business decisions.

Tuesday, October 7 • 12:00 p.m. - 1:00 p.m.
Cost: \$5.00
Location: Online

IP FOR CREATIVE ARTS

Discover which business assets may be protected by copyright and what to consider before applying. Topics include requirements, registration, ownership, infringement, fair use, and common myths.

Tuesday, October 7 • 1:30 p.m. - 2:30 p.m.
Cost: None
Location: Online

HOW TO DEFINE YOUR TARGET CUSTOMERS & CRAFT IRRESISTIBLE OFFERS

Identify your Small Business Saturday customer, learn what drives them to buy, and create a time-sensitive offer with a clear profile and ready-to-promote deal.

Wednesday, October 8 • 11:30 a.m. - 12:30 p.m.
Cost: \$5.00
Location: Online

UNDERSTANDING LEVEL-FUNDED HEALTH INSURANCE PLANS: HOW THEY WORK AND WHERE SAVINGS CAN ADD UP

Level-funded plans are an increasingly popular option for small businesses. Learn how they work, how they compare to traditional insurance, and where they can deliver savings and predictability.

Wednesday, October 8 • 1:00 p.m. - 2:00 p.m.
Cost: None
Location: Online

YOUR HOLIDAY AD STRATEGY STARTS NOW: BUILD HOLIDAY BUZZ EARLY!

Get ahead on holiday promotions! Learn when to start advertising, how to build effective ads, and strategies to maximize your holiday campaigns.

Thursday, October 9 • 10:00 a.m. - 11:00 a.m.
Cost: \$10.00
Location: Online

TURNING FEEDBACK INTO OPPORTUNITY: HANDLING COMMENTS ON SOCIAL MEDIA

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, October 9 • 12:00 p.m. - 1:00 p.m.
Cost: \$10.00
Location: Online

VOLUNTARY BENEFITS: PERKS THAT PROTECT YOUR TEAM (AND YOUR BOTTOM LINE)

Boost retention and satisfaction with voluntary benefits. Learn how these low-cost offerings work, when to use them, and how to position them as valuable perks for your team.

Wednesday, October 15 • 1:00 p.m. - 2:00 p.m.
Cost: None
Location: Online

START A FOOD TRUCK BUSINESS WITH SBA

Thinking about starting a food truck? This webinar covers 7 key steps to launch successfully, including business planning, marketing, regulations, menu costs, licensing, and staffing.

Thursday, October 16 • 12:00 p.m. - 1:00 p.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



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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TRAINING OPPORTUNITIES

Register at www.wichita.edu/trainwithsbdc.

MARKETING WITH AI

Learn how to market with AI, identify your target audience, build customer profiles, and define your unique value proposition.

Thursday, October 16 • 9:00 a.m. - 10:00 a.m.
Cost: \$5.00
Location: Online

MASTERING PROBLEMS: SOLVING AND DECISION-MAKING FOR OWNERS AND MANAGERS

In Session 2 of our Management Skills course, learn practical frameworks and tools to solve problems, make confident decisions, and boost team performance.

Thursday, October 16 • 1:15 p.m. - 2:15 p.m.
Cost: \$5.00
Location: Online

BUILD A SOCIAL MEDIA CONTENT CALENDAR

Learn to plan a full month of engaging social media content. Discover post types that spark interaction, build your brand, and leave with a customized content calendar ready to go.

Wednesday, October 22 • 11:30 a.m. - 12:30 p.m.
Cost: \$10.00
Location: Online

HEALTH INSURANCE FOR SOLOPRENEURS: SMART OPTIONS WHEN YOU'RE ON YOUR OWN

Health insurance is a major challenge for solopreneurs. Explore flexible options that offer protection, peace of mind, and the freedom to focus on growing your business.

Wednesday, October 22 • 1:00 p.m. - 2:00 p.m.
Cost: None
Location: Online

MARKET RESEARCH FOR STARTUPS (WSU LIBRARY)

Great business ideas start with data. This workshop shows you how to research industry trends, analyze competitors, and identify your target market to build a growth-focused strategy.

Thursday, October 23 • 12:30 p.m. - 1:30 p.m.
Cost: None
Location: Online

STARTUP AND START RIGHT

Learn 10 key steps to start your business, from licenses and taxes to structure and funding, and turn your idea into reality.

Tuesday, October 28 • 12:00 p.m. - 1:00 p.m.
Cost: \$5.00
Location: Online

QUICKBOOKS ONLINE

TRAINING FOR BEGINNERS

Simplify your business finances with QuickBooks Online. Join Certified ProAdvisor Charnea Bell to learn setup, transactions, customer and vendor management, and reports.

Tuesday, October 21 • 9:00 a.m. - 12:00 p.m.
Cost: \$199.00
Location: Online

TRAINING FOR INTERMEDIATE USERS

Advance your QuickBooks Online skills with Charnea Bell. Learn sales tax, inventory, payroll, and reconciliation to streamline accounting and gain clearer financial insights.

Thursday, October 23 • 9:00 a.m. - 12:00 p.m.
Cost: \$199.00
Location: Online

DRIVING SMALL BUSINESS SATURDAY TRAFFIC: A MARKETING STRATEGY

Boost sales this Small Business Saturday with strategic outreach. Learn to build contact lists, craft emails and postcards, and leave with tools to connect with your audience and increase turnout.

Wednesday, October 29 • 11:30 a.m. - 12:30 p.m.
Cost: \$5.00
Location: Online

MANAGE YOUR OWN SOCIAL MEDIA

Managing social media can feel overwhelming, and outsourcing isn't always affordable. Join this session to learn budget-friendly tips and tricks to confidently manage your own social media.

Thursday, October 30 • 12:00 p.m. - 1:00 p.m.
Cost: \$5.00
Location: Online

READY. SET. BE WELL: BENEFITS & WELLNESS EXPO

Join us for the 2nd annual Ready. Set. Be Well: Small Business Benefits & Wellness Expo, an event designed to equip small business owners, solopreneurs, and aspiring entrepreneurs with tools to strengthen both business and wellbeing.

Thursday, October 30 • 9:00 a.m. - 4:00 p.m.
Cost to Attend: None
Location: WSU Hughes Metropolitan Complex

www.wichita.edu/benefits&wellnessexpo2025

FIND MORE RESOURCES ON SOCIAL MEDIA!

