

OCTOBER 2024 • KANSAS SBDC AT WSU

# TRAINING & EVENTS

Register at [wichita.edu/ksbdcworkshops](http://wichita.edu/ksbdcworkshops).

## CREATING A SOCIAL MEDIA STRATEGY

Are you struggling to make your social media presence stand out? This webinar will equip you with the tools and knowledge you need to create an effective social media strategy. Learn how to identify your audience, leverage your analytics, choose the right platforms, and create high quality content.

**Thursday, October 10 • 10:00 a.m. - 11:00 a.m.**

**Cost: \$10.00**

**Location: Online**

## ACCOUNTING FOR NON-ACCOUNTANTS

Do you ever feel overwhelmed by financial terms like "balance sheet" or "income statement"? This introductory webinar, specifically designed for those new to accounting, is the perfect starting point. By gaining a grasp of financial cornerstones, you'll be well-equipped to make informed decisions that contribute to the success and growth of your business.

**Thursday, October 10 • 12:00 p.m. - 1:00 p.m.**

**Cost: None**

**Location: Online**

## EXPLORING SBA'S NEW ONE-STOP CERTIFICATION PLATFORM

Through MySBA Certifications, small businesses can now apply for multiple certification categories, such as woman- or service-disabled veteran-owned to increase their opportunities for awards from Federal buyers in one platform. Learn more about the new platform and certification requirements during this webinar.

**Thursday, October 17 • 12:00 p.m. - 1:00 p.m.**

**Cost: None**

**Location: Online**

## ONLINE! QUICKBOOKS ONLINE TRAINING FOR BEGINNERS

Ready to use QuickBooks Online software to help manage your company's finances from anywhere using the cloud? Presenter Charnea Bell, a Master Accountant, Certified QuickBooks Online ProAdvisor, alumna of Wichita State University, and local business owner, will show you how to set up your company account, navigate the user interface, record common transactions, and run reports to assess your company's performance. Learn how to set up products and services, customers, vendors, sales tax, and more.

**Tuesday, October 22 • 9:00 a.m. - 12:00 p.m.**

**Cost: \$199.00**

**Location: Online**

## ONLINE! QUICKBOOKS ONLINE TRAINING FOR INTERMEDIATE USERS

Build on your skills learned in the Beginners course to make the most of this cloud-based accounting software and manage your company's finances more efficiently. Presenter Charnea Bell will cover more complex concepts in this session 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, reconcile accounts, and analyze reports.

**Thursday, October 24 • 9:00 a.m. - 12:00 p.m.**

**Cost: \$199.00**

**Location: Online**

## FOLLOW US ON SOCIAL MEDIA!



**IMPORTANT NOTICE!** All registration will now close at noon on the **MONDAY** prior to the training date!



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](mailto:ksbdc@wichita.edu) or 5015 E. 29th St. N., Wichita, KS 67220.

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## HOW TO DO BUSINESS WITH THE CITY OF WICHITA

Are you a local small business curious about working with the City of Wichita? The Kansas SBDC at WSU hosts Chris Haislett, Contract Compliance Officer, in this session to gain firsthand knowledge on how to become a vendor with the City of Wichita, the City's procurement processes, requirements, and more.

**Tuesday, October 29 • 10:00 a.m. - 11:00 a.m.**  
**Cost: None**  
**Location: Online**

## STARTUP AND START RIGHT

Ready to turn your business idea into reality? This webinar untangles the startup process and guides you through ten essential steps. We'll navigate licenses, taxes, business structure, funding, and more with clear explanations and actions to take!

**Tuesday, October 29 • 12:00 p.m. - 1:00 p.m.**  
**Cost: None**  
**Location: Online**

## MANAGE YOUR OWN SOCIAL MEDIA

Developing a strategy, creating content, and managing your social media can seem like a daunting undertaking. Paying someone to do all of that can ALSO be challenging or out of budget. Join us to learn budget friendly tips and tricks to become your own social media manager.

**Thursday, October 31 • 12:00 p.m. - 1:00 p.m.**  
**Cost: None**  
**Location: Online**

## 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:

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

## BENEFITS FAIR FOR SMALL BUSINESSES

We want to help connect local small business owners with essential resources to support the well-being of their employees and themselves. Whether you are looking for, or can provide, plans, programs, or memberships in any of the following areas, this event is for you!

- **Healthcare** such as dental, direct primary care, concierge medicine, mental health services, prescription plans and health insurance;
- **Financial Wellness** including financial planning and retirement account coordination;
- **Human Resources** such as consulting, worker compensation, background checks, drug testing; or
- **Other** relevant benefits to support small businesses.

**Thursday, October 24 • 10:00 a.m. - 3:00 p.m.**  
**Exhibitor Fee:\*** \$50.00 until September 30, \$75.00 until October 6, then \$100.00  
**Location: WSU Hughes Metropolitan Complex**

*\*There is no cost for small business owners and entrepreneurs to attend the Benefits Fair, but please RSVP at*

**[WWW.WICHITA.EDU/KSBDC/EVENTS](http://WWW.WICHITA.EDU/KSBDC/EVENTS)**

## SAVE THE DATE!

**Tuesday, November 5**

State Sales Tax for Construction Contactors

**Tuesday, November 5**

State Sales Tax for Retailers

**Thursday, November 7**

Scaling Your Reach:  
A Guide to Social Media Advertising

**Tuesday, November 12**

Hiring Your First Employee

**Thursday, November 14**

Adding Gratitude to Your Social Media Strategy

**Tuesday, November 19**

Startup & Start Right

**Thursday, November 21**

Government Contracting:  
Access & Resources for Small Businesses