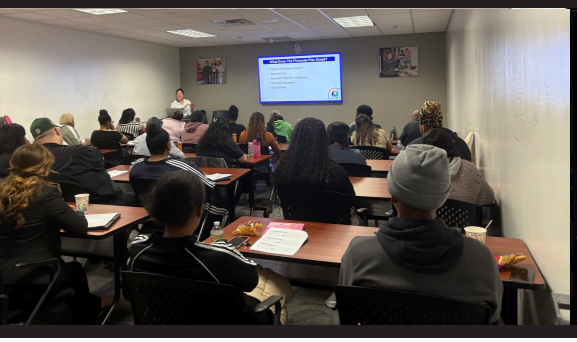




NOVEMBER 2026
WWBIC North Central Training Calendar

WWBIC
North Central Region

IN-PERSON TRAININGS

Cup of Joe
feat. Justin Barnes, Country Strength
Monday, November 9, 6:30-7:30 pm
WWBIC Hayward
WWBIC frequently hosts events to connect our clients to resource providers, successful entrepreneurs and other important networking opportunities. Cup of Joe sessions feature a live interview with a strong leader who has achieved success in their business, career or field.

Fraud Prevention
Monday, November 16,
11:30 am -1:00 pm
WWBIC Hayward
Join Frandsen Bank & Trust for an informative class on fraud prevention designed to help individuals and small business owners recognize, prevent, and respond to common scams and financial threats. Learn how to identify red flags in suspicious emails, fake websites, identity theft attempts, and fraudulent payment requests, along with practical steps to protect your personal and business finances.

Register now!
Advance registration is required for online trainings and encouraged for in-person sessions. Sign up today at:
wwbic.com/trainings

Questions?
10632 Hayward Court, Hayward
715-638-7052 • jsulley@wwbic.com

ONLINE TRAININGS

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

Social Media 101
Wednesday, November 4, 12-1 pm
Explore social media marketing strategies for small businesses to build brand awareness and connect with customers.

Website & SEO Essentials
Friday, November 6, 9-11 am
This practical workshop covers the essentials of creating a website that works harder for your business.

Delegating Effectively As a Small Business Owner
Monday, November 9, 6-7 pm
Discover what tasks to delegate, how to choose the right person, and a simple 5-step process to delegate with clarity.

Protect Yourself from Fraud & Scams
Tuesday, November 10, 12-1 pm
Learn how to identify current fraud and scam schemes, protect your identity and personal information, take precautions, and keep your money safe.

Understanding Cashflow & Financial Statements
Thursday, November 12, 4:30-6 pm
Review the importance of organized record keeping in profit and loss statements, cashflow statements, and balance sheets.

Knowing Your Numbers
Bookkeeping & Profitability
Friday, November 13, 9-10 am
Learn how to take control of your business finances through practical bookkeeping and cash management strategies.

The Power of Credit
Friday, November 13, 12-1 pm
Learn what it takes to establish and maintain a great credit score and how and when to use it.

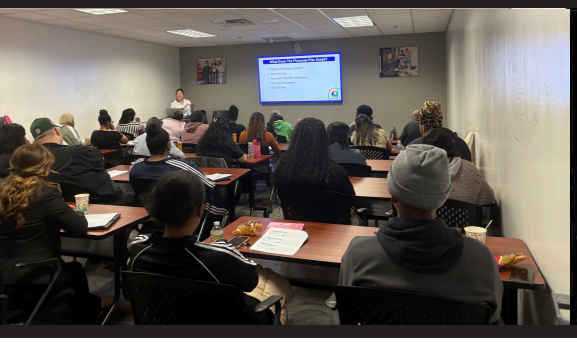
Introduction to Building Out a Business Plan
Monday, November 16, 5-6:30 pm
Join us and learn about what information goes into a business plan, and an overview of business planning software LivePlan.
Note: This training is recommended as a pre-requisitie to our Business Planning series

Who Is Your Customer?
Friday, November 20, 12-1 pm
This training covers value proposition, customer segments, customer relationships, and how to utilize data and conduct market research.

Business Plan Workshop Series
Four weekly sessions beginning Monday, November 23, 6-9 pm
Over just four weeks, you will gain the essential skills to develop and complete a professional business plan that sets the foundation for a successful business.
$115 fee (scholarships available)

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





DECEMBER 2026
WWBIC North Central Training Calendar

WWBIC
North Central Region

IN-PERSON TRAININGS

Financial Wellness: Budgeting
Tuesday, December 8, 5-6:30 pm
WWBIC Hayward
Join WWBIC and Frandsen Bank & Trust for a practical training designed to help entrepreneurs build a strong financial foundation for themselves and their businesses. Learn how to create and manage a budget, understand cash flow, set realistic financial goals, and develop healthy money habits that support both personal financial wellness and business success. Whether you're just starting your business or looking to strengthen your finances, you'll walk away with tools and strategies you can put into practice right away.

Introduction to Building Out a Business Plan
Thursday, December 10, 3:30-5 pm
WWBIC Hayward
Ready to turn your business idea into a reality? A great business plan isn't a static document you stick in a drawer – it is a living roadmap to help you launch, manage, and scale successfully. In this introductory workshop, you will discover the essential components of a strong business plan and see firsthand how WWBIC's preferred software, LivePlan, simplifies the entire process.

Register now!
Sign up today on our website at
wwbic.com/trainings

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jsulley@wwbic.com

ONLINE TRAININGS

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Using AI to Speed Up Your Marketing
Friday, December 4, 9-11 am
This practical workshop will cover how to prompt AI effectively, add your own voice and perspective, and avoid generic, obviously-AI-generated content that can make your brand feel impersonal. You'll leave with practical AI strategies and prompts you can start using to save time, create faster, and still sound like YOU.

Creating a Plan to Pay Off Your Loan Debt
Friday, December 4, 12-1 pm
Participants will learn how to review their current debts, understand interest rates and monthly payments, set financial goals, and develop a budget that supports debt repayment. By the end of the training, participants will have the knowledge to prioritize their debts, explore repayment strategies, and take practical steps toward becoming debt-free.

AI for Entrepreneurs
Wednesday, December 9, 6-7 pm
In this training, you will gain an understanding of AI, be introduced to AI software such as ChatGPT, and learn how to create a practical and actionable plan for implementing AI in your small business.

Foundations of a Business
Legal Fundamentals for a Small Business
Friday, December 11, 12-1:30 pm
Learn the legal basics of starting and running a small business, including business structures, registration, licensing, contracts, and legal responsibilities to help entrepreneurs build a strong foundation.

Budgeting That Works
Monday, December 14, 12-1 pm
Learning and understanding where you are spending and saving your money is one of the most important things you can do. Creating a budget is your road map to reach your financial goals! Join us to learn how to spend within your means and create savings goals.

Business Plan Review Lab
Wednesday, December 16, 6-8 pm
At this event, you'll be paired with a seasoned business expert who will review your business plan, provide tailored feedback, and map out actionable next steps. To ensure you get the most out of the session, submitting your business plan to WWBIC in advance is required.

Discover Which Business Structure Is Right for You
Friday, December 18, 12-1 pm
Selecting the type of legal structure for your company can be complicated. This training goes over all business structures including LLC, Partnerships, and Sole Proprietorship. Find out which structure is right for your business and the steps to take to become a legal business entity.

TRAININGS FOR VETERANS

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