



Pavlina McGrady &lt;mcgradyp1@sou.edu&gt;

---

## Statement of support

2 messages

---

**Kristin Dahl** <kristin@crosscurrentcollective.com>  
To: Pavlina McGrady <mcgradyp1@sou.edu>

Wed, Jun 16, 2021 at 9:08 AM

Good morning Pavlina –

Here is a statement to support your program! Please let me know if this works okay -

Also I meant to say, you might want to check out “Scrum Masters”. I think what they teach in these certification programs is exactly what young people need to be learning. Our old models of “project management” are pretty outdated and not sufficient for what’s needed in today’s dynamic work places.

~~~~~

Pavlina –

I’m delighted to hear that you are creating a B.A. in sustainable tourism for Southern Oregon University. There is a shortage of high-quality, in-depth programming in the U.S. to support professionals seeking to achieve sustainable tourism. There are a few great programs being offered, but there’s an opportunity to serve the increasing demand in this space. The tourism sector is at a crossroads right now – there is an awakening that we must apply new thinking and acquire new skills beyond destination marketing and customer service if we are to truly advance sustainability within tourism destinations and within the industry itself. The future demands that the next generation of leaders deeply understands the negative impacts that the epic levels of tourism have had across the globe and solid training on the practical solutions to address community planning and placemaking, visitor management, world-class visitor experience development, land management to support high use, and stewardship of the natural environment and existing indigenous cultures. Skills needed will be critical thinking, future thinking, scenario planning, facilitation, peace-making, community engagement, negotiation, communication, public policy development, DEI awareness and aptitude, and strong, adaptable project management skills.

I look forward to supporting Pavlina as she finalizes the program offerings. Once the program gets off the ground, I would be happy to discuss the opportunity to provide real-life opportunities for students undertaking this degree.

Sincerely,

**Kristin Dahl, Founder/CEO**

Crosscurrent Collective

Hood River, Oregon

Phone: 503.784.1072 | Email: [Kristin@CrosscurrentCollective.com](mailto:Kristin@CrosscurrentCollective.com)

IG: @crosscurrent\_collective | [www.CrosscurrentCollective.com](http://www.CrosscurrentCollective.com)

Pronouns: she/her/hers



---

**Pavlina McGrady** <mcgradyp1@sou.edu>  
To: Kristin Dahl <kristin@crosscurrentcollective.com>

Wed, Jun 16, 2021 at 9:27 AM

Thank you so much for taking the time to meet the other day, Kristin - it was a pleasure chatting with you!  
...and thank you for the great recommendations, I am not familiar with Scrum Masters - I will definitely look into it - it seems very interesting.

Thank you for the great support statement as well!

I am looking forward to collaborating!  
Wishing you a fast recovery after the surgery next week - have a very relaxing weekend!

Best Regards,  
Pavlina  
[Quoted text hidden]  
--

**Pavlina McGrady, Ph.D., CHE, CHIA**

Assistant Professor, School of Business

Tourism Management coordinator

Certificate in Sustainable Tourism coordinator

Southern Oregon University | 1250 Siskiyou Blvd | Ashland OR 97520

541-552-6895

Zoom ID: <https://sou.zoom.us/j/6570872423>



[Why I'm at SOU](#)

Stay Connected, Stay Informed. Download the Navigate Student app now

The best way to stay connected to your advisor, professors and fellow students is to download the Navigate Student app.

**Download the Navigate Student app now by looking for Navigate Student in the App Store or Google Play.**

With the Navigate Student app you will receive important reminders concerning university dates, forming study groups, viewing your class schedule and connecting with your advisor or professors.

Please consider the environment before printing this e-mail.