

FEBRUARY 2024 • KANSAS SBDC AT WSU WEBINARS & WORKSHOPS

Register at wichita.edu/ksbdcworkshops.

HIRING YOUR FIRST EMPLOYEE

Your small business is growing, congratulations! Let's get you ready to successfully hire and retain your first employee. Join us as we discuss required employee documentation, payroll, whether you can handle in-house or outsource, necessary tax reporting and other human resource points you should consider. This webinar will also help current employers review and improve their processes.

Tuesday, February 6 • 10:00 a.m. – 11:00 a.m.
Location: Online
Cost: Free

ALL THINGS PINTEREST

Maybe you have already started pinning, but did you know that Pinterest is actually really helpful for driving traffic to your website? Attend this webinar to learn the benefits of using Pinterest as part of your small business social media strategy. This session aims to cover the "often overlooked" way of using Pinterest in a more hands-on approach

Thursday, February 8 • 11:00 a.m. – 12:00 p.m.
Location: Online
Cost: \$10.00 • Space is limited.

STARTUP & START RIGHT

Are you ready to start a new business in 2024? Learn how to launch legally in just ten steps. This webinar will cover licenses and permits, federal and Kansas state tax IDs, business structure, funding, and other essentials.

Tuesday, February 13 • 12:00 p.m. – 1:00 p.m.
Location: Online
Cost: Free

BEGINNER'S GUIDE TO SHORT-FORM VIDEOS FEATURING ADOBE RUSH

Video content is currently dominating social media. Creating videos can seem like a time-consuming process, but it doesn't have to be! Join us to learn some of the basics about short form videos and creating content along with an introduction to Adobe Rush (Britini's current favorite for video editing tool).

Thursday, February 15 • 11:00 a.m. – 12:00 p.m.
Location: Online
Cost: Free

QUICKBOOKS

QUICKBOOKS ONLINE TRAINING FOR BEGINNERS

Learn how to use QuickBooks Online software to help manage your company's finances from anywhere using the cloud. This webinar will cover setting up your company in QuickBooks, navigating the user interface, recording common transactions, and running reports to assess your company's performance. Learn how to set up products and services, customers, vendors, sales tax, and more.

Tuesday, February 20 • 9:00 a.m. – 12:00 p.m.
Location: Online
Cost: \$179.00

QUICKBOOKS ONLINE TRAINING FOR INTERMEDIATE USERS

Build upon the skills learned in the QuickBooks for Beginners course and learn how to make the most of this cloud-based accounting software to manage your company's finances more efficiently. This webinar will cover more complex concepts including setting up sales tax, creating estimates, recurring transactions, inventory management, journal entries and payroll. Also learn how to manage accounts receivable and accounts payable, reconciling accounts, and analyzing reports.

Thursday, February 22 • 9:00 a.m. – 12:00 p.m.
Location: Online
Cost: \$179.00

ONE-ON-ONE ADVISING

Kansas SBDC at WSU continues to offer customized, confidential, no-cost advising by appointment.

Scan the QR code to learn more and become a client, or visit:

wichita.edu/ksbdc/signup



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ENTREPRENEURSHIP RESEARCH LUNCH & LEARN SERIES MARKET RESEARCH FOR STARTUPS

Successful business ideas require reliable data - learn what information you need and where to find it. 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.

Friday, February 16 • 12:00 p.m. – 1:00 p.m.
Location: Online & In-Person*
Cost: Free

INTRO TO COPYRIGHT

Learn basic copyright concepts such as: types of creative work protection, registering copyright works, and best practices for using others' copyrighted work.

Friday, February 23 • 12:00 p.m. – 1:00 p.m.
Location: Online & In-Person*
Cost: Free

*** Entrepreneurship Research Lunch & Learns are co-hosted by the Wichita State University Libraries. In-person attendees are encouraged to bring their own lunch to the Digital Learning Commons located in Ablah Library on WSU Main Campus.*

BUSINESS FUNDING ESSENTIALS

Are you looking to start or grow your business, but need additional funding to make that happen? Join us to discuss some programs available, what you will need to have ready, and some best practices.

Tuesday, February 27 • 12:00 p.m. – 1:00 p.m.
Location: Online
Cost: Free

COFFEE & CONNECTIONS



Our C&C focus in February will be commercial real estate. If you're considering a brick-and-mortar in 2024 or you have one and want to compare notes, please join us for free!

Agents, lessors, attorneys, and others operating in commercial real estate are also encouraged to attend. CRE professionals will need to register and there will be a small fee that includes a specialized name tag and a short introduction to the group.

Tuesday, February 27 • 8:00 a.m. – 9:00 a.m.
Location: WSU Metroplex
Cost: \$5.00 for CRE Professionals

STATE TAXES IN MARCH

STATE TAXES FOR RETAILERS

Thursday, March 28 • 10:00 a.m. – 12:00 p.m.
Location: Online
Cost: Free

STATE TAXES FOR CONSTRUCTION CONTRACTORS

Thursday, March 28 • 1:00 p.m. – 4:00 p.m.
Location: Online
Cost: Free

NOTICE! Registration for all Kansas SBDC at WSU training closes at 12:00 p.m. the day PRIOR to the event.

FOR THE LATEST UPDATES, FOLLOW KANSAS SBDC AT WSU ON SOCIAL MEDIA!



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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 or 5015 E. 29th St. N., Wichita, KS 67220.