In January 2005, Michael launched Reach Learning Center, a place where students and families could get assistance with proven methods to help with grades, emotional issues, time management, disorganization, procrastination and improve confidence and increase a person’s tool for success.

Michael Baker was working as a public school teacher when he saw a large number of students struggling and in need of specialized educational and tutoring services. Kids with poor grades and needing special attention were just not getting what they needed. Also, Michael was dissatisfied with the approach that underachievers were many times put on medications to control behavioral problems with little if any intervention on a behavioral level.

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In October of 2005 on a banker’s referral, Michael came to the WSU Kansas Small Business Development Center to work on a business plan so that he could get a loan for the struggling business. Through consultation with the KSBDC Consultant, the additional business debt was not needed and concrete strategies were implemented that led to immediate improvement in sales. In fact, since Michael’s initial visit to the SBDC, sales have more than doubled.

“If it weren’t for the SBDC, I really don’t think I’d be in business now,” stated Michael. “I was losing interest, the business wasn’t going so well and in all honesty were it not for them I would have probably already closed my doors by now. Instead, however, business has grown, sales have more than doubled and I’m now looking to expand to a second location.”