

FOR IMMEDIATE RELEASE

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John Mueller to assume the general manager duties

First season under new ownership important to build a strong culture with the team at the Keweenaw Mountain Lodge

Copper Harbor, Michigan

As of January 1st, John Mueller has taken over the general manager duties for the Keweenaw Mountain Lodge.

2019 is the first season the Lodge will be under new ownership, with Keweenaw Resort, LLC purchasing the Lodge from the Keweenaw County last September.

At the time of the purchase, Harvey Desnick was the general manager. Over the two year period as the general manager of the Lodge, he helped the resort control costs and shepherd the ownership change in 2018. He retired in December to spend time with his family and play more golf.



Rather than seeking an outside candidate during the Lodge's transition, John felt it was best to get in the trenches with the employees for his first season as owner. Working with the employees at the Lodge on a daily basis will help solidify the culture that is desired for a wilderness resort in the Keweenaw.

John and the Lodge staff are spending the off-season working on various improvements at the resort in order to shore-up deferred maintenance issues, and make changes to continue to keep the Keweenaw **fun.joyous.adventuresome.**

The team is excited to begin planning an event for the local community that will celebrate Mother's Day on May 12th, and start the summer season off on a fun and joyous note.



Since John is assuming the general manager duties in the interim, John and the Lodge staff will be spending time this season to identify a person that will fit the strong Lodge culture, and to take the Lodge to the next level -- all in the effort of marrying history with the future to build a vibrant and progressive present at the Lodge.

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For Immediate Release. Contact: Grace Schmitz, grace@keweenawresort.com

About: The Keweenaw Mountain Lodge is a wilderness resort at the top of the Keweenaw, with log cabins, a lodge, restaurant, golf course and more. The resort has been a fixture in the Keweenaw since breaking ground on the project in 1934 as part of a WPA program, providing guests with the opportunity to enjoy a fun, joyous, and adventuresome experience amongst the pristine natural beauty of Michigan's upper peninsula. Guests can play a round of golf, ride the mountain biking trails, hike through the woods, and take a leisurely stroll to/from the cabins and the Lodge. At the end of the day, one can relax in the Lodge by enjoying quality food and drink.

