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.

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.

Wed., Sept. 19, 8:30-12:00 PM OR Tues., Oct. 23, 1:00-4:30 PM

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

Wed., Sept. 19, 1:00-3:30 PM OR Tues., Oct. 23, 9:30-12:00 PM

Business Transitions
How Franchising Can Work for You
Should you buy a franchise? This workshop will help you decide. Phil Cansler, a former franchise owner and current consultant with FranNet, will cover: pros and cons of purchasing a franchise, common myths and mistakes people make when researching franchises, how to evaluate franchise opportunities, and funding options.

Thursday, October 18, 1:00-2:30 PM Cost: $20

Business Transitions Conference
Buying - Selling - Succession Planning
8:00AM - 1:30 PM on Thursday, September 20 WSU Metro Complex, Wichita KS
Learn from experienced Business Brokers, Valuators, Attorneys, Investors, CPAs, and Kansas SBDC Advisors in a variety of general and breakout sessions.

http://www.wichita.edu/ksbdcworkshops

Marketing
Pro Networking Beyond the Comfort Zone
If networking makes you uncomfortable, this workshop will help. Christina Long will help you develop social skills so that you can master the art of working rooms in ways that can build solid business relationships.

Wednesday, October 3, 10:00 - 12:00 PM Cost: $20

Building Your Business Brand on Social Media
Like, Tweet, Snap, Share, Follow, Pin and more. What does it all mean for your company’s marketing in today’s digital age? Learn strategies you can use to help refine your social media marketing in ways that interact with sales and other business goals. You will leave with a roadmap that you can build on to help strengthen your online footprint.

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

Workforce Solutions
Hire Right - Train Right
Your employees can make or break your business. Hiring right and training right is key. Learn to:
• think through what you really need and really want
• look for the right talent
• engage the right employees with a great interview
• expertly onboard and train

Tuesday, October 16, 10:00 - 12:00 PM Cost: $20

Rules and Regulations Every Employer Must Know
Whether your company has 5 or 500 employees, it is important to conduct a regular review of your HR/payroll and benefits-related notices, records and procedures to ensure compliance with the law and prevent potential liabilities and employee lawsuits.

Topics will include federal and state laws applicable to HR/Payroll, classification of employees (exempt vs. non-exempt), records retention, and calculating overtime.

Tuesday, October 30, 1:00 - 3:00 PM Cost: $20

Grow Your Business Online with Google
Tuesday, September 18 • WSU Metro Complex
Register on Eventbrite: bit.ly/GYBOSept18
Google expert trainer Matt Weber will travel to Wichita to present three free workshops to help grow your business.

Sharing Your Story Through Video (1:00 PM - 2:00 PM)
Learn about the power of video and how you can use video content to promote your business, improve marketing, and build a loyal audience.

Simple Steps to Online Safety (2:00 PM - 3:00 PM)
Learn best practices and tips for staying safe and secure online. In this workshop you’ll be introduced to the fundamentals of creating pass-words, managing control settings, and identifying common threats.

Succeeding in a Micro Moments World (3:00 PM - 4:00 PM)
Make sure your business is there from the moment customers find you online to the moment they click, call, or buy.

This event is co-sponsored by the Wichita Independent Business Association and the WSU Kansas SBDC.
### 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](http://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.

- [ ] Tuesday, September 4, 1:00 PM - 3:00 PM
- [ ] Monday, October 1, 3:00 PM - 5:00 PM
- [ ] Monday, October 29, 3:00 PM - 5:00 PM

- [ ] Wednesday, September 12, 3:00 PM - 5:00 PM
- [ ] Wednesday, October 10, 3:00 PM - 5:00 PM
- [ ] Tuesday, November 6, 1:00 PM - 3:00 PM

**Quick Start Business Planning** no charge; Please indicate choice of date.

- [ ] Monday, September 17, 10:00 AM - 12:00 PM
- [ ] Monday, November 5, 3:00 PM - 5:00 PM
- [ ] Tuesday, October 3, 1:00 PM - 3:00 PM
- [ ] Friday, October 19, 1:00 PM - 3:00 PM

**State Tax Workshop** no charge; Please indicate choice of date.

- [ ] Wednesday, September 19, 8:30 AM - 12:00 PM
- [ ] Tuesday, October 23, 1:00 PM - 4:30 PM

**State Tax Workshop for Contractors** no charge; Please indicate choice of date.

- [ ] Wednesday, September 19, 1:00 PM - 3:30 PM
- [ ] Tuesday, October 23, 9:30 AM - 12:00 PM


- [ ] Sharing Your Story Through Video (1:00 PM - 2:00 PM)
- [ ] Simple Steps to Online Safety (2:00 PM - 3:00 PM)
- [ ] Succeeding in a Micro Moments World (3:00 PM - 4:00 PM)

**Business Transitions Conference: Buy - Sell - Succession Planning** Thursday, September 20, 8:00 AM - 1:30 PM; Cost: $75 (includes continental breakfast and luncheon)

**Pro Networking Beyond the Comfort Zone** Wednesday, October 3, 10:00 AM - 12:00 PM; Cost: $20

**Hire Right - Train Right** Tuesday, October 16, 10:00 AM - 12:00 PM; Cost $20

**Drive a Holiday Shopping Rush for Your Business (Google Livestream Event)** Wednesday, October 17, 11:00 AM - 12:00 PM; no charge

**How Franchising Can Work for You** Thursday, October 18, 1:00 PM - 2:30 PM; Cost: $20

**Building Your Business Brand on Social Media** Tuesday, October 30, 10:00 AM - 12:00 PM; Cost: $20

**Rules and Regulations Every Employer Must Know** Tuesday, October 30, 1:00 PM - 3:00 PM; Cost $20

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