

KANSAS SBDC AT WICHITA STATE UNIVERSITY

# APRIL WEBINARS

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

## STARTUP AND START RIGHT

12 pm-1 pm • Wed, 4/7

*You can own a business in 2021! Learn how to quickly startup in just 10 steps. This free webinar will cover licenses and permits, federal and state tax IDs, business structure, funding, marketing, and other essentials.*

## MARKET RESEARCH FOR STARTUPS

12 pm-1 pm • Thurs, 4/8

*Successful business plans require reliable data. Learn resources and strategies for market research - discover industry trends, identify competitors at home and abroad, determine your target market and find where your best customers are located.*

## BUSINESS RECRUITMENT STRATEGIES

12 pm-1 pm • Thurs, 4/15

*As a business owner, are you struggling to find qualified applicants for job openings? This webinar will identify recruitment strategies that business owners can implement to attract qualified applicants for job openings.*

## RESTRUCTURE- WHAT WOULD IT MEAN FOR YOUR BUSINESS?

12 pm-1 pm • Wed, 4/21

*If COVID-19 stressed your business to the limits, you might need to reset. Our panel of experts will offer information and ideas to help you move forward.*

- Vicki Long, HR specialist, will cover employment strategies and address how to deal with COVID-19 situations with employees, clients, and other stakeholders.
- David Eron, shareholder and CEO of Prella Eron & Bailey, will address collection, rent, and loan negotiation/arbitration/legal action as well as when and how look at formal legal restructure.
- Frank Choriego, MSBM, will address principles of effective strategic planning and how to manage resources and conditions to move forward.

## SOCIAL MEDIA STARTER KIT

12 pm-1 pm • Wed, 4/28

*This webinar presents a birds-eye-view of social media options; Facebook, Instagram, Twitter, and LinkedIn. You will walk away with the ability to create or update your business' online presence.*



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CONTINUED...

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## WHAT TO EXPECT WHEN YOU ARE EXPECTING- TO START A BUSINESS

12 pm- 1 pm • Thurs, 4/29

Jason Janoski and Matt Davis with Davis Business Law will cover the foundations that a prospective new business owner needs to consider, such as:

- Choosing the right entity, filing the right formation papers, getting the right operating agreement/bylaws or other documents for the type of entity;
- Insurance considerations;
- What to look for in property agreements, vendor contracts, client contracts;
- The basics about legally having employees (hiring/discipline/firing practices, job descriptions, handbook, wage classification, insurance/work comp, personnel/medical file duties, employment/arbitration agreements, I-9 requirements, etc.);
- Document retention requirements.

## STATE TAX WEBINARS

### STATE TAX WEBINAR

9 am-12 pm • Thurs, 4/29

Carl York with the Kansas Department of Revenue will give you the basics in this free webinar. Topics include sales and compensating use taxes, tax forms and how to file them, estimated taxes, and recordkeeping.

### STATE TAX FOR CONSTRUCTION CONTRACTORS

1pm- 3 pm • Thurs, 4/29

Carl York with the Kansas Department of Revenue will focus on sales tax issues for construction contractors and subcontractors, including those who provide services such as plumbing, carpentry, electrical, roofing, HVAC, and landscaping. Learn about applying sales tax to materials and labor, Project Exemption Certificates, tax returns, billing, and more.



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