



## Peter Richard Shure

March 4, 1950 - February 16, 2025

Peter Shure, beloved husband of Debbie Shure, devoted father of Casey (Jessica) and Joy (Allen), and grandfather of Alexa, Lillian and Samantha, died on February 16, 2025. Peter, 74, was the son of Alfred Shure and Agnes Steinbach Shure. Born in New York City, he grew up in Queens and later moved to Dobbs Ferry, NY, and Phoenixville, PA.

Pete began his career as a sportswriter and later joined Gralla Publications as the founding editor of Meeting News magazine. He enjoyed a long career in the meetings and conventions industry. In 1991, he joined PCMA as editor in chief of Convene where he later was named senior vice president of marketing and member relations. In 1994, Pete authored the Executive Summary of the Convention Industry Council (now Events Industry Council) economic impact study, which was distributed at the White House Conference on Travel and Tourism. He was also the producer of the documentary, "The Invisible Industry," broadcast on PBS in 1996, and narrated by Charles Osgood. Pete also served as director of strategic marketing for Conferon/Experient, as well as publisher and editorial director of MeetingMentor, which is now published by ConferenceDirect. He was especially proud of being inducted into the Event Industry Council's Hall of Leaders in 1999. Pete was named a Lifetime Achievement Honoree in 2006 by the PCMA Foundation for his work as an educator.

In addition to his career, Pete enjoyed horseracing, joining with friends to form Marchfore Thoroughbreds, which purchased, trained and raced thoroughbred horses. He was also a passionate fan of the New York Mets and Giants. He was an avid bridge player and enjoyed the music of his favorite musician, Van Morrison.

A private memorial service is scheduled for a future date. In lieu of flowers, please consider a donation to the National Alliance on Mental Illness (NAMI), 4301 Wilson Blvd., Suite 300, Arlington, VA 22203; [www.nami.org](http://www.nami.org). Arrangements are being handled by the Campbell - Ennis - Klotzbach Funeral Home, Inc. Condolences may be offered online at [www.PhoenixvilleFuneralHome.com](http://www.PhoenixvilleFuneralHome.com).

# Tribute Wall

EZ

“ Emma Z. planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of Peter Richard Shure.

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**Emma Z.** - February 22, 2025 at 03:08 AM

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“ Sarah D. planted a grove of 3 [Memorial Trees](/store/Product.aspx?ProductId=4518) in honor of Peter Richard Shure.

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**Sarah D.** - February 21, 2025 at 03:20 PM