



## For Immediate Release

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### **KSBDC Now Offers Free Online Courses in Spanish for Current and Potential Small Business Owners**

Topeka, Kansas, September 22, 2008 — This week, the Kansas Small Business Development Center (KSBDC), NetWork Kansas, the Kansas Department of Commerce and the Hispanic and Latino American Affairs Commission announced that a series of entrepreneurial courses are now available online in Spanish. The courses enable potential small business owners and existing business owners to access virtual training courses for free at [www.ksbdc.biz](http://www.ksbdc.biz). Courses offered on the site address three main subject areas: Starting Your Business, Managing Your Finances and Foundations of Marketing.

“The courses are excellent quality as well as translation. I am so very glad that they have been made available to the community,” said Steve Cisneros, Executive Director of the Hispanic & Latino American Affairs Commission.

According to Cisneros, of the many issues facing Hispanic business owners, one stands out more than the others: “Accessing capital is always a difficult task,” he said. “When I speak to Hispanic business owners this seems to most often be an issue.”

The courses take between 30 and 120 minutes to complete. Each course provides audio, high-end graphics, case studies and worksheets. There are 23 courses offered in Spanish and 26 courses in English. There is a simple registration process required. Participants will be asked to complete an optional and brief evaluation form after completing each course.

The KSBDC provided 12,139 hours of free one-to-one counseling to 1,999 clients in 2007. Approximately 4,650 individuals attended onsite workshops at the 8 regional and four outreach centers throughout Kansas. Last year, the KSBDC assisted clients in 263 new business ventures and helped generate 1,365 new jobs in Kansas.

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**About KSBDC:**

The KSBDC is a partnership program with the U.S. Small Business Administration, the Kansas Department of Commerce, Allen County Community College, Cloud County Community College, Coffeyville Community College, Emporia State University, Fort Hays State University, Fort Scott Community College, Garden City Community College, Greater Topeka Chamber of Commerce, Independence Community College, Johnson County Community College, Labette, Community College, Manhattan Area Chamber of Commerce, Neosho County Community College, Pittsburg State University, University of Kansas, Washburn University and Wichita State University. The statewide host for the KSBDC is Fort Hays State University. Contact information for each of the 8 regional centers and four outreach centers can be found on [www.ksbdc.biz](http://www.ksbdc.biz).

**About NetWork Kansas:**

NetWork Kansas was established as a component of the Kansas Economic Growth Act of 2004 to further establish entrepreneurship and small business as a priority for economic and community development in the State of Kansas. Backed by more than 400 partners statewide, the NetWork Kansas service promotes an entrepreneurial environment by establishing a central portal that connects entrepreneurs and small business owners with the expertise, education and economic resources when they are needed most. Entrepreneurs and small business owners are encouraged to visit [www.networkkansas.com](http://www.networkkansas.com) or call (877) 521-8600 to speak with a NetWork Kansas counselor.

**About Commerce:**

As the State's lead economic agency, the Kansas Department of Commerce has a clear mission: *to deliver the highest level of Business Development, Workforce and Marketing Services that build a healthy and expanding economy.* To this end, Commerce comprises a variety of programs and services that create jobs, attract new investment, provide workforce training, encourage community development and sell the state as a wonderful place to live, work and play. Commerce delivers its programs and services through the following divisions: Business Development, Marketing Services, Rural Development and Workforce Services.

**About the Hispanic & Latino American Affairs Commission**

The Kansas Hispanic and Latino American Affairs Commission (KHLAAC) is proud to be part of the Governor's office. The Commission is a seven-member body appointed by political leaders in Kansas. The Commission serves as a liaison for the Kansas Hispanic and Latino Community and the Office of the Governor. The Commission addresses public policy concerns primarily in the areas related to education, health and business.

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**Courses currently offered in Spanish on [www.ksbdc.biz](http://www.ksbdc.biz) include:**

**Starting Your Business**

Developing a Business Plan  
Conducting a Marketing Analysis  
Analyze Your Competition  
Targeting Your Market  
Maintaining an Agile Company  
Creating a Competitive Advantage  
Creating a Strategic Plan

**Managing Your Finances**

Preparing a Cash Budget  
Preparing a Balance Sheet  
Managing Your Cash Flow  
Running a Profitable Company  
Creating a Profit and Loss Statement  
Analyzing Your Financial Ratios  
Assessing Your Company's Financial Needs  
Partners and Investors  
Valuing a Business

**Foundations of Marketing**

Pricing Products and Services  
Building your Brand  
Promoting your Business  
Advertising your Business  
Building a Website  
Personalization Strategies to Attract and Retain Customers  
Identifying Your Sales Strategy

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