

JANUARY

- 7 **Industrial Environment Sustainability Practices**
K-State Pollution Prevention Institute, 800-578-8898
- 8 **Women's Alliance Luncheon**
Wichita Independent Business Association, 201-3264
- 8 **Recruiting and Creating an Effective Board**
Nonprofit Chamber of Service, 440-6744
- 10 **StartUp Grind**
Wayman Consulting, www.startupgrind.com/wichita
- 12 **Kan Launch**
Mulvane Chamber of Commerce, 777-4850
- 15 **WIBA Monthly Luncheon**
Wichita Independent Business Association, 201-3264
- 16 **Hutchinson/Reno County Chamber Breakfast**
Hutchinson/Reno County Chamber, 620-665-3599
- 24-25 **Managing Project Teams**
Center for Management Development, 978-5149
- 26 **Simple Steps to Start Your Business**
SCORE, 269-6273
- 29 **Inventors' Association Monthly Meeting**
IASCK, 721-1866
- 29 **Mastering the Art of Critical Conversations**
Center for Management Development, 978-5149
- 30 **Project Leadership & Communication**
Center for Management Development, 978-5149
- 30 **Build Your Business Online Part I**
Wichita Advanced Learning Library, 261-8500
- 31 **WIBA Kickoff featuring Chad Porter**
Wichita Independent Business Association, 201-3264

FEBRUARY

- 5 **Women's Leadership Alliance Luncheon**
Wichita Independent Business Association 201-3264
- 6 **Build Your Business Online Part II**
Wichita Advanced Learning Library, 261-8500
- 6-9 **Wichita BizFest**
Wichita Hispanic Chamber of Commerce, 978-9480
- 7-8 **Women Managing the Farm Conference**
Kansas State University, 785-532-2560
- 9 **Farmers' Market Regional Workshop**
From the Land of Kansas, 785-564-6759
- 9 **Kan Launch**
Mulvane Chamber of Commerce, 777-4850
- 11 **Hutchinson/Reno County Annual Meeting**
Hutchinson/Reno County Chamber, 620-665-3599
- 12 **WIBA Monthly Luncheon**
Wichita Independent Business Association, 201-3264
- 12 **Powerful Business Writing Skills**
Center for Management Development, 978-5149
- 14 **Derby Chamber Luncheon**
Derby Chamber of Commerce, 788-3421
- 15 **Leadership & Communication Skills for Women**
Center for Management Development, 978-5149
- 20-21 **Project Management: Start Strong, Finish Strong**
Center for Management Development, 978-5149
- 20 **Wichita Regional Chamber Chairman's Lunch**
Wichita Regional Chamber, 268-1170
- 23 **Essentials of a Business Plan**
SCORE/Advanced Learning Library, 261-8500
- 25 **Inventors' Association Monthly Meeting**
IASCK, 721-1866
- 27 **Risk Management**
Center for Management Development, 978-5149
- 28 **Marketing with a Mission**
Nonprofit Chamber of Service, 440-6744

Small Business Workshops

offered by the Wichita State University Kansas Small Business Development Center

Startup Workshops

Meeting the 3 Ms:

Learning the Basics of Marketing, Management and Money

If you want to start a new business, the three Ms are critical. This workshop offers essential information about Marketing, Management and Money that will help you assess the feasibility of your business idea and start writing your business plan. This is a free workshop.

Please see the reverse side for dates and times.

Quick Start Business Planning

Using a simple narrative template and a simple cash flow template, you will learn how to develop the key elements of your business plan. You will be able to use the business plan you develop with these templates as a basis for your final business plan.

Please see the reverse side for dates and times.

How to Start a Food Truck Business

If you are thinking about starting a food truck, this workshop will provide you with information you need. Kansas SBDC Advisor Natalie Santonil will cover key considerations and the basics of operations and financing. Jodi Buchanan, prior president of the Wichita Food Truck Coalition, will join her to lend insight on licensing.

