



**North Central Kansas
Business Seminars
JAN-MAR 2011**

JANUARY

- 11 **Meeting the 3 Ms**
Concordia, NCK SBDC, 10 a.m. - Noon
- 11 **The Right Start Using a Business Plan**
Concordia, NCK SBDC, 1-3 p.m.
- 12 **Women Entrepreneurs in Business**
Salina, Thiessen-Elise Salon, 7 p.m.
RSVP 785-820-8220
- 20 **Meeting the 3 Ms**
Salina, Chamber, 10 a.m.-Noon
- 20 **Cash Flow Made Easy**
Salina, Chamber, 1-3 p.m.
- 26 **State Tax for Contractors**
Salina, Chamber, 10 a.m.-Noon
- 26 **Meet the Tax Man: Your Tax Responsibility to the State of KS** Salina, Chamber, 1-4 p.m.
- 31 **Facebook 101:Setting Up a Personal Account**
Clyde, Senior Center, 10 a.m. - Noon
- 31 **Facebook 101:Setting Up a Personal Account**
Concordia, NCK SBDC, 2-4 p.m.
- 31 **Intro to Social Mktg: What's it all about?**
Concordia, NCK SBDC, 6-8 p.m.

FEBRUARY

- 1 **Facebook 201:Setting Up a Business Page**
Concordia, NCK SBDC, 10 a.m.-Noon
- 1 **Website Design Made Easy**
Concordia, NCK SBDC, 1-3 p.m.
- 2 **Facebook 301:Growing Your Business**
Concordia, NCK SBDC, 11 a.m. - 1 p.m.
- 2 **eNewsletters for Small Business Owners**
Concordia, NCK SBDC, 3-5 p.m.
- 2 **Customer Service**
Concordia, NCK SBDC, 6-8 p.m.
- 3 **Marketing on a Shoestring**
Concordia, NCK SBDC, 2-4 p.m.
- 3 **Facebook 301:Growing Your Business**
Clyde, French Quarters, 6-8 p.m.
- 7 **Meeting the 3 Ms**
Salina, Public Library, CLASS Program
6-8 p.m., register at www.salpublib.org
- 16 **State Tax for Contractors**
Concordia, NCK SBDC, 10 a.m.-Noon
- 16 **Meet the Tax Man: Your Tax Responsibility to the State of Kansas**
Concordia, NCK SBDC, 1-4 p.m.
- 17 **Meeting the 3 Ms**
Salina, Chamber, 10 a.m.- Noon
- 17 **The Right Start Using a Business Plan**
Salina, Chamber, 1-3 p.m.
- 23 **Meeting the 3 Ms**
Concordia, NCK SBDC, 10 a.m.-Noon
- 23 **Cash Flow Made Easy**
Concordia, NCK SBDC, 1-3 p.m.

MARCH

- 2 **Meeting the 3 Ms**
Concordia, NCK SBDC, 10 a.m. - Noon
- 2 **The Right Start Using a Business Plan**
Concordia, NCK SBDC, 1-3 p.m.
- 8 **IRS Tax Workshop**
Salina, Chamber, 1-5 p.m.
- 8 **The Right Start Using a Business Plan**
Salina, Public Library, CLASS Program
6-8 p.m., register at www.salpublib.org
- 23 **State Tax for Contractors**
Salina, Chamber, 10 a.m.-Noon
- 23 **Meet the Tax Man: Your Tax Responsibility to the State of KS** Salina, Chamber, 1-4 p.m.
- 29 **Meeting the 3 Ms**
Salina, Chamber, 10 a.m.-Noon
- 29 **Cash Flow Made Easy**
Salina, Chamber, 1-3 p.m.

INFORMATION
Alert!

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



You must bring your laptop to the Website, FB 101, 201, & 301 classes!!!!

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? This hands on seminar will teach you how to build your own website in class. *A credit card or debit card is required during class to acquire a domain name and set up your account.*

**Facebook 101:
Setting Up a Personal Account**

You have heard of facebook and everyone around you is using it. This class is for you if you have no clue where to start. Why not learn how to set up a personal facebook account for yourself? Learn how to add friends, secure your privacy setting, and upload pictures. It's never too late to get started!

**Facebook 201:
Setting Up a Business Page**

You have a personal page and have become fans/ liked other businesses. Now you want your own business page but do not know where to start. Business pages are not set up the same as personal pages. Come learn the correct way! Cindi Gill will teach you how to create a business page, set privacy, and upload business information including pictures, logos, and website info.

