

2006 SUCCESS STORY



“The WSU Small Business Development Center not only helped save my business, but has been directly responsible for its strong growth. They definitely are a shot in the arm to the small business community.”

Wichita State University
Kansas Small Business
Development Center

Metropolitan Complex
1845 Fairmount, Box 148
Wichita, KS 67260-0148

Phone (316) 978-3193
Fax (316) 978-3647
wsusbdc@wichita.edu

Marcia Stevens
Regional Director
marcia.stevens@wichita.edu

Mark Buckley
Assistant Director
mark.buckley@wichita.edu

Ken Elliott
Consultant
ken.elliott@wichita.edu

Linda Sutton
Consultant
lsutton@cloud.edu

Name of Business	REACH LEARNING CENTER
Nature of Business	Tutoring, Educational Consulting and Family Balance Systems
Owner	Michael Baker
Address	550 S Oliver, Wichita, KS 67207
Phone	(316) 201-6022
Fax	(866) 886-9974
Business Structure	Sole Proprietorship
Business Began	January 2005
Employees at Start Up	1 Full-Time
Employees in 2006	4 Full-Time
Revenues in 2005	\$31,000
2006 Sales Forecast	\$87,500
Start Up Capital	\$2,500
Source of Initial Capital	Owner's investment of tax return
Line of Credit in 2005	\$0
SBDC Counselor	Ken Elliott

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.

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.

“When going into business, assess your strengths and your weaknesses, and then handle the things you are good at and find people to handle the things you are not good at.”

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.”