Monday, January 28, 1:00 - 3:00 PM Cost: Free

Taxes and Regulations

State Tax Workshop

An expert from the Kansas Department of Revenue will give you the basics in this free workshop. Topics include sales and compensating use taxes, tax forms and how to file them, estimated taxes, and recordkeeping.

Tues., Jan. 29, 1:00-4:30 PM or Thur., Feb. 28, 8:30-12:00 PM

State Tax Workshop for Contractors

This free workshop focuses on sales tax issues for contractors, subcontractors and repairmen. Learn about applying sales tax to materials and labor, Project Exemption Certificates, tax returns, billing, and more.

Tues., Jan. 29, 9:30-12:00 PM or Thur., Feb. 28, 1:00-3:30 PM

Kansas Department of Labor: Understanding Regulations

KDOL will present an overview of unemployment tax requirements including: Unemployment Insurance (UI) Tax Liabilities, Process to Apply for a UI Tax Account, Steps for Filing Tax Returns, New Hire Information, State Information Data Exchange System, and clarification of the difference in classifying a worker as an employee or independent contractor.

Thursday, February 21, 9:00 - 10:30 AM Cost: Free

BIM Business in Motion: Making Business Expansion Easier

Ready to explore your options for expansion?
Call the WSU Kansas SBDC at 316-978-3193 to schedule.

Marketing

BIM LinkedIn for Beginners

Looking for business-to-business leads? Want to enhance your professional online presence? LinkedIn is a social media platform worth exploring. This intro session offers a basic overview of LinkedIn and its use. Please bring a laptop and prepare to explore with us.

Tuesday, February 12, 9:00 - 10:30 AM Cost: \$20

BIM Introduction to Instagram

This intro session is designed to help novice users better understand how to use Instagram features for business purposes. We'll explore ways to capture your company's products and services while exploring how to better enhance your corporate brand through this platform. To make the most of this session, bring your smartphones.

Tuesday, February 12, 10:30 - 12:00 PM Cost: \$20

BIM Disruptive Marketing for Liquor Store Owners

In April 2019, changes in Kansas regulations will impact alcohol retailers. This workshop will give you marketing tips to better compete with the big box stores now allowed in the strong beer market. Learn how to identify new demographics and new products, to use social media and other low/no cost marketing to reach specific markets, to use your Point of Sales system effectively to compile analytics of your customers and products, and to use other tactics to increase sales.

Wednesday, January 23, 9:00 - 11:00 AM Cost: \$20

Management

Millennials on Board

Learn tactics for managing multigenerational teams. Whitney Proctor will help you understand the various generations present at work. Both the young and older worker will have ideas and suggestions to offer, which will help the organization thrive in the marketplace. Learning how to deal with the Generation Gaps at work will help you become a better manager or co-worker.

Wednesday, February 13, 11:30 - 12:30 PM Cost: Free

Intellectual Property

Trademark Basics: Protect Your Business Name

Discover the difference between a trademark, service mark and registered mark. Then, learn how to search for existing marks and logos and walk through the online trademark application process.

Thursday, February 21, 1:00 - 2:30 PM Cost: Free



Rural and Independent Innovators Conference
January 28-29, Bluemont Hotel, Manhattan, KS

Register: <https://ksbdc.eccenterdirect.com/events/24437>

Day 1: idea assessment, financing options, SBIR grants, intellectual property basics, risk management and first steps

Day 2: product development, scalability, marketing, in-licensing and out-licensing, financing, exit strategies, and international trade

1 Million Cups
9:00-10:00 AM every Wednesday
Advanced Learning Library
www.1millioncups.com/wichita

Wichita State University
Kansas Small Business
Development Center
1845 North Fairmount St
Wichita KS 67260-0148



Registration Form

Please register in advance to secure your spot and to be notified of cancellations. Please pay for workshops by credit card or check online in our WSU KSBDC Marketplace Shop. We do not accept cash.

