



NOVEMBER 2026
WWBIC Southwest Training Calendar

WWBIC
Southwest Region

IN-PERSON TRAININGS

Strong Women, Strong Coffee
featuring
Laura Strong





Thursday, November 19, 9-11 am
LADCO Conference Rm
601 7th Street N,
La Crosse

Strong Women, Strong Coffee sessions feature a live interview with a strong leader who has achieved success in their business, career or field. Laura Strong is a strategic leader and investor with more than 25 years of experience across biotechnology, health technology, and equity investment. She is the Founder and CEO of Valency Fund, dedicated to expanding capital solutions for early growth-stage companies in Wisconsin through innovative and sustainable financing strategies.

Clarity Is Courage
Friday, November 20, 10 am -12 pm
Location To Be Determined
This 90-minute session focuses on project management to help with a clear road map of your past, present, and future; tools to cut through the noise; a system to get moving, and keep moving; a community of supporters; and a 90-day sprint with your first move already named!

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 Southwest Training Calendar

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Southwest Region

IN-PERSON TRAININGS

Turning Your Skills & Hobbies Into a Business
Wednesday, December 9
11:30 am - 1:00 pm
LADCO Conference Room
601 7th Street N, La Crosse

Discover what it takes to start and run a business: entrepreneurship might be for you! You'll go over the following questions:

- Is there a need for your product or service?
- Can you make money from it?
- Are you and your team the right people to bring this to market?
- Is this business compatible with your personal goals?
- What rules, laws, and licensing apply to my business?

Follow us on Facebook
Watch for all the latest from WWBIC Southwest on Facebook at
facebook.com/wwbiclax

Questions?
1533 N RiverCenter Drive, Milwaukee
414-263-5450
jknudsen@wwbic.com

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

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.

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