

# JANUARY - MARCH 2025

## WWBIC Northeast Training Schedule



All sessions listed take place in person in the WWBIC Northeast region. See reverse side for virtual trainings. Go to our website for course descriptions or to register: [wwbic.com/trainings](http://wwbic.com/trainings)

### JANUARY

Wednesday 1/15,  
11 am-12:30 pm

**Who Is Your Customer?**  
*Exploring Entrepreneurship*  
WWBIC Appleton

Tuesday 1/21, 4-6 pm  
**Speed Coaching with WWBIC & SCORE**  
NWTC Shawano

**WWBIC NORTHEAST**  
920-944-2700  
1191 N. Casaloma Drive  
Appleton, Wisconsin  
[facebook.com/wwbicne](https://facebook.com/wwbicne)

Purple text = entrepreneurship training session

Green text = small business loan/capital training session

Orange text = financial wellness training session

Aqua text = connections/community resources session

### FEBRUARY

Thursday 2/6, 11 am-12:30 pm  
**Can Your Skills and Hobbies Become a Business?**  
*Exploring Entrepreneurship*  
WWBIC Appleton

Wednesday 2/12, 5:30-7 pm  
**Training in Spanish: Que Puede Hacer WWBIC Por Ti**  
Neenah Library

Thursday 2/13, 11:30 am-1 pm  
**Training in Spanish: Acceso al Capital Para Las Pequeñas Empresas**  
Neenah Library

Monday 2/17, 11 am-12:30 pm  
**No Credit or Bad Credit? No Problem!**  
WWBIC Appleton

Tuesday 2/25, 11 am-12:30 pm  
**Discover Which Business Structure Is Right for You**  
*Planning Your Business*  
Green Bay Startup Hub

### MARCH

Monday 3/3, 11 am-12:30 pm  
**Small Business Access to Capital**  
WWBIC Appleton

Tuesday 3/11, 11 am-12:30 pm  
**Understanding Cashflow and Financial Statements**  
*Planning Your Business*  
Progress Lakeshore Manitowoc

Thursday 3/13, 9:30-11 am  
**Strong Women, Strong Coffee**  
*Featuring Colleen Flanagan*  
Aunt Esther's Attic Boutique, Appleton

Tuesday 3/18, 10-11:30 am  
**Emerging Leader Skills**  
*Planning Your Business*  
WWBIC Appleton

Wednesday 3/19, 5:30-7 pm  
**Training in Spanish: Explorando el Mundo Empresarial Posee lo Que se Necesita?**  
Neenah Library

Monday 3/24, 9 am - 3 pm  
**Boots to Business Reboot**  
*For Veterans and/or Military Spouses*  
Register at [sba.my.site.com](http://sba.my.site.com)  
WisVVA Appleton

Monday 3/24, 11 am-12:30 pm  
**Introduction to WWBIC's Initiate Portal**  
WWBIC Appleton



Bibiana, Owner of Vicky's Little House Day Care, Green Bay



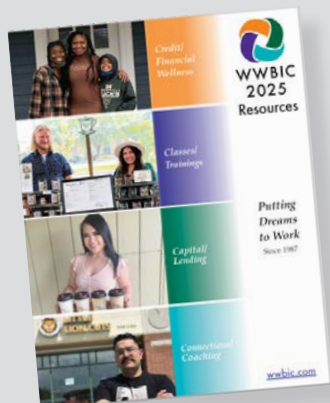
Amanda, Owner of Charlie's Bike Shop, Antigo



Fanni, Owner of Amberlulu, Appleton



Jeremy, Owner of Omega Fields, Sheboygan



### WWBIC 2025 RESOURCES GUIDE

Please request a copy of the WWBIC 2025 Resources Guide from the WWBIC Northeast office for more details on all of the programs and services provided by WWBIC, or view online.



Find descriptions for these sessions & register online at:

[wwbic.com/trainings](http://wwbic.com/trainings)



**WWBIC**

"Putting Dreams to Work"  
Since 1987

# JANUARY - MARCH 2025 Online Training Schedule

All sessions listed here are virtual trainings which take place on Zoom. Pre-registration at [wwbic.com/trainings](http://wwbic.com/trainings) is required at least 48 hours in advance of session. Course descriptions can also be found online. See reverse for dates and times of in-person sessions in your local area.



