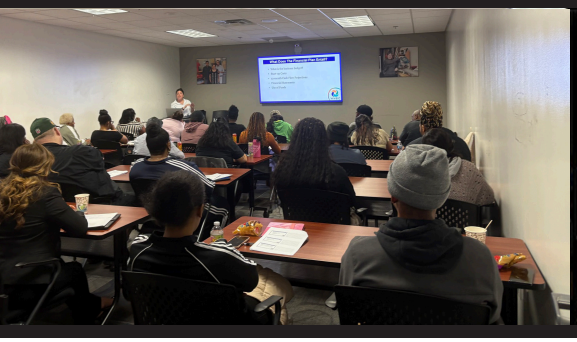




NOVEMBER 2026
WWBIC Northeast Training Calendar

WWBIC Northeast Region

IN-PERSON TRAININGS

Strong Women, Strong Coffee
featuring
Katherine Freund



Thursday, November 12, 10 am - 12 pm
Tardigrade's Bookshelf
501 Richmond Street, Appleton

Fueled by entrepreneurs, this FREE seminar will feature a live interview with a strong woman who has achieved success in business or entrepreneurship. The audience will hear her story of success and feel a connection with other strong women on their own journeys, finding inspiration along the way. All are welcome. Join us to connect with other entrepreneurs and get inspired!

Katherine Freund is the owner of Tardigrade's Bookshelf, a bookstore, book bar, and community gathering space in Downtown Appleton. She's also an Army veteran and librarian. Tardigrade's Bookshelf is an experiment in what happens when a small business prioritizes belonging, collaboration, and community impact alongside the bottom line, creating spaces where people can show up as themselves, particularly those who haven't felt welcome in traditional social settings.

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

Questions?
1533 N RiverCenter Drive, Milwaukee
414-263-5450 • info@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.

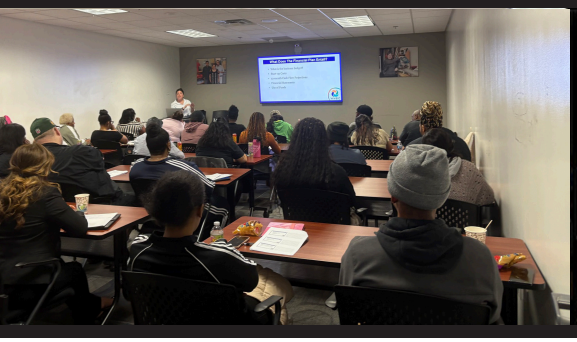
Introduction to Building Out a Business Plan
Monday, November 16, 5-6:30 pm
Join us and learn about what information goes into a business plan, and an overview of business planning software LivePlan.
Note: This training is recommended as a pre-requisitie to our Business Planning series

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 Northeast Training Calendar

WWBIC
Northeast Region

IN-PERSON TRAININGS

Introduction to Kiva & WWBIC Lending

Monday, December 7
11 am-12:30 pm
Nicolet National Bank
236 N 4th Street, Sturgeon Bay

Kiva US offers access to capital for small businesses and entrepreneurs to build their borrowing potential and empower them to reach their business goals. WWBIC is the hub for all Wisconsin Kiva loans. Unlike loans from traditional lenders, other microlenders, or other crowd-funding platforms, Kiva offers loans from $1,000 to $15,000 that are 0%.

WWBIC also offers small business loans designed for entrepreneurs who might not qualify for traditional financing. With flexible terms and personalized coaching, borrowers learn how to manage debt wisely, build credit, and make informed financial decisions. Learn different types of capital resources. WWBIC lending experts will lead the session and answer all your questions.

Register now!
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wwbic.com/trainings

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414-263-5450
info@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

Boots to Business: Reboot

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