

**KANSAS SMALL BUSINESS
DEVELOPMENT CENTER**
WICHITA STATE UNIVERSITY
316-978-3193
<http://www.wichita.edu/ksbdc>
Additional Regional Business Events

SEPTEMBER

- 6 **Startup Basics: Defining Your Business Concept**
SCORE and Maize Rec Center, 269-6273
- 6 **Social Media Marketing**
SCORE and Derby Library, 269-6273
- 8 **Kan Launch**
Mulvane Chamber of Commerce, 777-4850
- 11 **WIBA Monthly Luncheon**
Wichita Independent Business Association, 201-3264
- 11 **Business Analytics: New Competitive Advantage**
Center for Management Development, 978-5149
- 13 **Derby Chamber Luncheon**
Derby Chamber of Commerce, 788-3421
- 13 **World Trade Council Dinner**
World Trade Council, 978-3176
- 18 **2018 Kansas Manufacturing Summit**
Kansas Department of Commerce, 785-296-5298
- 20 **16th Annual WHCC Awards Gala**
Wichita Hispanic Chamber of Commerce, 265-6334
- 20 **Shift ICT Summit**
Shift ICT, 393-2655
- 24 **Inventors' Association Monthly Meeting**
IASCK, 721-1866
- 25 **Is this a Feasible Business Idea?**
SBA, 269-6571
- 26 **Disney's Approach to Employee Engagement**
Wichita Independent Business Association, 201-3264
- 27 **Wichita Regional Chamber Exposure**
Wichita Regional Chamber of Commerce, 265-7771
- 27 **How to Stand Out in a Competitive Market with a Capability Statement**
Kansas PTAC, 978-7450
- 27 **Funding Sources**
SCORE and Maize Rec Center, 269-6273

OCTOBER

- 2 **Women's Leadership Alliance Luncheon**
Wichita Independent Business Association 201-3264
- 4 **39th Annual Kansas Economic Outlook Conference**
WSU CEDBR, 978-5341
- 4 **Understanding the GSA Schedule Process**
Kansas PTAC, 978-7450
- 8-9 **Workforce Innovation & Opportunity Conference**
Kansas Department of Commerce, 785-296-3481
- 9 **WIBA Monthly Luncheon**
Wichita Independent Business Association, 201-3264
- 9 **Funding and the Nonprofit Board**
NonProfit Chamber of Service, 440-6744
- 10-12 **Kansas Energy Conference**
Kansas Department of Commerce, 785-296-3481
- 11 **Minority Enterprise Development Week Luncheon**
Kansas Department of Commerce, 785-296-3481
- 11 **StartUp Grind with Scott Schwindaman**
e2e Accelerator, 361-0323
- 16 **Communicating for Results**
Center for Management Development, 978-5149
- 24 **Create a Culture of Engagement**
Wichita Regional Chamber, 268-1170
- 26 **Lean Principles**
Center for Management Development, 978-5149
- 27 **Social Media Marketing**
SCORE and Wichita Library, 269-6273

BIM Business in Motion
Call 978-3193 to learn more.
Making Business Expansion Easier

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

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 repairmen. 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>



Encountering Innovation Week 2018

October 8-12, Overland Park, KS

Apply to pitch or showcase your technology to

Tech Scouts who are searching for products to commercialize.

<http://www.encounteringinnovation.com>

Marketing

BIM Pro Networking Beyond the Comfort Zone

If networking makes you uncomfortable, this workshop will help. Christina Long will help you develop solid 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

BIM 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

EXPOSURE 2018 Visit Kansas SBDC Booth #411 at Exposure
10:00 AM-5:00 PM on Thursday, September 27 at Century II
the region's premier business to business trade show and networking event

Join us at the WSU Kansas SBDC 11:00-12:30 on Oct. 17
for a free Google Livestream Viewing Party
Drive a Holiday Shopping Rush for Your Business



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 passwords, 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.

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.
 Tuesday, September 4, 1:00 PM - 3:00 PM Wednesday, September 12, 3:00 PM - 5:00 PM Friday, September 21, 10:00 AM - 12:00 PM
 Monday, October 1, 3:00 PM - 5:00 PM Wednesday, October 10, 1:00 PM - 3:00 PM Friday, October 19, 10:00 AM - 12:00 PM
 Monday, October 29, 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 Wednesday, October 3, 1:00 PM - 3:00 PM Friday, October 19, 1:00 PM - 3:00 PM
 Monday, November 5, 3:00 PM - 5:00 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
- _____ **Grow Your Business Online with Google** Tuesday, September 18; no charge; **Register on Eventbrite: bit.ly/GYBOSept18**
 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>.

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.