**Facebook 301:
Growing Your Business on facebook**

You have a business facebook page but are not sure how to use it to help your business. Cindi Gill will teach you what your business should be posting and how frequently. You will also learn how to add fans to your page, go viral, draw on your network, create events, optimize searches, and advertise on facebook to market your business through this social media site. Let facebook help you grow your business free!

Intro to Social Marketing—What's it all about?

People are talking about becoming social on the web. So what is that all about? You have heard words such as websites, social networks (facebook, twitter, & MySpace), eNewsletters, and Blogs. This class will give you an overview of the basics to help you better understand them and the importance of this new marketing tool for your business.

eNewsletters for Small Business Owners

Do you already have customer email addresses or could you easily get them? If so, why not stay in touch with your customers by launching a low-cost eNewsletter. You will learn about how to create, manage, and track an email campaign; choose a great newsletter management tool such as Vista Print or Constant Contact; and make sure your newsletter is never considered spam. Instructor Cindi Gill will also conduct a demo using a tool from Vista Print to create contact lists; build a newsletter using online page layout tools; add images and links; and read and interpret newsletter statistics. Come learn something new!

Customer Service

Do you have employees who serve customers? This class is designed to refresh employees on how to provide great customer service to your customers. As you know, good customer service is essential for your business to succeed! Demonstration role playing will help enhance their customer service skills through this class. This class is perfect for your employees and also a refresher for business owners.

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.

**North Central Kansas
Small Business
Development Center**

**606 Washington St., Suite C
Concordia, KS 66901**

**(785) 243-9913
(785) 243-2014 fax**

ksbdc@nksbdc.com

www.nksbdc.com

www.facebook.com/nksbdc

**Linda Sutton M.B.A.,
Business Consultant**

Linda.Sutton@nksbdc.com

**Meet the Tax Man:
Your Tax Responsibility
to the State of Kansas**

Presented by Carl York, tax specialist with the KS Department of Revenue, this class focuses on the basics of Sales and Use tax and how it applies to a retail business. Also included is a discussion of exemptions that may be encountered and their appropriate uses. There will also be a brief overview of record keeping for audit compliance, state of Kansas employee withholding as it pertains to Kansas income tax, (unemployment, workmen's comp, etc. is administered by KS Dept. of Labor and not discussed in this class), and estimated tax payments.

3 CPE/CLE credits with prior arrangement.

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 York, a tax specialist from the Kansas Department of Revenue, will teach you how sales tax applies to materials and labor as well as discuss sales tax returns, exemption certificates, billing, and related issues. Find out what you need to know regarding sales tax if you are a contractor.

IRS Tax Workshop

Are you not sure exactly what you need to do for the IRS when it comes to your business? This workshop will answer those questions and more. Discussion topics will include necessary tax ID numbers, self-employment tax, paying estimated taxes, common business deductions (including business use of the home), and IRS required recordkeeping. Make sure you are doing it right before you file!

**Women Entrepreneurs in Business
Located in North Central Kansas**

Are you a woman who owns or operates a business in North Central Kansas? If so, join our informal WEB networking group each quarter on the 2nd Wednesday at 7 PM at various locations in NCK. The goal? To network, brainstorm, and meet other women who face the daily challenges you encounter running your own business. No obligation or cost. Just let us know you will be attending. *Our January host will be Amber Klassen at Thiessen-Elise Salon in downtown Salina. Shop women owned businesses prior to the 7 p.m. meeting. Please RSVP!*

**FLIP THE PAGE FOR
SEMINAR REGISTRATION**



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

Meeting the 3 Ms

- Tuesday, January 11, 10 AM-Noon; NCK SBDC, 606 Washington Street, (Conference Room), Concordia
- Thursday, January 20, 10 AM-Noon; Salina Area Chamber, 120 W. Ash, (Hall of Fame Room), Salina
- Thursday, February 17, 10 AM-Noon; Salina Area Chamber, 120 W. Ash, (building behind Chamber - Room A), Salina
- Wednesday, February 23, 10 AM-Noon; NCK SBDC, 606 Washington Street, (Conference Room), Concordia
- Wednesday, March 2, 10 AM-Noon; NCK SBDC, 606 Washington Street, (Conference Room), Concordia
- Tuesday, March 29, 10 AM-Noon; Salina Area Chamber, 120 W. Ash, (Hall of Fame Room), Salina

