

SPORTSLOOK

C-W senior earns AVCA student-athlete award

Chetek-Weyerhaeuser senior Greta Jorstad recently earned the American Volleyball Coaches Association Best and Brightest Second Team Award. This is the first year the AVCA Best and Brightest Awards have been issued to high school senior student-athletes across the nation.

The AVCA Best and Brightest Award is an award meant to honor individual high school senior student-athletes who excel on and off the court. To be eligible for the Best and Brightest Award, senior student-athletes must have earned at least a 3.0 Unweighted/3.5 Weighted GPA (or the equivalent, if using a different GPA scale) during their junior year AND play in 50% of their varsity team's sets during their senior season.

A total of 960 student-athletes received the 2021 AVCA Best and Brightest Award—AVCA Best and Brightest First Team: 467; AVCA Best and Brightest Second Team: 378; AVCA Best and Brightest Third Team: 115.



Licenses may not be issued for Wisconsin's Fall 2021 wolf hunt

Following a circuit court's ruling enjoining the Wisconsin Department of Natural Resources from implementing the wolf harvest law, the DNR announced last week that licenses have not been issued to state hunters and trappers for the Fall 2021 wolf hunt.

In accordance with the court order and the department's ongoing plans, the DNR will continue working towards promulgation of rules and the completion of a wolf management plan to guide management decisions.

WINTER SPORTS SCHEDULE

Girls' Basketball

Saturday, Nov. 13

Four-team Scrimmage

@ C-WHS

Tuesday, Nov. 16

Lake Holcombe (H)

Local deer attractant business explodes in three years

Whitetail Products Gone Wild exceeding expectations

BY TYLER FLORCZAK

Whitetail Products Gone Wild is quickly becoming one of the hottest deer attractants in the outdoor industry. These locally-made whitetail deer products may put the small towns of Chetek and Cameron on the map but are already paving the way for a promising life for owners Aaron Pisa and fiancée Nicky Repka as business is booming.

The idea to build a business around all natural hunting products certainly wasn't on Pisa's radar a few years ago. But one "Ah-ha" moment has put Pisa and Repka's growing business on the fast track for success.

Pisa and Repka, who both grew up in Rice Lake and relocated to the Chetek area—Pisa has lived here for about 14 years now—laughed as they recalled and retold where the idea

SEE DEER ATTRACTANT PAGE B3



TYLER FLORCZAK | CHETEK ALERT

Whitetail Products Gone Wild, a deer attractant made locally between Chetek and Cameron, has become a booming business in the outdoor industry in recent years. Owned by Aaron Pisa and his fiancée Nicky Repka, pictured at left, the highly-sought deer attractant comes in five different flavors. Pictured at right, Repka poses with a beautiful 12-point buck she arrowed in Rusk County Tuesday, Oct. 26, while using the pumpkin/squash attractant blend.

Jorstad selected to first team all-conference



SUBMITTED PHOTO

Just one Chetek-Weyerhaeuser volleyball player—senior Greta Jorstad—was named to the Heart O'North all-conference teams for the 2021 fall sports season. Jorstad was named to the first team all-conference as a middle hitter/setter. She was also a second team all-conference selection in both 2019 and 2020.

FIRST-TEAM ALL-CONFERENCE VOLLEYBALL

Grace Moravchik, Ashland, outside hitter/setter/right hitter, junior; Briana Klabunde, Cameron, setter, senior; Greta Jorstad, C-W, middle hitter/setter, senior; Amie West, Cumberland, setter/middle blocker, senior; Allison Clark, Ladysmith, middle hitter, junior; Kylie Broten, St. Croix Falls, middle, senior; Kelsey Cooper, St. Croix Falls, middle, sophomore.

SECOND-TEAM ALL-CONFERENCE VOLLEYBALL

Hailee Halverson, Barron, middle blocker, sophomore; Taylor Johnson, Barron, setter, junior; Khalia Evans, Cameron, middle hit-

ter, junior; Maddie Wall, Cameron, libero, senior; Siri Hyatt, Cumberland, outside hitter/middle blocker, junior; Emerson Clark, Ladysmith, middle hitter, junior; Brynn Hessel, Northwestern, outside hitter, junior; Sydnei Larson, St. Croix Falls, libero, junior.

HONORABLE MENTION VOLLEYBALL

Brynn Erickson, Ashland, outside hitter, junior; Macey Herrman, Barron, middle blocker, senior; Ashley Kurschner, Barron, outside hitter, sophomore; Nele Sieler, Cumberland, outside hitter, junior; Ana Johnson, Hayward, defense, senior; Holly Rands, Ladysmith, setter, senior.

Chetek Lions Club rifle raffle is Nov. 13

The Chetek Lions Club will host its annual rifle raffle and drawing Saturday, Nov. 13, beginning at 7 p.m. at the Chetek Lanes Event Center.

Raffle tickets are available from Chetek Lions Club members or at the event. They are \$5 each or three for \$10. The following prizes will be awarded after drawing tickets: (grand prize) Browning A-Bolt III synthetic stock bolt action rifle (.300 win. mag.) or \$400 cash; (first prize) Savage 110-6.5

Creedmore scope or \$300 cash; (second prize) CVA Optima V2 muzzleloader, stainless steel, camouflage stock (.50 caliber) or \$250; (third prize) Ruger 10/22 "Charger" or \$200; (fourth prize) Hawke 1000 lazer range finder or \$100; (fifth prize) \$100 gift card to Kwik Trip; (sixth through eighth prizes) choice of a \$50 gift card from Mommensen Sports, Rod & Gun Sport Shop and Scheels.

For more information, contact Mike Kelly at 715-237-2040.

