

The background image shows a large, multi-story wooden lodge with a complex roofline featuring multiple gables and chimneys. The lodge has numerous windows and is surrounded by tall evergreen trees. The sky is blue with some white clouds. The bottom portion of the image shows a snowy landscape with a stone wall and a paved area.

KEWEENAW MOUNTAIN LODGE

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CLIENT OVERVIEW - BACKGROUND

- Lodging facility located at the top of the Keweenaw
- Currently has a staff that fluctuates from 10-50
- A bunch of cool activity offerings...
 - Mountain biking
 - Hiking
 - Trail Running
 - Kayaking
 - Golf (ball and frisbee)
 - Audubon certified
 - Snow shoeing
 - Cross country skiing
 - Stargazing - Dark sky



CLIENT OVERVIEW - HISTORY

- 1929 stock market crash
- 1932, mining stops
 - 75.2% unemployment
- 1933, Road Commission
- Built in 1934
- 2018, ownership changes



Fun
Joyous
Adventureaome

Adapt accordingly
Face conflict
Be Fearless

Respect others
Drop your ego
Appreciate Life
Be welcoming

Team members
Customers and Guests
Community
Environment

THE COMPANY'S B CORP ASSESSMENT:



INITIAL SCORE

37.1



Governance

QUESTIONS ANSWERED
21/21

OVERALL SCORE
2.8



Workers

QUESTIONS ANSWERED
41/41

OVERALL SCORE
9.1



Community

QUESTIONS ANSWERED
36/36

OVERALL SCORE
16.4



Environment

QUESTIONS ANSWERED
40/40

OVERALL SCORE
6.1



Customers

QUESTIONS ANSWERED
5/5

OVERALL SCORE
2.6



WORKER

- some employees under the living minimum pay
- no system for worker empowerment
- they are currently working on a retirement plan

GOVERNANCE

No written policies

ENVIRONMENT

Buildings don't meet green standards

RECOMMENDATIONS

Governance

SHORT-TERM RECOMMENDATIONS

Create written policies and
a code of ethics

SHORT-TERM RECOMMENDATIONS

formal process for
evaluating workers

implement an employee
satisfaction survey

Workers

Enviornmentment

LONG-TERM RECOMMENDATIONS

Partner with Eco
Smart Home to
implement
sustainable lights and
thermostats across
lodges and facilities

WHAT MAKES THE B CORP CERTIFICATION VALUABLE FOR THIS BUSINESS?

1

It just makes sense

2

To be a better
organization

3

It makes them
different from other
lodges

**WHAT IS THE
OUTLOOK FOR
THE FUTURE?**



THANK YOU!

Any questions?