Advance Registration Required; free

The Right Start - Using a Business Plan

- Tuesday, January 11, 1-3 PM; NCK SBDC, 606 Washington Street, (Conference Room), Concordia
- Thursday, February 17, 1-3 PM; Salina Area Chamber, 120 W. Ash, (building behind Chamber - Room A), Salina
- Wednesday, March 2, 1-3 PM; NCK SBDC, 606 Washington Street, (Conference Room), Concordia

Advance Registration Required for \$25 or \$35 at the door with no advance registration

Cash Flow Made Easy

- Thursday, January 20, 1-3 PM; Salina Area Chamber, 120 W. Ash, (Hall of Fame Room), Salina
- Wednesday, February 23, 1-3 PM; NCK SBDC, 606 Washington Street, (Conference Room), Concordia
- Tuesday, March 29, 1-3 PM; Salina Area Chamber, 120 W. Ash, (Hall of Fame Room), Salina

Advance Registration Required for \$25 or \$35 at the door with no advance registration

Meet the Tax Man:

- Wednesday, January 26, 1-4 PM; Salina Area Chamber, 120 W. Ash, (building behind Chamber—Room A), Salina
- Wednesday, February 16, 1-4 PM; NCK SBDC, 606 Washington Street, (Conference Room), Concordia
- Wednesday, March 23, 1-4 PM; Salina Area Chamber, 120 W. Ash, (building behind Chamber—Room A), Salina

Advance Registration Required for \$25 or \$35 at the door with no advance registration

State Tax Workshop for Contractors

- Wednesday, January 26, 10 AM-Noon; Salina Area Chamber, 120 W. Ash, (building behind Chamber—Room A), Salina
- Wednesday, February 16, 10 AM-Noon; NCK SBDC, 606 Washington Street, (Conference Room), Concordia
- Wednesday, March 23, 10 AM-Noon; Salina Area Chamber, 120 W. Ash, (building behind Chamber—Room A), Salina

Advance Registration Required for \$25 or \$35 at the door with no advance registration

IRS Tax Workshop

- Tuesday, March 8, 1-5 PM; Salina Area Chamber, 120 W. Ash, (building behind Chamber - Room A), Salina

Advance Registration Required for \$40 or \$50 at the door with no advance registration

Facebook 101 - Setting Up a Personal Account

- Monday, January 31, 10 AM-Noon; Clyde Senior Center, 307 Washington, Clyde
- Monday, January 31, 2-4 PM; NCK SBDC, 606 Washington Street, (Conference Room), Concordia

Advance Registration Required for \$25 or \$35 at the door with no advance registration

Facebook 201 - Setting Up a Business Page

- Tuesday, February 1, 10 AM-Noon; NCK SBDC, 606 Washington Street, (Conference Room), Concordia

Advance Registration Required for \$25 or \$35 at the door with no advance registration

Facebook 301 - Growing Your Business on facebook

- Wednesday, February 2, 11 AM - 1 PM; NCK SBDC, 606 Washington Street, (Conference Room), Concordia
- Thursday, February 3, 6-8 PM; French Quarters (above Farm & Home Supply) 312 Washington, Clyde

Advance Registration Required for \$25 or \$35 at the door with no advance registration

Intro to Social Marketing: What's It all about?

- Monday, January 31, 6-8 PM; NCK SBDC, 606 Washington Street, (Conference Room), Concordia

Advance Registration Required for \$25 or \$35 at the door with no advance registration

Website Design Made Easy

- Tuesday, February 1, 1-3 PM; NCK SBDC, 606 Washington Street, (Conference Room), Concordia

Advance Registration Required for \$25 or \$35 at the door with no advance registration

eNewsletters for Small Business Owners

- Wednesday, February 2, 3-5 PM; NCK SBDC, 606 Washington Street, (Conference Room), Concordia

Advance Registration Required for \$25 or \$35 at the door with no advance registration

Marketing on a Shoestring

- Thursday, February 3, 2-4 PM; NCK SBDC, 606 Washington Street, (Conference Room), Concordia

Advance Registration Required for \$25 or \$35 at the door with no advance registration

Customer Service

- Wednesday, February 2, 6-8 PM; NCK SBDC, 606 Washington Street, (Conference Room), Concordia

Advance Registration Required for \$25 or \$35 at the door with no advance registration

Women Entrepreneurs in Business

- Wednesday, January 12, 7 PM; Hostess Amber Klassen, Thiessen-Elise Salon, 134 S. Santa Fe, Salina; R.S.V.P. at 785-820-8220 or thiessen-elise@live.com

Free but please R.S.V.P.

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.