



APRIL 2026

WWBIC South Central Training Calendar



WWBIC

South Central Region

IN-PERSON TRAININGS

Business Financial Projections

Wednesday, April 15, 12:00-1:00 pm
WWBIC South Central

2352 S Park Street, Suite 226, Madison

In this one-hour, hands-on training, small business owners will learn how to create realistic financial projections to support their growth. You'll explore how to forecast revenue and expenses based on market research and business goals, helping you plan for the next one to three years.

Introduction to Building Out a Business Plan

Thursday, April 16, 5:00-6:00 pm
WWBIC South Central

2352 S Park Street, Suite 226, Madison

A business plan is not a document to complete and stick in a drawer. If used properly, it should be an ongoing resource to help you launch, manage and grow your business. Join us and learn about what information goes into a business plan, and an overview of LivePlan (business plan software).

Note: This training is a pre-requisite to the "Building Out a Business Plan" series

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



Questions?

Contact WWBIC South Central at
2352 S. Park Street, Suite 226, Madison
608-257-5450 • ajones@wwbic.com

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)

Mission Ready: 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

A certified advisor will walk through setting up your QuickBooks Online account, linking bank and credit card accounts, managing workflows, generating reports, and more.

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 by scanning this QR code or going to 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.