

SEPTEMBER 2024 • KANSAS SBDC AT WSU

# TRAINING & EVENTS

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

## SOCIAL MEDIA ANALYTICS

Struggling to understand your social media data? This course clarifies how to find valuable insights on Meta, Pinterest, and TikTok. We'll decode key metrics within each platform's analytics suite, empowering you to pinpoint winning content and refine your targeting strategy.

**Tuesday, September 10 • 12:00 p.m. - 1:00 p.m.**

**Cost: \$10.00**

**Location: Online**

## 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 virtual workshop 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**

## STATE SALES TAX FOR CONSTRUCTION CONTRACTORS

You'll want to attend this specialized webinar if you provide plumbing, carpentry, electrical, roofing, heating/air conditioning, landscaping, oil field services, etc. Presented in conjunction with the Kansas Department of Revenue, we'll focus exclusively on sales tax issues for construction contractors, and subcontractors. We'll cover how sales tax applies to materials and labor, Project Exemption Certificates, sales tax returns, billings, etc.

**Wednesday, September 11 • 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 to give you a basic understanding of the goods and services subject to sales tax. Learn the differences between the Kansas Retailers' Sales Tax, the Kansas Retailers' Compensating Use Tax, and the Kansas Consumers' Compensating Use Tax. We will also discuss record-keeping and filing requirements, form preparation, how to use exemption certificates, and Withholding Tax.

**Wednesday, September 11 • 1:00 p.m. - 3:00 p.m.**

**Cost: None**

**Location: Online**



The Heartland Regional Food Business Center helps 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).



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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## STARTUP AND START RIGHT

Ready to turn your business idea into reality? This webinar untangles the startup process and guides you through 10 essential steps. We'll navigate licenses, taxes, business structure, funding, and more with clear explanations and actions to take!

**Tuesday, September 17 • 12:00 p.m. - 1:00 p.m.**

**Cost: None**

**Location: Online**

## ADVOCATING FOR YOUR BUSINESS: EFFECTIVE STRATEGIES FOR SHAPING FEDERAL REGULATION

Deciphering federal regulations can be overwhelming. During this webinar you will gain essential compliance knowledge and learn practical strategies to ensure your voice is heard. Presented by Darcella Craven, U.S. Small Business Administration Regional Advocate.

**Wednesday, September 18 • 12:00 p.m. - 1:00 p.m.**

**Cost: None**

**Location: Online**

## BEGINNER'S GUIDE TO SHORT-FORM VIDEOS

This webinar explores popular platforms, introduces user-friendly editing apps, and delves into Adobe Rush specifically. We'll cover creating content with templates, adding captivating sounds and music, and even guide you on watermarking your creations.

**Thursday, September 19 • 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, 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)

## CALL FOR BENEFITS EXPERTS!

### BENEFITS FAIR FOR SMALL BUSINESSES

The Kansas SBDC at WSU is hosting a Benefits Fair for Small Businesses, and we need your help! Please send us your recommendations for providers and advisors in the following areas:

- **Healthcare:** Direct primary care, concierge medicine, mental health services, insurance brokers;
- **Financial Wellness:** Financial planning, retirement account coordination, HR consulting;
- **And anyone else you can think of!**

Referrals can be emailed to [ksbdc@wichita.edu](mailto:ksbdc@wichita.edu). We're looking for names and contact information, but also personal testimonies of how providers have helped you succeed or any untraditional solutions you've found.

**Attention Experts!** If you offer such solutions tailored to the unique needs of small businesses, we want to hear from you. The Benefits Fair is designed to connect local small business owners with essential resources to support the well-being of their employees and themselves.

By participating, you will have the opportunity to:

- Showcase your offerings to a targeted audience of small business owners.
- Network with other local businesses and professionals.
- Contribute to the overall success of our small business community.

To take advantage of early bird pricing, visit:  
[www.wichita.edu/ksbdc/events](http://www.wichita.edu/ksbdc/events) or contact [ksbdc@wichita.edu](mailto:ksbdc@wichita.edu) for details.

**Thursday, October 24 • 10:00 a.m. - 3:00 p.m.**

**Cost to Attend: None**

**Exhibitor Fee: \$50.00 until September 15, \$75.00 until October 6, then \$100.00**

**Location: WSU Hughes Metropolitan Complex**

FOLLOW US ON SOCIAL MEDIA!

