

LUKENDA SCHOOL OF BUSINESS BULLETIN LAKE SUPERIOR STATE UNIVERSITY

FALL EDITION 2024

ASSISTANT PROFESSOR OF MANAGEMENT JOINS LSB FACULTY



Dr. Saad Ashraf joined the LSB faculty in August of 2024 as an Assistant Professor of Management. Saad is originally from Pakistan and earned his doctorate in Business Administration from Southern Illinois University. He also holds a Master's degree in Human Resource Management from the University of Illinois Urbana-Champaign, completed on the prestigious Fulbright scholarship. Prior to joining the Lake State faculty, Saad taught undergraduate and graduate management students in Pakistan and the U.S., including two courses at Southern Illinois University. In his free time, Saad enjoys hiking, watching movies, and listening to podcasts. Welcome Saad!

MBA PROGRAM COHORT ONE COMPLETES FIRST SEMESTER

The first cohort of the MBA Program will be completing their first semester of two courses in December. The first cohort consisted of 16 students. We are working on building the next cohort of students to begin the program in Fall 2025.

ACBSP ACCREDITATION UPDATE

The ACBSP Accreditation team visited campus on October 1-4 for their 10 year review of the LSB programs. The team met with faculty, administrators, Professional Advisory Board members, LSB alumni and current students from across campus. ACBSP will notify the university in January as to the outcome of their visit and status of reaccreditation.

LSSU STUDENTS ATTEND DETROIT ECONOMIC CLUB MEETING/LECTURE

Dr. George Kalchev, Professor of Economics, traveled in October with three LSSU students to Detroit to take part in the Detroit Economic Club's meeting which featured a lecture by Liz Cheney, former U.S. Representative and Jonathan Karl, Chief Washington Correspondent from ABC News. The lecture was on the state of the US economy and the 2024 Presidential election. LSSU students in attendance were George Baumann (Finance/Economics), Alex Baumann (Accounting) and Matthew Lumsden (Business Administration).



REGIONAL CENTER NEWS



Pictured L to R: Griffin Johson and Tregan Lippens

The Business Professionals of America National Leadership Conference (NLC) took place in Chicago, IL from May 10-13, 2024 and was attended by the Bay College/LSSU Regional Center BPA student club. Griffin Johnson, BPA Club President, took first place in Ethics & Professionalism, second place in Prepared Speech, and third place in Contemporary Issues. Tregan Lippens, BPA Vice-President, captured second place in Ethics & Professionalism and fourth place in Contemporary Issues. This year at the NLC, there was a record crowd of over 6,500 contestants, including both high school and collegiate competitors.

SCHOLARSHIPS AWARDED FOR 2024-25 ACADEMIC YEAR

Several scholarships were awarded this past spring for the 2024-25 academic year. They include:

Central Savings Bank – Charles Johnson – Charles is a Finance & Economics major from De Pere, WI.

Lambda – Cole Craft – Cole is an Accounting major from North Bay, Ontario.

Noah Demers – Noah is an Accounting major from Cheboygan, MI.

Noah Kilmark – Noah Kilmark is an Accounting major from Sumpter Twp., MI.

Amy Lehigh – Amy is an Accounting major from Sault Ste. Marie, MI.

Liberty Wagner – Liberty is a Business Admin.-Management major from Sault Ste. Marie, MI.

Skylar Williams – Skylar is Finance/Economics & Management major from Battle Creek, MI.

Eugene Orlando Memorial – Cole Craft – Cole Craft is an Accounting major from North Bay, Ontario.

Steven Glezen Memorial Scholarship – Amy Lehigh – Amy is an Accounting major from
Sault Ste. Marie, MI.

William & Sandra Breed Family Business Scholarship – Skylar Williams – Skylar is a Finance/
Economics & Management major from Battle
Creek, MI.

Claude & Mary Denker Scholarship – Tayla Brasier – Tayla is a Business Administration-Marketing major
from Bathurst, New South Wales, Australia.

Marissa Berlinger Scholarship – Noah Demers – Noah is an Accounting major from Cheboygan, MI.

CONGRATULATIONS DECEMBER GRADUATES!!

Congratulations to our 11 December graduates on your well-deserved success!

Alex Baumann – Alex graduates with a BS in Accounting. Alex is from Sault Ste. Marie, MI.

Tamara Dautel – Tamara is a Petoskey Regional Center student graduating with a BS in Business Administration. Tamara is from Petoskey, MI.

Craig Edsall – Craig graduates with a BS in Business Administration-Entrepreneurship. Craig is from Long Beach, MS and is a member of the U.S. Coast Guard.

Marcus Johnson – Marcus is an Escanaba Regional Center student graduating with a BS in Business Administration-Management. Marcus is from Iron Mountain, MI.

Clairessa Kenwabikise – Clairessa is a Petoskey Regional Center student graduating with a BS in Business Administration-Management. Clairessa is from Charlevoix, MI.