WSU KSBDC Marketplace: www.wichita.edu/ksbdcworkshops

If you have questions, call us at 316-978-3193. Workshops will be held at the WSU Hughes Metropolitan Complex, Oliver and 29th Street, unless noted.

Name _____ Business Name _____
Address _____ City, State, Zip _____
Phone _____ Fax _____ email _____

- _____ **Meeting the 3 Ms: Learning the Basics of Marketing, Management and Money** no charge; Please indicate choice of date.
 - Friday, January 4, 10:00 AM - 12:00 PM
 - Friday, February 1, 3:00 PM - 5:00 PM
 - Wednesday, February 27, 1:00 PM - 3:00 PM
 - Monday, January 14, 3:00 PM - 5:00 PM
 - Monday, February 11, 10:00 AM - 12:00 PM
 - Thursday, March 7, 10:00 AM - 12:00 PM
 - Wednesday, January 23, 1:00 PM - 3:00 PM
 - Wednesday, February 20, 3:00 PM - 5:00 PM

- _____ **Quick Start Business Planning** no charge; Please indicate choice of date.
 - Friday, January 4, 1:00 PM - 3:00 PM
 - Wednesday, February 27, 3:00 PM - 5:00 PM
 - Thursday, January 17, 1:00 PM - 3:00 PM
 - Friday, March 15, 10:00 AM - 12:00 PM
 - Monday, February 4, 10:00 AM - 12:00 PM

- _____ **Disruptive Marketing for Liquor Store Owners** Wednesday, January 23, 9:00 AM - 11:00 AM; Cost: \$20

- _____ **How to Start a Food Truck Business** Monday, January 28, 1:00 PM - 3:00 PM; no charge

- _____ **State Tax Workshop** no charge; Please indicate choice of date.
 - Tuesday, January 29, 1:00 PM - 4:30 PM
 - Thursday, February 28, 8:30 AM - 12:00 PM

- _____ **State Tax Workshop for Contractors** no charge; Please indicate choice of date.
 - Tuesday, January 29, 9:30 AM - 12:00 PM
 - Thursday, February 28, 1:00 PM - 3:30 PM

- _____ **LinkedIn for Beginners** Tuesday, February 12, 9:00 AM - 10:30 AM; Cost: \$20

- _____ **Introduction to Instagram** Tuesday, February 12, 10:30 AM - 12:00 PM; Cost \$20

- _____ **Millennials on Board** Wednesday, February 13, 11:30 AM - 12:30 PM; no charge

- _____ **Kansas Department of Labor: Understanding Regulations** Thursday, February 21, 9:00 AM - 10:30 AM; no charge

- _____ **Trademark Basics: Protect Your Business Name** Thursday, February 21, 1:00 PM - 2:30 PM; no charge

Please Return this Registration Form & Fee To: WSU KSBDC, 1845 Fairmount, Campus Box 148, Wichita, KS 67260-0148
Fax to (316) 978-3647, call (316) 978-3193, email ksbdc@wichita.edu, or use our online registration form at <http://www.wichita.edu/ksbdc>.

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. Requests for such arrangements should be made to WSU KSBDC by calling (316) 978-3193.

NOTICE OF NONDISCRIMINATION: Wichita State University does not discriminate in its employment practices, educational programs or activities on the basis of age, color, disability, gender, gender expression, gender identity, genetic information, marital status, national origin, political affiliation, pregnancy, race, religion, sex, sexual orientation, or status as a veteran. Retaliation against an individual filing or cooperating in a complaint process is also prohibited. Sexual misconduct, relationship violence and stalking are forms of sex discrimination and are prohibited under Title IX of the Education Amendments Act of 1972. Complaints or concerns related to alleged discrimination may be directed to the Director of Equal Opportunity or the Title IX Coordinator, Wichita State University, 1845 Fairmount, Wichita KS 67260-0138; telephone (316) 978-3187.