

FEBRUARY 2026 • KANSAS SBDC AT WSU

# TRAINING OPPORTUNITIES

Register at [www.wichita.edu/trainwithsbdc](http://www.wichita.edu/trainwithsbdc).

## HIRING YOUR FIRST EMPLOYEE

Your small business is on the rise! Prepare to hire and keep your first employee with confidence. This session led by Advisor David Kreller will cover essential employee forms, payroll options, tax requirements, and other HR considerations, while also helping current employers refine their processes.

**Tuesday, February 3 • 12:00 p.m. - 1:00 p.m.**

**Cost: \$5.00**

**Location: Online**

## CREATING SALES STRATEGIES FOR YOUR BUSINESS

Mastering sales is key to your business's growth. It doesn't have to be uncomfortable. In this session led by Tyson Drummond, you'll learn how to connect with your ideal customers, craft value-driven messages, build a reliable sales pipeline, and confidently follow up to close deals.

**Thursday, February 5 • 10:00 a.m. - 11:00 a.m.**

**Cost: \$5.00**

**Location: Online**

## SCALING YOUR REACH: YOUR GUIDE TO SOCIAL MEDIA ADS

Take your small business further by mastering social media advertising. In this session hosted by Britini Spencer, you'll gain practical strategies for using paid ads and influencer marketing effectively. We'll start by helping you assess your readiness for paid campaigns and outline the key steps to get started.

**Thursday, February 5 • 12:00 p.m. - 1:00 p.m.**

**Cost: \$5.00**

**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](http://www.wichita.edu/ksbdc/requestadvising)

## QUICKBOOKS ONLINE

### TRAINING FOR BEGINNERS

Join us to master QuickBooks Online (QBO) for your business. We'll cover setting up your company account, navigating the interface, recording transactions, running reports, and managing products, customers, vendors, and sales tax. By the end of this webinar, you'll have practical skills to streamline your financial management and make QBO work for you.

**Tuesday, February 10 • 9:00 a.m. - 12:00 p.m.**

**Cost: \$199.00**

**Location: Online**

### TRAINING FOR INTERMEDIATE USERS

Expand your skills and tackle more advanced QuickBooks Online features. Learn to handle sales tax setup, estimates, recurring transactions, inventory, journal entries, and payroll. We'll also cover managing accounts receivable and payable, reconciling accounts, and analyzing reports to keep your finances on track.

**Thursday, February 12 • 9:00 a.m. - 12:00 p.m.**

**Cost: \$199.00**

**Location: Online**

## BUILDING AND USING YOUR PROJECTION MODEL

Stop guessing about your finances.

This hands-on workshop helps business owners build a clear projection model to forecast cash flow, plan growth, and make confident decisions.

Taught by Davin Taylor

Clarity. Control. Confidence.

Register today and take control of your numbers.

**Thursday, February 13 • 11:00 a.m. - 12:00 p.m.**

**Cost: \$5.00**

**Location: Online**

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## SEO/SEM

### IN THE AI AGE AND TOOLS THAT CAN HELP

This session hosted by Advisor Koell Collins you will learn how AI is changing search and online advertising. This workshop covers SEO and SEM basics, plus tools that help small businesses improve visibility and attract the right customers. Register today and stay competitive online.

**Wednesday, February 18 • 11:30 a.m. - 12:30 p.m.**

**Cost: \$5.00**

**Location: Online**

### IP BASICS WITH SOUTHWEST REGION

#### SBDC'S

Protect what makes your business unique. This workshop introduces the fundamentals of intellectual property, including trademarks, copyrights, patents, and trade secrets. Learn how IP protection supports business growth and helps avoid costly mistakes.

**Wednesday, February 18 • 10:00 a.m. - 11:30 a.m.**

**Cost: None**

**Location: Online**

### MAXIMIZING YOUR VENDOR EVENT

Learn how to prepare for, stand out, and convert leads at vendor events. This workshop covers planning, booth strategy, customer engagement, and follow-up techniques to help you get real results from your time and investment.

**Thursday, February 19 • 10:00 a.m. - 11:00 a.m.**

**Cost: \$5.00**

**Location: Online**

### GUIDE TO EMPLOYER TAX OBLIGATIONS

Stay Compliant. Avoid Penalties.

Master the Basics:

Hiring: Employees vs. Contractors & ss# Verification

Payroll: Calculating Withholding, Soc. Sec. & Medicare

Reporting: W-2, 1099, FUTA & Federal Deposits

**Wednesday, February 24 • 10:00 a.m. - 11:00 a.m.**

**Cost: 5.00**

**Location: Online**

## DEFINE AND REACH YOUR IDEAL AUDIENCE IN 2026

Struggling to attract the right customers? This workshop helps you clearly define your ideal audience and learn how to reach them effectively in today's market—so your marketing works smarter, not harder.

Sign up and start reaching the customers who are ready to say yes.

**Wednesday, February 25 • 11:00 a.m. - 12:00 p.m.**

**Cost: \$5.00**

**Location: Online**

### START UP START RIGHT

Start Up, Start Right helps new entrepreneurs understand the fundamentals of launching a business, providing practical guidance to build a solid foundation from the start.

**Thursday, February 26 • 10:00 a.m. - 11:00 a.m.**

**Cost: \$5.00**

**Location: Online**

### TURNING FEEDBACK INTO OPPORTUNITY:HANDLING COMMENTS AND REVIEWS

Learn how to respond to customer comments and reviews with confidence. This workshop helps business owners turn feedback—positive or negative—into trust, credibility, and growth.

**Thursday, February 26 • 10:00 a.m. - 11:00 a.m.**

**Cost: \$5.00**

**Location: Online**

### A LOOK AHEAD TO MARCH!

3/04 • State Sales Tax for retailers

3/04 • State Sales taxes for Construction Contractors

3/05 • Get your local Business on Google Search and Maps

3/05 • why we click: Psychology secrets for social media growth

### FIND MORE RESOURCES ON SOCIAL MEDIA!

  @KSBDC.WSU  @KSBDC-WSU  
  @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](mailto:ksbdc@wichita.edu) or 5015 E. 29th St. N., Wichita, KS 67220.