



Carrie Zylka of maximumoutdoors.net teaches Brady Cates, 10, of Stevens Point, archery techniques Saturday. Zylka provided lessons at the Central Wisconsin Fall Outdoor Show at the Patriot Center in Rothschild. Below: Nola Lebrecht, right, co-owner of Classic Antlers in New Richmond, speaks with Wisconsin Rapids resident Steve Marek on Saturday about antler replicas. Lebrecht was among the exhibitors at the outdoors show. (PHOTOS BY KARINA GONZELAZIWAUSAU DAILY HERALD)

## Outdoors show aims at women

ROTHSCHILD — Organizers for a new fall outdoors show hope to capture a growing sector of hunting and fishing enthusiasts: women.

The first Central Wisconsin Fall Outdoor Show, which ends today at The Patriot Center on Market Street, aims to attract avid hunters before the deer hunting season begins. The show offers outdoors enthusiasts an opportunity to visit up to 70 exhibitors specializing in outdoor activities such as hunting, fishing, boating and archery.

But organizers and exhibitors alike agree that a growing number of women are becoming involved in traditionally male outdoor activities. And many offer outdoors equipment that caters to women.

"I'm amazed at how many more women are hunting," said Brenda Duvall, a taxidermy specialist with The Safari Room in Medford. "Women feel a lot less inhibited, and many more are participating in outdoor shows versus the craft shows."

Show organizer Chuck Collins said the goal for the show with 70 exhibitors this year is not only to grow in size in coming years, but to provide hunting equipment for all demographics.

"When we put together a show,



## IF YOU GO

**What:** 2011 Central Wisconsin Fall Outdoor Show

**When:** 10 a.m. to 4 p.m. today

**Where:** The Patriot Center, 10101 Market St., Rothschild.

**Admission:** \$5 per person; free for children 12 years and younger

we want things that are women-friendly," he said.

Slinger resident Carrie Zylka, who writes for maximumoutdoors.com, is offering archery lessons at the show. Today, Zylka, who participates in hunting, fishing and archery, will lead a Real Girls Play Outdoors seminar, which will invite women to participate in outdoor sports.

Many women become involved in hunting because their husbands or fathers are into the sport, said Nola Lebrecht, who co-owns Classic Antlers with her husband, Klaus, in New Richmond.

"Groups of family members will hunt together, and it's a bonding experience," Lebrecht said. "It's a whole family thing; Mom goes out there, too."

Lebrecht said she became interested in hunting about nine years ago when she married her husband, an avid hunter.

"Companies that make bows are scaling back the equipment to fit women hunters," Lebrecht said. "The equipment makes it so that women can be as competitive as men."