



# APRIL 2026

## WWBIC North Central Training Calendar



# WWBIC

North Central Region

### IN-PERSON TRAININGS

#### Cup of Joe

Featuring Carson Kipfer

**Tuesday, April 14**, 6:00-7:30 pm

**WWBIC North Central (Hayward)**

*Cup of Joe* features a live interview with a strong leader who has achieved success in their business, career or field. Carson Kipfer is the cofounder of The Lumber Exchange, a destination coworking and event space opening this summer in Hayward.

#### When Is the Right Time to Hire?

**Thursday, April 16**, 5:30-7:00 pm

**Ashland Area Development Center**

Learn the key signs that it's time to hire, how to evaluate financial readiness, and whether an employee or contractor is the best fit. This session also helps you identify your first hire and create a simple 30-60-90-day plan to set them up for success. Perfect for busy small business owners ready to grow with confidence.

#### Financial Wellness & Budgeting

**Thursday, April 30**, 12:00-1:30 pm

**Superior Business Improvement District**

Identify personal obstacles to budgeting and create and apply a structure to track and analyze spending. List short, medium, and long-term goals and discuss the importance of debt reduction and building emergency savings.

### Register now!

Registration at least 48 hours in advance is required for online trainings & encouraged for in-person sessions.

Sign up today at:

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



### ONLINE TRAININGS

All online sessions take place on Zoom. Pre-registration is required.

#### WWBIC 101 en Español

**Monday, April 13**, 6:00-7:00 pm

Breve introducción a los servicios de WWBIC donde conocerás los recursos, clases y oportunidades de financiamiento disponibles para apoyar a emprendedores y pequeños negocios.

#### Introduction to Building Out a Business Plan

**Wednesday, April 15**, 12:00-1:00 pm

This pre-requisite to our "Building Out a Business Plan" series covers what goes into a business plan and an overview of how LivePlan (business planning software) works.

#### Shifting the Hustle

*How to Think, Lead & Grow Like a CEO*

**Friday, April 17**, 12:00-2:00 pm

Learn about the mindset shift from worker to leader, what it means to scale, and how to build a real business — not just stay busy.

#### Understanding IRA and 401k Accounts

**Monday, April 20**, 12:00-1:00 pm

Gain a clearer understanding of retirement planning tools and ask a bank professional questions to help make more informed financial decisions.

#### Building Out a Business Plan

**Wednesday, April 22**, 6:00-8:30 pm

In 9 weeks (including graduation), learn the basics of developing and completing a business plan. Access to a laptop and basic tech skills required. *Intro to Building Out a Business Plan* is a pre-requisite. \$225 fee (scholarships available)

#### Pitch Training for Entrepreneurs

**Monday, April 20**, 6:00-7:30 pm

Participants will learn how to clearly communicate their business idea, connect with your audience, and confidently deliver a pitch in under three minutes.

#### Foodpreneur Fundamentals

**Monday, April 27**, 12:00-1:00 pm

Learn the essential elements of operating a successful food-based business — from navigating permits and health regulations to pricing your menu and choosing the best vending locations.

#### QuickBooks Bootcamp

**Wednesday, April 29**, 12:00-3:00 pm

You'll set up your QuickBooks online account, link bank and credit card accounts, manage workflows, generating reports, and more in this training.

### TRAININGS FOR VETERANS

#### Boots to Business: Reboot

**Thursdays**, 12:00-1:00 pm

Sign up for these free online trainings for veteran small business owners on the SBA's Veterans Business Outreach Center website at [sba.my.site.com](http://sba.my.site.com)

#### VBOC 101

**Monday, April 13**, 12:00-1:00 pm

An overview of our veteran services including business training, counseling, networking opportunities, and connections to additional resources.

### Questions?

Contact WWBIC North Central at  
10632 Hayward Court, Hayward

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