

Outdoor Retailer Winter 2023

Chase Anderson

02/16/2023

Outdoor Product Design and Development

OPDD Program Well Represented at Winter Outdoor Retailer Event

By Chase Anderson | February 16, 2023



The Outdoor Product Design & Development (OPDD) program from Utah State University made a strong showing at the 2023 Winter Outdoor Retailer Show, held in Salt Lake City in January. The annual event brought together industry professionals, exhibitors, and outdoor enthusiasts to showcase the latest products and trends in outdoor gear and equipment.

The OPDD program was well-represented at the show, participating in a variety of ways to highlight their work and engage with attendees. One of the highlights of their presence at the event was the daily activity they hosted with the Outdoor Recreation Archive (ORA), which offered a hands-on opportunity for visitors to browse through outdoor brand catalogs from across the decades.

Dr. Amber Williams and OPDD student Abby Chidlow partnered with the American Association of Textile Chemists and Colorists (AATCC) organization to discuss color, textiles, and testing standards with attendees. The collaboration provided opportunities for Williams and

Chidlow to connect with industry professionals and share their experience with the association and the program with industry professionals.

Meanwhile, current OPDD students worked with the Outdoor Industry Association (OIA) at their booth, educating attendees about the functions of the Association and providing valuable information on membership opportunities. The OIA is the trade association that represents the outdoor industry and promotes the growth and sustainability of outdoor businesses.

For OPDD alumni and current students, the Winter Outdoor Retailer Show was a reunion and a chance to reconnect with former classmates, professors, and industry professionals. Many alumni who are now working for outdoor companies reunited at the show to catch up with former classmates and share their experiences in the industry.

Overall, the 2023 Winter Outdoor Retailer Show was a successful event for the OPDD program, providing valuable opportunities to learn from industry leaders and network with peers and potential employers.

CONTACTS

Chase Anderson

Writer

chase.anderson@usu.edu