

# OPDD Faculty and Student Participate as Innovation Award Judges

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Professor, Andrew Deceuster and OPDD Senior, Veronica Villhard both participated as Innovation Award judges at Outdoor Retailer.

Outdoor Retailer is an incredible venue for brands to come together to show off their latest products and cutting edge innovations. Outdoor Retailer emphasized that point by hosting the first ever outdoor industry Innovation Awards in November of 2018. Outdoor Retailer invited OPDD faculty member, Dr. Andrew Deceuster, and OPDD senior, Veronica Villhard, to participate as judges.

Judges reviewed 15+ finalists that were submitted from across the industry and were asked to score the products based on a set of criteria including aesthetics, impact, and innovation. The culmination of the event resulted in an award ceremony where the judges were recognized as well as the finalists, and award winners.

It is truly unique for a university program and an industry to align and work together on efforts like the Innovation Awards and the results are amazing. The opportunity for educators, students, and industry to come together and collaborate, celebrate innovation, and drive the industry forward is what OPDD is all about.

More information on the Innovation Awards can be found at: <https://www.outdoorretailer.com/events-education/innovation-awards/>