

AUGUST 2024 • KANSAS SBDC AT WSU

# TRAINING & EVENTS

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

## KANSAS GROCERY SALES TAX LEGISLATION

Effective on January 1, 2024, Kansas sales tax laws changed for food and food ingredients, reducing the state sales tax. Join us for a basic overview of the new law and the requirements for collecting at the reduced rate. We will discuss what the law does and understand the difference between food, food ingredients and prepared foods. The goal of this webinar is to help those attendees to have the tools in place to help them to identify foods that qualify for the state sales tax reduction. Be prepared to ask questions and take notes.

**Tuesday, August 6 • 1:00 p.m. - 3:00 p.m.**  
**Cost: None**  
**Location: Online**

## THE POWER OF PINTEREST

During this webinar, you'll learn about the latest platform updates, discover how Pinterest can boost your brand, and master the craft of targeted pins that drive traffic to your website. We'll cover high-quality visuals, ideal aspect ratios, and compelling Calls to Action (CTAs), along with creating pin variety and leveraging group boards for maximum reach.

**Wednesday, August 7 • 12:00 p.m. - 1:00 p.m.**  
**Cost: \$10.00**  
**Location: Online**

## ONE-ON-ONE ADVISING



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

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

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

## CREATING AND UPLOADING EFFECTIVE JOB DESCRIPTIONS

This workshop tackles crafting clear job descriptions that attract top talent. Learn how to highlight your company culture and skills needed, then we'll discuss best practices for uploading your postings to LinkedIn, Indeed, and Handshake for maximum reach.

**Thursday, August 8 • 11:00 a.m. - 12:00 p.m.**  
**Cost: None**  
**Location: Online**

## 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, August 13 • 12:00 p.m. - 1:00 p.m.**  
**Cost: None**  
**Location: Online**

## 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.

**Thursday, August 15 • 10:00 a.m. - 11:00 a.m.**  
**Cost: None**  
**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](mailto:ksbdc@wichita.edu) or 5015 E. 29th St. N., Wichita, KS 67220.

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## YOUR GUIDE TO INSTAGRAM

Explore the power of hashtags to reach new audiences, the best ways to leverage Stories and Reels for creative storytelling, and how to organize your best content with Highlights. We'll also dive into collaboration strategies unique to Instagram in order to amplify your reach and connect with your ideal community.

**Wednesday, August 21 • 12:00 p.m. - 1:00 p.m.**

**Cost: None**

**Location: Online**

## IN-PERSON! 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.

**Wednesday, August 28 • 9:00 a.m. - 12:00 p.m.**

**Cost: \$199.00**

**Location: WSU Hughes Metropolitan Complex**

## IN-PERSON! 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.

**Wednesday, August 28 • 1:00 p.m. - 4:00 p.m.**

**Cost: \$199.00**

**Location: WSU Hughes Metropolitan Complex**

## SAVE THE DATE!

### THINKING OF SELLING YOUR BUSINESS? IT'S NEVER TOO EARLY (OR TOO LATE) TO PREPARE!

Whether you're planning an exit by 2025 or a comfortable retirement a decade from now, this webinar is designed to help you navigate the business sale process.

Kansas SBDC Business Advisor and Small Business Owner, David Keller, has been involved with multiple business sales, including several of his own. He will share his insights and experience on:

- **Identifying the Right Time to Sell:** Key factors to consider when deciding if selling is your best move.
- **Building a Winning Strategy:** Essential elements for a successful sale, maximizing your return on investment.
- **Taking Action Today:** Actionable steps you can take right now to get your business sale-ready.
- **Assembling Your A-Team:** Critical team members you need by your side to ensure a smooth transition.
- **A Step-by-Step Guide:** A clear picture of the entire sales process, from initial discussions to closing the deal.
- **Beyond the Finish Line:** Important considerations for the post-sale period.

**Wednesday, September 11 • 6:00 p.m. - 7:30 p.m.**

**Cost: \$25.00**

**Location: Online**



The Heartland Regional Food Business Center (Heartland Center) is one of 12 regional food business centers established by the U.S. Department of Agriculture in 2023.

The purpose of the Heartland Center is to help farm and food enterprises start up, grow, and make supply chain connections to serve the growing demand for local and regionally produced food.

Learn more at: [heartlandfoodbusiness.org](http://heartlandfoodbusiness.org).

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