

MARCH 2024 • KANSAS SBDC AT WSU WEBINARS & WORKSHOPS

Register at wichita.edu/ksbdcworkshops.

BUILDING YOUR BRAND ON SOCIAL MEDIA

You've started your business and created social media accounts, fantastic! Now, how do you build an online brand presence and social media recognition? We'll go over the basics and share tips and tricks to make this process simpler!

Tuesday, March 5 • 12:00 p.m. - 1:00 p.m.

Location: Online

Cost: None

WOMEN-OWNED SMALL BUSINESS FEDERAL CONTRACTING PROGRAM

Join Teri Taylor with the Small Business Administration for an in-depth discussion about the WOSB certification program. The Federal Government's goal is to award at least five percent of all federal contracting dollars to women-owned businesses each year.

Wednesday, March 6 • 11:00 a.m. - 12:00 p.m.

Location: Online

Cost: None

ALL THINGS CANVA

You're not a graphic designer, but you'll look like one when you use Canva! Join us for this hands-on webinar where we'll walk through creating eye-catching visuals, business cards, social media posts, editing photos, and more. We'll also touch briefly on Canva's AI tools and video editing. Don't worry, we will leave time for lots of questions.

Wednesday, March 13 • 12:00 p.m. - 1:00 p.m.

Location: Online

Cost: \$10.00 - Space is Limited

HOW TO DO BUSINESS WITH THE CITY OF WICHITA

Calling all small business owners! Gain firsthand knowledge on becoming a vendor with the City of Wichita, the City's procurement processes, requirements, and more. Kansas SBDC at WSU hosts Chris Haislett, Contract Compliance Officer with the City of Wichita to cover what you need to know.

Thursday, March 14 • 12:00 p.m. - 1:00 p.m.

Location: Online

Cost: None

COMMERCIAL INSURANCE BASICS

Business insurance is an important but often misunderstood aspect of operating an enterprise. Join Kansas SBDC Business Advisor, David Kreller, for an overview of insurance and risk management basics including the different types of business insurance a small business may typically utilize, how they work, and factors that may impact pricing.

Tuesday, March 19 • 12:00 p.m. - 1:00 p.m.

Location: Online

Cost: None

STARTUP AND START RIGHT

You can own a business in 2024! Learn how to launch in just ten steps. This free webinar will cover licenses and permits, federal and state tax IDs, business structure, funding, and other essentials.

Wednesday, March 20 • 12:00 p.m. - 1:00 p.m.

Location: Online

Cost: None

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



@KSBDC.WSU



@KSBDCWSU



@KSBDC-WSU



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.

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COFFEE & CONNECTIONS



Whether you do all the bookkeeping and accounting yourself, or you have help, March's Coffee and Connections is for you! Join us for coffee and network with area business leaders and local financial experts. This event is no-cost for small businesses. Accountants, bookkeepers and other financial 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, March 26 • 8:00 a.m. – 9:00 a.m.
Location: WSU Metroplex
Cost: \$5.00 for Financial Professionals

SIMPLE E-COMMERCE OPTIONS FOR SMALL BUSINESSES

Choosing the right e-commerce platform for your small business can be a daunting task. Join us as we explore three of the more popular options, examining the strengths and weaknesses of each. We'll also discuss some out-of-the-box options, along with some key factors to keep in mind when making your decision.

Wednesday, March 27 • 12:00 p.m. - 1:00 p.m.
Location: Online
Cost: None

STATE TAXES FOR RETAILERS

This training session covers Kansas Withholding, Estimated Taxes, Sales and Compensating Use Taxes, Sales & Use Tax. Our presenter will explain the differences between the Kansas Retailers' Sales Tax, the Kansas Retailers' Compensating Use Tax, and the Kansas Consumers Compensating Use Tax. You'll gain a basic understanding of the goods and services subject to sales tax as well as the record-keeping and filing requirements, form preparation, and how to use exemption certificates. Additionally, this segment provides an overview of the Kansas Income Tax Withholding requirements and responsibilities for employers and payers, the filing requirements, and form preparation. Requirements and procedures for paying estimated income tax will also be explained.

Thursday, March 28 • 10:00 a.m. – 12:00 p.m.
Location: Online
Cost: None

STATE TAXES FOR CONSTRUCTION CONTRACTORS

This training session is devoted exclusively to sales tax issues for construction contractors and subcontractors. Those who provide plumbing, carpentry, electrical, roofing, heating/air conditioning, landscaping, oil field services, etc. will want to attend this specialized webinar. We'll talk about how sales tax applies to materials and labor, Project Exemption Certificates, sales tax returns, billings, and more.

Thursday, March 28 • 1:00 p.m. – 4:00 p.m.
Location: Online
Cost: None

ENTREPRENEURSHIP RESEARCH LUNCH & LEARN SERIES**

TRADEMARKING YOUR BUSINESS

Discover all types of trademark protection affiliated with businesses. We'll learn search strategies for existing marks and logos, and we'll walk through the application process.

Friday, March 29 • 12:00 p.m. – 1:00 p.m.
Location: Online & In-Person**
Cost: None

** 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.

IMPORTANT NOTICE!

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

If you have questions or concerns, please contact us at 316-978-3193 or wsu.sbdc@wichita.edu.

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