

DECEMBER 2025 • KANSAS SBDC AT WSU

TRAINING OPPORTUNITIES

Register at www.wichita.edu/trainwithsbdc.

QUICKBOOKS ONLINE TRAINING FOR BEGINNERS

Learn how to manage your business finances anywhere with QuickBooks Online. This session covers setting up your company account, recording transactions, running reports, and managing products, services, customers, vendors, and sales tax. Presented by Charnea Bell, Master Accountant, Certified QuickBooks Online ProAdvisor, Wichita State University alumna, and local business owner.

Tuesday, December 2 • 9:00 a.m. - 12:00 p.m.
Cost: \$199.00
Location: Online

FOR INTERMEDIATE USERS

Take your QuickBooks Online skills to the next level and learn how to manage your business finances more efficiently. This session covers advanced topics such as sales tax setup, estimates, recurring transactions, inventory, journal entries, and payroll. You'll also learn how to manage accounts receivable and payable, reconcile accounts, and analyze reports. Presented by Charnea Bell, Master Accountant, Certified QuickBooks Online ProAdvisor, Wichita State University alumna, and local business owner.

Thursday, December 4 • 9:00 a.m. - 12:00 p.m.
Cost: \$199.00
Location: Online

CREATING SALES STRATEGIES FOR YOUR BUSINESS

Sales don't have to feel uncomfortable—they're the key to your business's success. In this dynamic mini-course, learn how to build a sales pipeline that works, connect with your ideal customers, craft value propositions that resonate, and follow up with confidence to close the deal.

Wednesday, December 3 • 10:00 a.m. - 11:00 a.m.
Cost: \$5.00
Location: Online

RE-EVALUATING YOUR SOCIAL MEDIA STRATEGY

Is your current approach getting results, or is it time for a refresh? Learn how to adapt your social media strategy as your business grows, measure what's working, and pick up practical tips to stay current and competitive online.

Thursday, December 4 • 1:00 p.m. - 2:00 p.m.
Cost: \$10.00
Location: Online

COMMERCIAL INSURANCE BASICS

Insurance can feel complicated, but understanding it is key to protecting your business. Join Advisor David Kreller for a practical overview of business insurance and risk management. Learn about common coverage types, how they work, and what factors can affect your premiums.

Tuesday, December 9 • 1:00 p.m. - 2:00 p.m.
Cost: \$10.00
Location: Online

IRS LESSON #3: BUSINESS USE OF YOUR HOME

Unsure which expenses qualify when using your home for business? Join Tyson Drummond, Kansas SBDC advisor, to learn how to meet IRS requirements, calculate your business-use percentage, and identify allowable expenses. We'll also cover deduction limits, documentation best practices, and commonly missed write-offs that can help you save money.

Wednesday, December 10 • 12:00 p.m. - 1:00 p.m.
Cost: \$5.00
Location: Online

GOAL SETTING AND ACCOUNTABILITY FOR SMALL BUSINESS OWNERS

In the third session of our Management Skills Series, learn how to set clear goals and build accountability systems that drive results. This interactive workshop will help you turn your vision into measurable success through practical tools, peer sharing, and real-world exercises designed for small business owners.

Thursday, December 11 • 9:30 a.m. - 10:30 a.m.
Cost: \$5.00
Location: Online

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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YOUR GUIDE TO INSTAGRAM

Learn how to create engaging short form videos that capture attention and grow your audience. Explore popular platforms, discover easy-to-use editing apps, and get hands-on guidance with Adobe Rush. We'll cover using templates, adding sound and music, and watermarking your content to make it uniquely yours.

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

Cost: \$5.00

Location: Online

BUSINESS OPERATIONS: RE-EVALUATING YOUR AI STRATEGY

In this hands-on session, you'll complete a Service Design Thinking Blueprint to explore how AI can elevate your business operations. Identify friction points, assess your workflows, and discover how AI tools can streamline processes, enhance customer experiences, and create new opportunities for growth.

Tuesday, December 16 • 9:00 a.m. - 10:00 a.m.

Cost: \$10.00

Location: Online

STARTUP AND START RIGHT

Ready to turn your business idea into reality? This session breaks down the startup process into 10 clear, actionable steps. Learn how to navigate licenses, taxes, business structure, and funding so you can launch your business with confidence.

Tuesday, December 16 • 12:00 p.m. - 1:00 p.m.

Cost: \$5.00

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

FIND YOUR MARKET: DEFINING AND REACHING YOUR IDEAL AUDIENCE

Marketing only works when it reaches the right people. In this one-hour session, learn how to identify your best customers, target them effectively, and refine your messaging for stronger results. Discover how to use simple tools to segment audiences, match your message to the right channels, and build a repeatable process that grows with your business.

Wednesday, December 17 • 11:30 a.m. - 12:30 p.m.

Cost: \$5.00

Location: Online

HOW SMALL BUSINESS OWNERS CAN LEAD CHANGE

Join our fourth 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, December 18 • 9:30 a.m. - 10:30 a.m.

Cost: \$5.00

Location: Online

SUCCESSION PLANNING 101

A strong succession plan keeps your business growing through change and prepares you for a successful exit when the time comes. In this session, learn when and how to start planning, how to prepare for transitions, key elements of business valuation, and proven strategies to maximize your company's value.

Tuesday, December 18 • 12:00 p.m. - 1:00 p.m.

Cost: None

Location: Online

FIND MORE RESOURCES ON SOCIAL MEDIA!



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