



**Xinyi Qian, Ph.D.**

Director of the University of Minnesota Tourism Center

Dr. Qian directs the Center's strategic directions, engages the advisory committee, builds relationships with partners, communities, and industry sectors, and oversees the Center's communications strategies. Dr. Qian also conducts applied research on a variety of tourism-related topics, including visitor behavior, outdoor recreation, among others.



## **Freya Thurmer**

Extension Educator in Agriculture & Natural Resources

Thurmer provides multi-county support for agritourism as well as education and hands-on assistance for farmers, producers, and county residents in their gardening, agricultural, and horticultural pursuits. She serves St. Louis County, northeast Minnesota, and statewide audiences, with a focus on horticulture, small farms, cannabis education, and community food systems. With nearly 20 years of experience in agriculture education, she brings a depth of knowledge, practical expertise, and a friendly, hands-on approach to her work.