Rachel Keys – Rachel graduates with a BS in Business Administration-Marketing and a BS in Cannabis Business. Rachel is from Brimley, MI.

Ronald Ledwell – Ronald is a Petoskey Regional Center student graduating with a BS in Accounting. Ron is from Grand Rapids, MI.

Claire Maltby – Claire is a Petoskey Regional Center student graduating with a BS in Business Administration-Management. Claire is from Cheboygan, MI.

Raven McKechnie – Raven graduates with a BS in Business Administration-Marketing and a BS in Biology-Animal Biology with a concentration in Pre-Veterinary Medicine. Raven is from Sault Ste. Marie, MI.

Adam Miller – Adam graduates with a BS in Business Administration. Adam is from Carleton, MI.

Megan Murray – Megan is an Escanaba Regional Center student graduating with a BS in Business Administration-Management. Megan is from Iron Mountain, MI.



LSB FACULTY AND STUDENT UPDATES

- Several LSB students completed internships during Summer 2024:
 - Cole Craft – Deloitte Tax, LLP – Detroit, MI
 - Noah Demers – Rehmann – Cheboygan, MI
 - Grant Hindman – Field Finance Team at Lineage Logistics – Novi, MI
 - Maddisen Hoornstra – Michigan Office of the Auditor General – Lansing, MI
 - Noah Kilmark – Precision Edge – Sault Ste. Marie, MI
 - Amy Lehigh – Precision Edge – Sault Ste. Marie, MI
 - Wylie Nunn – Alluvian Circus, LLC – Gaylord, MI
 - Domenic Rizzo – Limestone Federal Credit Union – LSSU Campus
 - Sofia Salazar Cruz – Columbian Athletics Federation – Bogota D.C., Columbia
 - Alisa Sanville - Northbound Truck and Trailer – Gladstone, MI
 - Driss Sedrati – Tennis & Life Camps – Gustavus Adolphus College – St. Peter, MN
 - Liberty Wagner – Amazon – Rossford, OH
 - Jayda Williams – Deloitte Tax, LLP – Detroit, MI
- **Dr. Koral Fritz** was married in October and now goes by Dr. Koral Brady. Congratulations to Koral & Reilly Brady!!

LSB STRATEGIC PLAN 2026-2030

In compliance with our ACBSP accreditation, the Lukenda School of Business (LSB) gathers input from key stakeholders to inform and enhance our strategic planning process. Demonstrating our commitment to transparency and accountability, we publish our Strategic Plan and Performance Effectiveness metrics on the [LSB website](#). Each year, we evaluate our performance against key strategic objectives and goals, setting measurable targets to drive continuous improvement.

As we prepare for the next phase of our Strategic Plan for 2026–2030, we are embarking on an exciting journey to shape the future of LSB. Our greatest strength lies in the exceptional talent, creativity, and dedication of our educators and students. To ensure our vision and priorities reflect the evolving needs of our stakeholders, we invite your valuable insights. Together, we can create a strategic roadmap that fosters innovation, academic excellence, and meaningful real-world impact.

We encourage you to share your ideas, suggestions, and comments by contacting the Lukenda School of Business. Your input is vital to our success.

LUKENDA SCHOOL OF BUSINESS STRATEGIC PLAN (2026-2030)



[Lake Superior State University Strategic Plan](#)

MISSION

To create learning communities that motivate, guide, educate, and connect.

VISION

To be recognized as a premier undergraduate business school dedicated to student-centered learning and educational excellence.

CORE VALUES

- ◇ Creativity
- ◇ Innovation
- ◇ Entrepreneurial Spirit
- ◇ Ethical leadership
- ◇ Respect

Key Strategic Objectives

1. Improve Educational Effectiveness and Student Success

- ⇒ 1.1 Goal: Monitor results of [knowledge-based assessment](#) in business
- ⇒ 1.2 Goal: Monitor [6-year graduation rates](#)
- ⇒ 1.3 Goal: Create opportunities for [collaboration](#) across programs

3. Maintain Relationships with External Partners

- ⇒ 3.1 Goal: Hold semi-annual Professional [Advisory Board Meetings](#)
- ⇒ 3.2 Goal: Host annual [senior dinner](#)
- ⇒ 3.3 Goal: Maintain [network](#) with local and regional organizations

2. Increase High-Impact Educational Experiences in Degree Programs

- ⇒ 2.1 Goal: Maintain [student clubs](#)
- ⇒ 2.2 Goal: Encourage [internships](#) and independent studies
- ⇒ 2.3 Goal: Encourage [experiential learning](#) in the classroom

4. Increase Visibility and Enhance Position To Target Audiences

- ⇒ 4.1 Goal: Host [prospective students](#)
- ⇒ 4.2 Goal: Generate and distribute semi-annual [LSB newsletter](#) to stakeholders
- ⇒ 4.3 Goal: Maintain [LSB website](#)