

JANUARY

- 10 Meeting the 3 Ms
Salina Chamber, 10 a.m. - Noon
- 10 Cash Flow Made Easy
Salina Chamber, 1-3 p.m.
- 17 Facebook 201 - Setting Up a Business facebook Page, Clay Center, Clay County Medical Center, 10 a.m. - Noon
- 17 Website Design Made Easy
Clay Center, Clay County Medical Center, 2-4 p.m.
- 18 Facebook 301 - Growing Your Business on facebook, Concordia, NCK SBDC, 10 a.m. - Noon
- 18 Marketing On A Shoestring
Concordia, NCK SBDC, 2-4 p.m.
- 31 Meeting the 3 Ms
Concordia, NCK SBDC, 10 a.m. - Noon
- 31 The Right Start Using a Business Plan
Concordia, NCK SBDC, 1-3 p.m.

FEBRUARY

- 2 Making Cent\$ of Financial Statements, Clay Center, Clay County Medical Center, 2-4 p.m.
- 14 Meeting the 3 Ms
Concordia, NCK SBDC, 10 a.m. - Noon
- 14 Cash Flow Made Easy
Concordia, NCK SBDC, 1-3 p.m.
- 16 Meeting the 3 Ms
Salina, Chamber, 10 a.m. - Noon
- 16 The Right Start Using a Business Plan
Salina, Chamber, 1-3 p.m.
- 23 Facebook 301 - Growing Your Business on facebook, Clay Center, Clay County Medical Center, 10 a.m. - Noon
- 23 FB 401 - Using eCommerce on Your Business facebook, Clay Center, Clay County Medical Center, 2-4 p.m.
- 24 Google It - What is it all about?
Concordia, NCK SBDC, 10 a.m. - Noon
- 24 Managing Your Social Media
Concordia, NCK SBDC, 2-4 p.m.

MARCH

- 5 Meeting the 3 Ms
Salina, Chamber, 10 a.m. - Noon
- 5 Cash Flow Made Easy
Salina, Chamber, 1-3 p.m.
- 6 State Tax for Contractors
Salina, Chamber, 10 a.m. - Noon
- 6 Meet the Tax Man:
Your Tax Responsibility to Kansas
Salina, Chamber, 1-4 p.m.
- 29 Meeting the 3 Ms
Concordia, NCK SBDC, 10 a.m. - Noon
- 29 The Right Start Using a Business Plan
Concordia, NCK SBDC, 1-3 p.m.

Small Business Seminars

offered by the North Central Kansas Small Business Development Center - NCK SBDC

Startup businesses are required to attend three seminars to receive free one-on-one counseling from Consultant Linda Sutton:

1. Meeting the 3 Ms
2. The Right Start Using a Business Plan
3. Cash Flow Made Easy



Meet the Tax Man:

Your Tax Responsibility to the State of Kansas

Presented by Carl York, tax specialist with the KS Dept. of Revenue, this class focuses on the basics of Sales and Use Tax and how it applies to a retail business. An overview of KS employee withholding and estimated tax payments will be given. (unemployment and workmen's compensation is administered by the KS Dept. of Labor and not discussed in this class)

State Tax Workshop for Contractors

Do you provide plumbing, carpentry, electrical, roofing, heating / air conditioning, or other contractor related services? This workshop is devoted exclusively to sales tax issues for contractors, subcontractors, & repairmen. Carl will teach you how sales tax applies to materials & labor as well as discuss sales tax returns, exemption certificates, billing, and related issues. Find out what contractors need to know regarding sales tax.

Marketing on a Shoestring

Is your store getting enough daily traffic? Are you seeing new faces? If not, it is time to try some traffic builders. Learn cost effective tactics that any business can benefit from. Cindi Gill will teach you how to market your business with very little expense by using creative resources in this interactive marketing class. Bring your marketing questions.

Making Cent\$ of Financial Statements

Learn how to use your periodic financial statements to uncover hidden profit opportunities. Not sure what Ratio Analysis, Benchmarking, or Industry Statistics are? We will teach you to use them to improve business. Learn how to leverage your accounting relationship and what banks look for.



**Business in Motion:
Making Business
Expansion Easier**
Franchise - Exports
New Products - Web
Government - New Markets

The NCK SBDC is starting a new series of Business in Motion seminars to assist businesses expand. Instructor Cindi Gill, President of the Durant, OK Main Street Program will teach six Web BIM Seminars. Space is limited and a laptop is required. Advance registration & \$25 prepayment required for each class.

Google It - What is it all about?

Come learn applications on Google+, claim your business on Google Places, attract customers through Google AdWords, understand Website analytics, optimize searches for your business and improve office productivity through the use of Google Sites, Google Docs & Google Calendar.

facebook 201 - Setting Up a Business facebook Page

You have a personal facebook page and have become fans/ liked other businesses. Now you want your own business facebook page but do not know where to start. Cindi will teach you how to create a business page, publish it, and become a fan of your own page. You will also learn how to create an engaging business page, set privacy, and upload business information including pictures, logos, and website.

You MUST have a personal facebook page to attend this class.

facebook 301- Growing Your Business on facebook

You have a business facebook page but are not sure how to use it for your business. Cindi will teach you what your business should post and how frequently. You will also learn how to add fans to your business page, go viral, draw on your network, create events, optimize searches, and advertise on facebook to market your business. Let facebook help you grow your business free. *If you do not have a business facebook page, you must attend FB201.*

facebook 401 Using eCommerce on Your Business facebook Page

You have been using your business facebook page regularly to communicate with customers and promote your business. Now you

are ready to incorporate eCommerce into your site for customers to use. Cindi will teach you how to set up the eCommerce features on your business facebook page and how to market it to customers. This class is for people who feel comfortable using their business page and would like to sell products through facebook.

