



APRIL 2026

WWBIC Southeast Training Calendar



IN-PERSON TRAININGS

Creating Your Social Media Content Calendar

Wednesday, April 15, 6:00-7:30 pm
Gateway Technical College

iMET Center, Sturtevant

Build a library of content ideas, so you never have to wonder what to post. You'll also develop your content calendar in this workshop so you can control the narrative around your business.

Introduction to Building Out a Business Plan

Monday, April 20, 6:00-7:30 pm
WWBIC Racine, 245 Main St. Suite 102

A business plan is an ongoing resource to help you launch, manage and grow your business. Note: This course is a prerequisite for the "Building Out a Business Plan" series.

Building Out a Business Plan

Monday, April 27, 6:00-9:00 pm
WWBIC Racine, 245 Main St. Suite 102

In 9 weeks (including graduation), learn the basics of developing and completing a business plan. Access to a laptop and basic technology skills are required.

\$225 fee (scholarships available)

Please note: "Introduction to Building Out a Business Plan" is a pre-requisite.

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



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

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 Southeast at
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