



## Steve Cahalan: Silent Outdoors archery store opens in Sparta

By Steve Cahalan / [scahalan@lacrossetribune.com](mailto:scahalan@lacrossetribune.com) | Posted: Wednesday, September 29, 2010 7:00 am

Silent Outdoors archery store, which has indoor and outdoor ranges and even a bar and grill, opened Sept. 15 at 2700 Riley Road in the East Side Business Park in Sparta.

The new 10,400-square-foot store was built on part of a 14-acre site that also has an outdoor 60-yard range and an outdoor 3-D range with 21 targets. Inside, Silent Outdoors has a 30-yard range and a Techno Hunt video hunt.

Dan Preston said he operated Silent Outdoors by himself on a smaller scale in part of his Preston Dairy Equipment building in Sparta. He took on three new partners - Jeff Steele, Kevin Jenkins and Dan Rasmussen - to open the new store. Steele is general manager.

Silent Outdoors sells archery equipment as well as tree stands, blinds, hunting calls, muzzle-loading guns and four-wheel-drive electric carts. The bar has opened and the grill portion of the business will begin serving burgers and other food later this week, Preston said.

Silent Outdoors hours are 10 a.m. to 8 p.m. seven days a week. The store's telephone number is (608) 269-2600.

The Dave and Barb Skogen family of Onalaska will open its 14th **Festival Foods** grocery store Oct. 8 in the Green Bay suburb of Suamico.

The 75,000-square-foot store is on Lineville Road, in the Urban Edge Shopping Center. It will have about 225 employees. Festival Foods officials say the store's features include skylights, "green" equipment such as LED and motion sensor lighting and a new customer-friendly deli layout.

**RE/MAX Hometown Real Estate** opened in June at 1016 Superior Ave. in Tomah, and had its grand opening Sept. 22.

The new business is owned by Mary Schleicher and Cindy Zinke, who both have more than 25 years in real estate. They and an office manager staff the business but hope to have a few more agents within a few years.

The agency's phone number is (608) 372-MAXX (6299).

*Jessica Larsen of the Tomah Monitor-Herald contributed to this column.*