

SEPTEMBER 2025 • KANSAS SBDC AT WSU TRAINING OPPORTUNITIES

Register at www.wichita.edu/trainwithsbdc.

BUSINESS OPERATIONS WITH AI

Want to see how AI can give your small business a boost? We'll explore easy tools that help you work more efficiently, delight your customers, and make confident business decisions. Don't worry about tech skills, this session is all about simple, practical takeaways you can start using right away.

Thursday, September 4 • 9:00 a.m. - 10:00 a.m.

Cost: None

Location: Online

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

Get ahead of the holiday rush with our training! You'll discover the best timelines to launch your promos, how to design ads that capture attention, and strategies to keep your brand top-of-mind all season long. By planning early, you'll reduce stress and maximize your holiday sales.

Thursday, September 11 • 12:00 p.m. - 1:00 p.m.

Cost: \$10.00

Location: Online

KANSAS STATE SALES TAX

FOR RETAILERS

Join us for a webinar with the Kansas Department of Revenue where we'll clear up the differences between Sales Tax, Retailers' Use Tax, and Consumers' Use Tax. We'll walk through what's taxable, what's not, and how it affects your business. Plus, we'll share easy tips on filing, recordkeeping, exemption certificates, and Withholding Tax so you can stay on top of it all.

Tuesday, September 16 • 10:00 a.m. - 12:00 p.m.

Cost: None

Location: WSU Hughes Metropolitan Complex

FOR CONSTRUCTION CONTRACTORS

Work in plumbing, carpentry, electrical, roofing, HVAC, landscaping, or other contracting services? This webinar is for you. In conjunction with the Kansas Department of Revenue, we'll break down how sales tax applies to your materials and labor, Project Exemption Certificates, sales tax returns, billing, and more.

Tuesday, September 16 • 1:00 p.m. - 3:00 p.m.

Cost: None

Location: WSU Hughes Metropolitan Complex

MARKETING WITH AI

Want to take your marketing to the next level with AI? In this session, you'll get hands-on experience with easy tools that speed up campaigns, create eye-catching visuals, and simplify repetitive tasks. We'll also share inspiring stories from Midwestern businesses already using AI to boost their online presence, giving you practical ideas you can try yourself.

Wednesday, September 17 • 9:00 a.m. - 10:00 a.m.

Cost: \$10.00

Location: Online

ARE YOU LENDER READY?

UNDERSTANDING YOUR CREDIT & PREPARING YOUR FINANCIALS

Thinking about applying for a commercial loan but not sure where to begin? This webinar will break down what lenders look for when reviewing your credit and financials, so you'll know exactly what to expect before starting the process. We'll also share tips to help you prepare and strengthen your application, making the experience less overwhelming.

Thursday, September 18 • 12:00 p.m. - 1:00 p.m.

Cost: None

Location: Online

FIND MORE RESOURCES ON SOCIAL MEDIA!



@KSBDCWSU



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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INTRO INTO INTELLECTUAL PROPERTIES

Your inventions, designs, original works, and trade secrets can provide your business economic benefits. This webinar, led by Jessica Pierpoint from the USPTO Kansas Patent and Trademark Resource Center, will cover the fundamentals of intellectual property protection and how to safeguard your ideas.

Thursday, September 18 • 12:00 p.m. - 1:00 p.m.
Cost: None
Location: Online

TRADEMARK BASICS: WHAT EVERY SMALL BUSINESS SHOULD KNOW NOW, NOT LATER

Everything entrepreneurs and small businesses need to know about trademarks explained! We'll cover what trademarks are, why federal registration matters, and the basics of the registration process. You'll also learn how to choose a trademark that's legally protectable, and we'll finish with a Q&A and a guide to free USPTO resources.

Tuesday, September 23 • 10:00 a.m. - 11:30 a.m.
Cost: None
Location: Online

SO, YOU'RE THINKING ABOUT SELLING YOUR BUSINESS

Planning to sell your business soon or thinking long-term for retirement? Join Kansas SBDC Business Advisor David Keller, who's navigated multiple business sales, to learn practical tips on timing your sale, building a winning strategy, getting your business sale-ready, assembling the right team, understanding the full sales process, and planning for life after the sale.

Wednesday, September 24 • 6:00 p.m. - 8:00 p.m.
Cost: \$25.00
Location: Online

THE POWER OF PINTEREST

Most people know Pinterest for pinning ideas, but it's also a hidden gem for bringing new visitors to your website. In this webinar, you'll learn how to use Pinterest as part of your marketing toolkit. We'll explore practical, hands-on strategies to unlock the full potential of this often-overlooked platform.

Thursday, September 25 • 12:00 p.m. - 1:00 p.m.
Cost: None
Location: Online

INTRO TO PATENTS: AN INTRODUCTION TO PATENTS AND BUSINESS CONSIDERATIONS

Curious about protecting your ideas? Join us to discuss patents where we'll cover the different types, what the application process involves, and what happens after a patent is granted or denied. We'll also touch on the rights of patent owners and other key business considerations, giving you practical insights to help guide your next steps.

Tuesday, September 30 • 12:00 p.m. - 1:00 p.m.
Cost: None
Location: Online

STARTUP AND START RIGHT

Have a great business idea and wondering how to bring it to life? This webinar will walk you through the startup journey in 10 manageable actions. From choosing the right business structure to handling licenses, taxes, and funding, we'll make the process easier to understand and give you the tools to move forward with confidence.

Tuesday, September 30 • 12:00 p.m. - 1:00 p.m.
Cost: None
Location: Online

READY. SET. BE WELL: BENEFITS & WELLNESS EXPO

Ready to invest in your business and your wellbeing? Join us for the second annual Ready. Set. Be Well: Small Business Benefits and Wellness Expo, an event designed to empower small business owners, solopreneurs, and aspiring individuals looking to start a business with tools to grow stronger in 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



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