

# Outdoor Retailer remembers former show director

➔ **THE OUTDOOR RETAILER** family lost one of its most affable and caring members in December. Former Outdoor Retailer Show Director Peter Devin died at his home after a four-year battle with ALS, also known as Lou Gehrig's disease. He is survived by his wife, Andrea, his children and his granddaughter. He was 55.

Devin was the mouthpiece for Outdoor Retailer during a dynamic time for the industry, much like the one it finds itself in today. The show was experiencing rapid growth that taxed the Salt Palace Convention Center's capacity and led to a facility expansion in 2006, and the Outdoor Industry Association was establishing itself as a voice for the industry.

Devin joined Outdoor Retailer as show director in 2002 after working with Nordstrom and Ralph Lauren. His diverse background and open approach helped create a diverse pool of experience. "Peter influenced the team in melding different

interests and creating a richer base," said current Show Director Kenji Haroutunian. "He had a really gracious way of managing the show and all the interests that are in play."

"The people on the OR team responded well to his leadership," said Carson Stanwood, who managed public relations for Outdoor Retailer during Devin's tenure. "They respected him and liked him personally."

Devin understood the blend of personal and business relationships that make up the outdoor retail community. "He had a good sense of the outdoor industry and how to get the show to come together as a unique group of people as much as a business get-together," said Doug Schnitzpahn, former editor of the O.R.D.

Devin's life and passing were honored during a memorial ski run at the All-Mountain Demo and at the Industry Party by raising money in his name for Augie's Quest, the



Peter Devin fly fishing in Sun Valley, Idaho

Muscular Dystrophy Association's initiative to find treatments and cures for ALS.

What people remember most about Devin is his big-hearted

kindness and caring. "He established himself as one of the nicest guys ever to work for," Haroutunian said. "His door was always open."

--CASEY FLYNN