You must have a business facebook page and have been using facebook to attend this class.

Managing Your Social Media

This class will teach you how to combine all of your social media such as Facebook, Twitter, LinkedIn, MySpace, Ping, Word Press, and Foursquare analytics into one spot! Schedule your messages to go out when you need them out, not just when you have time to send them. Now you can organize and maximize your bottom line! HootSuite is a great tool so you can track your application progress.

Website Design Made Easy

Have you thought you needed a website for your business but do not know where to start on your own? Or are you worried that timely changes will not be made to your website? Why not create and maintain your own website. This seminar is hands on and will teach you how to build your own website and maintain it yourself using VistaPrint tools.

A credit/debit card is required to acquire a domain name and set up your own website account during class.

**North Central Kansas
Small Business
Development Center**

606 Washington St., Suite C
Concordia, KS 66901

(785) 243-9913

(785) 243-2014 fax

ncksbdc@ncksbdc.com

www.ncksbdc.com

www.facebook.com/ncksbdc

Linda Sutton M.B.A.,
Business Consultant

Linda.Sutton@ncksbdc.com





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Return Service Requested

INFORMATION
alert!

Make checks payable to WSU SBDC—NO REFUNDS
Space is Limited—Separate Check for each seminar MUST Accompany Registration
Mail check and registration to: NCK SBDC, 606 Washington St., Suite C, Concordia, KS 66901

Only those pre-registered will be notified of seminar cancellations.

Name _____ Business Name _____
 Address _____ City, State, Zip _____
 Phone _____ E-mail Address _____

- Meeting the 3 Ms** *Advance Registration Required; free*
- Tuesday, January 10, 10 AM-Noon; Salina Area Chamber, 120 W. Ash, (Hall of Fame Room), Salina
 - Tuesday, January 31, 10 AM-Noon; NCK SBDC, 606 Washington Street, (Conference Room), Concordia
 - Tuesday, February 14, 10 AM-Noon; NCK SBDC, 606 Washington Street, (Conference Room), Concordia
 - Thursday, February 16, 10 AM-Noon; Salina Area Chamber, 120 W. Ash, (Room A) Salina
 - Monday, March 5, 10 AM-Noon; Salina Area Chamber, 120 W. Ash, (Hall of Fame Room) Salina
 - Thursday, March 29, 10 AM-Noon; NCK SBDC, 606 Washington Street, (Conference Room), Concordia

- The Right Start - Using a Business Plan** *Advance Registration Required: \$25*
- Tuesday, January 31, 1-3 PM; NCK SBDC, 606 Washington Street (Conference Room) Concordia
 - Thursday, February 16, 1-3 PM; Salina Area Chamber, 120 W. Ash, (Room A), Salina
 - Thursday, March 29, 1-3 PM; NCK SBDC, 606 Washington Street (Conference Room) Concordia

- Cash Flow Made Easy** *Advance Registration Required: \$25*
- Tuesday, January 10, 1-3 PM; Salina Area Chamber, 120 W. Ash, (Hall of Fame Room) Salina
 - Tuesday, February 14, 1-3 PM; NCK SBDC, 606 Washington Street (Conference Room) Concordia
 - Monday, March 5, 1-3 PM; Salina Area Chamber, 120 W. Ash, (Hall of Fame Room) Salina

- TAX Seminars** *Advance Registration Required: \$25*
- State Tax Workshop for Contractors;** Tuesday, March 6, 10 AM-Noon; Salina Area Chamber, 120 W. Ash, (Room A) Salina
 - Meet the Tax Man;** Tuesday, March 6, 1-4 PM; Salina Area Chamber, 120 W. Ash, (Room A) Salina

- Marketing on a Shoestring** *Advance Registration Required: \$25*
- Wednesday, January 18, 2-4 PM, NCK SBDC, 606 Washington Street (Conference Room) Concordia

- Making Cents of Financial Statements** *Advance Registration Required: \$25*
- Thursday, February 2, 2-4 p.m., Clay County Medical Center (Education Center Room 3) 617 Liberty, Clay Center

- Google It - What is it all about?** *Advance Registration Required: \$25*
- Friday, February 24, 10 AM-Noon., NCK SBDC, 606 Washington Street (Conference Room) Concordia

- Managing Your Social Media** *Advance Registration Required: \$25*
- Friday, February 24, 2-4 p.m., NCK SBDC, 606 Washington Street (Conference Room) Concordia

- Facebook Seminars** *Advance Registration Required: \$25*
- FB 201-Setting up a Business facebook Page;** Tuesday, January 17, 10 AM-Noon; Clay County Medical Center (Education Center Room 3) 617 Liberty, Clay Center
 - FB 301-Growing Your Business on facebook;** Wednesday, January 18, 10 AM-Noon, NCK SBDC, 606 Washington Street (Conference Room) Concordia
 - FB 301-Growing Your Business on facebook,** Thursday, February 23, 10 AM-Noon, Clay County Medical Center (Education Center Room 3) 617 Liberty, Clay Center
 - FB 401-Using eCommerce on Your Business facebook Page;** Thursday, February 23, 2-4 PM; Clay County Medical Center (Education Center Room 3) 617 Liberty, Clay Center

- Website Design Made Easy** *Advance Registration Required: \$25*
- Tuesday, January 17, 2-4 PM, Clay County Medical Center (Education Center Room 1) 617 Liberty, Clay Center

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 the NCK SBDC by calling (785) 243-9913.

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