

MAY 2024 • KANSAS SBDC AT WSU EVENTS & TRAINING

Register at wichita.edu/ksbdcworkshops.

WE'RE CELEBRATING NATIONAL SMALL BUSINESS WEEK IN A BIG WAY!



Building a Better Business

A Conference on Growth & Sustainability

Looking for ideas to grow your business, or need some fresh motivation? This conference will be filled with actionable strategies, insights, and networking opportunities, all aimed at propelling your business forward. Join us for informative workshops on:

- o AI for Small Businesses,
- o Cybersecurity
- o Obtaining Financing
- o Improving Your Online Presence
- o Tax & Bookkeeping Tips
- o Everything Human Resources
- o Marketing Plans, and much more!

Thursday, May 2 • 10:00 a.m. - 3:00 p.m.

Cost: \$25.00

Location: WSU Hughes Metropolitan Complex

Cohosted by SCORE GREATER WICHTIA



SHOP TO CELEBRATE!

It's always a good day to shop and support local entrepreneurs! Come discover unique products from over 30 local vendors with Mother's Day right around the corner.

Thursday, May 2 • 3:00 p.m. - 6:30 p.m.

Cost: \$20.00 Vendor, No cost to Shop!

Location: WSU Hughes Metropolitan Complex



E3 & SBIR AWARDS

Every year, regional Kansas Small Business Development Centers choose Clients that exemplify success as an Existing, Emerging, or Exporting (E3) Small Business. The goal is to highlight both the impact small businesses have in our Kansas communities and economy. This year we have partnered with Wichita State University Strategic Initiatives to also honor three local SBIR awardees.

Thursday, May 2 • 4:00 p.m.

Cost: None

Location: WSU Hughes Metropolitan Complex

VISIT WWW.WICHITA.EDU/NSBW2024 TO REGISTER & LEARN MORE

STARTUP AND START RIGHT

This webinar untangles the startup process and guides you through ten essential steps for getting your new business off the ground. We'll navigate licenses, taxes, business structure, funding, and more with clear explanations and next steps to take to help your business thrive!

Wednesday, May 1 • 12:00 p.m. - 1:00 p.m.

Cost: None

Location: Online

WHAT'S YOUR ELEVATOR PITCH?

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.

Wednesday, May 8 • 12:00 p.m. - 1:00 p.m.

Cost: \$10.00 - Space is Limited

Location: Online



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.

MAY 2024 EVENTS & TRAINING

WHAT'S YOUR ELEVATOR PITCH?

Communicating what your business does well can help or hinder even the best idea. In this hands-on webinar, we talk about the essential ingredients in an impactful pitch. You'll have time to tell your story, sell your idea, and gain feedback.

Wednesday, May 8 • 12:00 p.m. - 1:00 p.m.
Cost: \$10.00 - Space is Limited
Location: Online

ADVOCATING FOR YOUR BUSINESS

EFFECTIVE STRATEGIES FOR SHAPING FEDERAL REGULATION

Explore essential federal regulations, learn practical compliance strategies, and partner with the U.S. Small Business Administration Office of Advocacy Regional Advocate, Darcella Craven, to ensure your voice is heard.

Register now and empower your business success!

Tuesday, May 14 • 10:00 a.m. - 11:00 a.m.
Cost: None
Location: Online

DOUBLE THE INSIGHTS: GOOGLE & META ANALYTICS

You've worked hard on your social media and website, but how do you know what's working? During this webinar we will walk through the basics of Meta Business and Google Analytics including: where to find the data, what to look for and how to interpret it. We will also touch base on some tactics to help you measure your efforts and work smarter, not harder.

Wednesday, May 15 • 12:00 p.m. - 1:00 p.m.
Cost: None
Location: Online

MASTERING THE SWIPE: STREAMLINE YOUR PAYMENTS & GROW YOUR BUSINESS

This session will equip small business leaders with the knowledge and tools to navigate credit card processing. Ryan Selenke, owner and CEO of Reliant Merchant Services Inc. will break down the process, from choosing the right solution to maximizing efficiency and security. Learn how to accept payments seamlessly, manage fees effectively, and ensure a smooth customer experience to boost your bottom line.

Thursday, May 16 • 3:00 p.m. - 4:00 p.m.
Cost: None
Location: Online

STATE SALES TAX FOR CONSTRUCTION CONTRACTORS

If you provide plumbing, carpentry, electrical, roofing, heating/air conditioning, landscaping, oil field services, etc., you'll want to attend this specialized webinar. Presented in conjunction with the Kansas Department of Revenue, this webinar will cover how sales tax applies to materials and labor, project exemption certificates, sales tax returns, billings, and more. Construction contractors and subcontractors can learn how to seamlessly manage fees effectively and ensure a smooth customer experience to boost your bottom line.

Tuesday, May 21 • 9:00 a.m. - 12:00 p.m.
Cost: None
Location: Online

STATE SALES TAX FOR RETAILERS

This webinar is presented in conjunction with the Kansas Department of Revenue devoted to explaining the differences between the Kansas Retailers' Sales Tax, the Kansas Retailers' Compensating Use Tax, and the Kansas Consumers Compensating Use Tax. You will gain a basic understanding of the goods and services subject to sales tax. This webinar will also explain the record keeping and filing requirements, form preparation, and how to use exemption certificates.

Tuesday, May 21 • 1:00 p.m. - 3:00 p.m.
Cost: None
Location: Online

ANALYZING FACEBOOK ADS FOR SMALL BUSINESS SUCCESS

Get the most out of your Facebook Ads for your small business! This course dives into analyzing campaign performance. Learn how to interpret data, refine your targeting, and gain customer understanding to create winning Facebook Ad strategies.

Wednesday, May 22 • 12:00 p.m. - 1:00 p.m.
Cost: \$15.00
Location: Online



COFFEE & CONNECTIONS

Commercial insurance is an important but often misunderstood aspect of operating an enterprise. Join us to discuss this topic with other small business leaders and commercial insurance providers. No Presentations. Just Conversation.

Tuesday, May 28 • 8:00 a.m. - 9:00 a.m.
Cost: Varies
Location: WSU Metroplex