Sean, Owner of Winnebago Bicycles, Oshkosh



Lona, Owner of Chicago's House of Hoagies, Menasha



Jessica, Owner of Sunshine & Sass Creations, Whitelaw



Danny, Owner of Bambu's Desserts Drinks, Green Bay



Ashley, Owner of Rising Sun Child Care, Kimberly

## JANUARY

Friday 1/10, 6-7:30 pm  
**Can Your Skills and Hobbies Become a Business?**

Monday 1/13, 5-8 pm  
**Que Puede Hacer WWBIC Por Ti**

Monday 1/13, 6-7:30 pm  
**Discover Which Business Structure Is Right for You**

Tuesday 1/14, 6-7:30 pm  
**Introduction to Kiva and Crowdsourced Loans**

Wednesday 1/15, 12-1:30 pm  
**Developing Your Marketing Plan**

Friday 1/17, 6-7:30 pm  
**Small Business Access to Capital**

Tuesday 1/22, 12-1 pm  
**Recruiting, Interviewing and Hiring**

Thursday 1/23, 11 am - 1 pm  
**Small Business Legal Workshop**

Thursday 1/23, 12-1 pm  
**Marca tu Marca y destaca**

Thursday 1/23, 6-7:30 pm  
**QuickBooks (3-Part Series)**

Monday 1/24, 12-1 pm  
**Convierte tus habilidades en un negocio**

Friday 1/24, 12-1:30 pm  
**Discovering AI**

Monday 1/27, 12-1:30 pm  
**Sin Crédito o Mal Crédito, No Hay Problema**

Monday 1/27, 6-7:30 pm  
**Small Business Access to Capital**

Tuesday 1/28, 5:30-7 pm  
**Can Your Skills and Hobbies Become a Business?**

## FEBRUARY

Monday 2/3, 6-7:30 pm  
**Understanding Cashflow and Financial Statements**

Tuesday 2/4, 5:30-7 pm  
**Small Business Access to Capital**

Wednesday 2/5, 12-1:30 pm  
**Branding Your Business to Stand Out**

Monday 2/10, 6-7:30 pm  
**Introduction to Building Out a Business Plan**

*Note: This is a pre-requisite for "Building Out a Business Plan"*

Thursday 2/13, 12-1:30 pm  
**Pricing 101**

Wednesday 2/19, 12-1 pm  
**Developing Your Employee Handbook**

Thursday 2/20, 6-7:30 pm  
**Pricing for a Product-Based Business**

Friday 2/21, 12-1:30 pm  
**Introduction to Kiva and Crowdsourced Loans**

Monday 2/24, 6-8 pm  
**Building Out a Business Plan**  
9-Week Series, \$225 fee\*

*\*Need-based scholarships available; Contact WWBIC for details. Note: "Introduction to Building Out a Business Plan" is a pre-requisite*

Tuesday 2/25, 5:30-7 pm  
**Finding Your Money Balance**

Thursday 2/27, 6-7:30 pm  
**Pricing for a Service-Based Business**

## MARCH

Wednesday 3/5, 12-1:30 pm  
**How to Tell Your Business Story**

Thursday 3/6, 5:30-7 pm  
**WWBIC 101**

Thursday 3/13, 5:30-7 pm  
**El negocio de Los Carritos de Comida**

Thursday 3/13, 6-8 pm  
**Navigating Your Business Roundtable: Health Services**

Tuesday 3/18, 10-11:30 am  
**Emerging Leader Skills**

Wednesday 3/19, 6-7:30 pm  
**Building a Social Media Content Calendar**

Thursday 3/20, 6-7:30 pm  
**Introduction to Kiva and Crowdsourced Loans**

## TRAININGS FOR VETERANS & MILITARY SPOUSES

**Boots to Business Reboot**

Thursdays, 11:30am - 12:30pm

February 27

March 6

March 13

March 20

March 27

April 3



Register now at [sba.my.site.com](http://sba.my.site.com)

Find descriptions for WWBIC sessions & register online at:

[wwbic.com/trainings](http://wwbic.com/trainings)