

High-school Students Challenged to Develop Solutions at the Lukenda School of Business

Media Release

On Friday, November 1, 2019 the Superior Case Competition was held at the Lukenda School of Business. The Management Concepts and Applications class hosted the event, where high school students must evaluate a real-life business case and present their solutions to a panel of judges. Many local business owners and representatives gave of their time to serve as judges. This year's judges panel was made up of: Doug Laprade (owner: Laprade Insurance Agency/Meemic Insurance), Ron Kurnik (owner: Superior Coffee Roasting Co.), Danna Sanderson (owner: The Foundry), Amy Azevedo (owner: Superior Styling Salon), Don Wilson (owner: Don Wilson Insurance), James Parker (Management: Central Savings Bank). The final panel consisted of Lake State Faculty: Mindy McCready (Professor; Lukenda School of Business), Valerie Philips (Professor, Lukenda School of Business), Jordan VanLoo (Marketing Department, recent Lukenda School of Business graduate) and Sharmay Wood (Student life). The class recruited other students to serve as mentors for the 11 teams that attended, with four students assisting each team.

The Case

This year the teams had the unique opportunity to discuss the issues of the Laker Café in Considine Hall. The café has been consistently unprofitable since it moved from the library. The high school teams' task was to analyze options for the Café to be successful in the future.

The top three teams finished as follows: First place: Kicking Assets and Taking Names (Sault Area High School): Maila Packer, Kaaleb Ranta, Morgan Burd, Bonnie Li. Second place: Brimley Team 1 (Brimley High School): Cole Brehm, Derek Postma, Corey Fus, Austin Poltkin. Third place: The Study Buddies (Sault Area High School): Caitlyn Scornaiencki, Spencer Hazley, Makenzie Jacobson, David Weber. Congratulations to all the competitors.

Each member of the first-place team will receive a \$1,000 scholarship to Lake Superior State University if they declare their major within the Lukenda School of Business. The top three teams also received individual prizes and up to \$500 for their business programs.

The Management Concepts and Applications class is incredibly grateful for all the support the community has shown in terms of in-kind donations and sponsorships, including the Lukenda School of Business, LSSU Student government, LSSU Campus Life, LSSU Charter Schools, Central Savings Bank, Soo Co-Op Credit Union, Walmart, Pak n ship, Applebee's, Buffalo Wild Wings, Lynn/Napa Auto Parts, Taco Bell, and Zorba's.

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