

FOR IMMEDIATE RELEASE

March 10, 2022

Tom Oliver promoted to Events and Education Lead at the Keweenaw Mountain Lodge

The new role includes the educational focus at the Lodge.

Copper Harbor, Michigan

The Keweenaw Mountain Lodge (KML) would like to officially announce the promotion of Thomas (Tom) Oliver to Events and Education Lead. Tom has been working with the Lodge in the Outdoor Activity Center since June 2021 and will now be responsible for developing and fostering educational opportunities and recruiting, organizing and leading events held at the Lodge and with Lodge partners.

Tom has worked in the fields of education and ecology for three decades. His experiences in those fields have taken him around the world and developed his interpersonal skills, his understanding of cultural diversity, and have complemented his knowledge in the natural sciences. Working at the Lodge is another opportunity for Tom to continue his interests in outdoor activities, ecology, and education in his native environment. Tom's background as an Upper Peninsula native and world traveler (having lived in Europe and Asia) will also help him further the educational philosophy and activities in line with the values of the Lodge.



When asked about what brought him to the Keweenaw Mountain Lodge, he responded,

“Since I was a child, nature and wildlife have always been my deepest passions - the things which drive me. I was introduced to the outdoors through my family’s activities, including hunting, fishing, land management, and camping. Those activities drew me to pursue a wide array of outdoor recreations, including hiking, backpacking, rock-climbing, canoeing and kayaking, photography, and birding. In turn, all of those interests finally led me to study wildlife ecology and then into a career as a wildlife biologist. However, over time, I discovered that if I truly wanted to have a positive impact on conservation issues, it would be through education, especially for people who have seemingly become disconnected from what we consider ‘the natural world.’ Through educational experiences and activities, people realize how natural resource use and ecosystems affect each other and themselves. Here at the Keweenaw Mountain Lodge, guests are fully immersed in the rich history and ecology of the area and that triggers their interest in those topics. Being available to create programs, coordinate events, and generally answer questions for guests makes my role at the Lodge a great match with my personal background and interests.”



Tom has already spent the last year incorporating education into activities at the Lodge. When he led the Morning Miles hikes during last summer, he would explain to participants how to identify wildlife and plants, point out unique geologic features, and discuss the regional history. This has carried over into the winter for the moonlit snowshoe hikes. He also took the leadership with the photo workshops that the Lodge started last year, and infused more educational components into them. He is working on building out the nature trail at the Lodge which will offer guests an option for hiking along a self-guided footpath that contains information about the environment that surrounds them. This past month he started the annual Snowshoe Hare event which celebrates snowshoeing in the Keweenaw. During the event participants were able to compare traditional and modern snowshoes onsite, join in a snowshoe race, attend a seminar about snowshoe hare ecology, learn about mindfulness as part of snowshoeing, snowshoe by moonlight, and try Hasenpfeffer (a German spiced rabbit stew).



If you are interested in scheduling any events or if you would like to learn more about educational opportunities available at the Keweenaw Mountain Lodge, please contact Tom directly at tom@keweenawresort.com or by telephone at (906) 289-4403, ext 2.

For Immediate Release. Contact: Public Relations, pr@keweenawresort.com

About: The Keweenaw Mountain Lodge is a historic wilderness resort at the top of the Keweenaw, focused on outdoor activities, rustic worldly food, and education. The year-round resort consists of log cabins, a lodge, dining services, access to mountain biking, running, and hiking trails, and a 9-hole golf course. 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 among 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.

Web Site: <https://keweenawmountainlodge.com>