2021 black bear season shows return to recent harvest average

Zone	Preliminary Harvest	Harvest Quota	Percentage of Quota Harvested	Hunter Success Rate
A	1,227	1,100	112%	62%
B	711	750	95%	56%
C	484	600	81%	16%
D	1,255	1,800	70%	34%
E	100	160	62%	6%
F	25	30	83%	8%
Staterwide Total	3,802	4,440	86%	32%

Early results from the Wisconsin Department of Natural Resources (DNR) show hunters harvested 3,802 bears during the 2021 black bear season, a decrease from the 4,306 taken last year.

The 2021 harvest results are similar to the 2018 and 2019 harvests. While overall numbers fell short of the total quota, several zones were at or near harvest objectives, and statewide

hunter success (32%) remained nearly equal to the last several years.

"This fall marked the first season using new harvest zones as outlined in the black bear management plan," said Randy Johnson, DNR Large Carnivore Specialist. "The reconfigured zones better reflect the bear population distribution across the state and allow a more fine-tuned

SEE BEAR PAGE B3



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CHETEK POOL LEAGUE

Week 4

Results	W / L
1. Buck 'N Beams 2... 47/17	11. Brass Rail.....20/28
2. R Bar 2..... 44/20	12. Chetek Lanes 1...20/28
3. Tiki.....41/23	13. Gilligans 1.....24/40
4. R Bar 1.....40/24	14. Red's22/42
5. Buck 'N Beams 1...29/19	15. Gilligans 2.....10/54
6. Chetek Lanes 2.....37/27	
7. Skippers26/22	
8. Pokegama Lakside..31/33	
9. Sassy's30/34	
10. Phill's.....27/37	

DEER ATTRACTANT: Whitetail Products Gone Wild, a local business, gaining popularity in outdoor industry

FROM B1

came from a few years ago. "In 2018, we saw a giant buck eating some of our pumpkins and squash in the yard," Pisa explained. "The very next day, I went out to find some pumpkin or squash deer attract and couldn't find any anywhere. I instantly started the process of chunking up left-over pumpkins and squash in the house, dehydrating them and then grinding them in a flour mill into a powder substance."

Repka noted she was a bit skeptical at first and thought it may be another one of Pisa's "wild" ideas that he often takes and runs with. Pisa put out his home-made attractant that week and although the deer seemingly were attracted to the smell, they would not eat it.

"They didn't like it. We knew they were coming to the aroma, but it wasn't palatable to them," Pisa noted.

From there though, Pisa knew he was potentially onto something that the outdoor industry did not have on the market.

Pisa and Repka began making several concoctions and blends out of their kitchen as a fun hobby. Through trial and error, the duo began to perfect their first marketable deer attractant.

"It took about a month for us to get dialed in. Once we got the main seven ingredients down. We realized they weren't eating it initially because it was too bitter, so we sweetened up our product, which is actually an attractant powder," Pisa stated.

The deer attractant provides nutritional value to the deer with all natural vitamins and minerals. The pumpkin/squash blend was the couple's first of five different powders that are now available.

Besides the pumpkin/squash combo, customers can purchase the 8-pound bags of attractants in four other flavors: green apple, white oak acorn, beets/turnips and roasted soy bean.

"Our goal was to make the best deer attractant that anyone has ever used. We feel like we've done that, and our business has exploded since that first year," Pisa said.

"There's several scams on the market in the outdoor industry, but ours isn't one of them; our product works. There's several outdoor television shows now who use and support our products. They'll tell you it's the best, too," Repka added.

Pisa noted that Whitetail Products Gone Wild recently signed a contract with Blaine Anthony-The Bear Whisperer on the Pursuit Channel. The couple is planning more sponsorships with outdoor shows in the future.

"The pictures, texts, emails and Facebook comments show how successful our products are and confirm that it works," Pisa added.

By 2019, Pisa and Repka created a Facebook page and started marketing Whitetail Products Gone Wild. It quickly took off and the couple realized they had a very effective product



TYLER FLORCZAK | CHETEK ALERT

Aaron Pisa and fiancée Nicky Repka pose in front of the Whitetail Products Gone Wild factory/shed located on CTH M between Chetek and Cameron.

as 70 percent of sales were from repeat customers.

Still running as a hobby and part-time business, the couple created and sold 16,000 pounds of the deer attractant in just a couple of months. They also had over 40 bucks reportedly harvested while using Whitetail Products Gone Wild.

By 2020, Pisa and Repka expanded by putting up a 12-by-20 "mini factory" as Pisa called it. Within a 50-mile radius of the Chetek/Cameron area they call home, they sold 60,000 pounds of attractants with more than 100 bucks taken using the deer attractant.

With each year and expansion, they knew they needed a bigger facility to produce more Whitetail Products Gone Wild. So, in 2021, Pisa and Repka built a 26,000-foot factory with a showroom and office on CTH M, north of Chetek and across the road from the restaurant known as R Bar.

A free fall event called Huntoberfest, which will return again in 2022, was held at the Whitetail Products Gone Wild location on Oct. 9. Country singer Bryan Lewis performed; there were also vendors, bow shoots, food, drinks and more.

"Right now, we are capable of producing 1,000 products per day and our goal is to do close to 120,000 pounds of product this year. By 2022, we will be in full-time operation for Whitetail Products Gone Wild," Pisa said.

Whitetail Products Gone Wild is sold at 60 local sporting goods stores in the area and is also sold at Scheels in Eau Claire, as well as online. Customers can also purchase products right at the facility located at 1193 25th St., Cameron. The deer attractant powder comes in 8-pound bags but can be purchased in increments as large as 150-pound drums as well.

"We love to support the local businesses and appreciate them supporting us and our products. I hand

deliver everything to all of the stores personally in a 100-mile radius. However, it is also available nationwide and can be purchased online," Pisa explained.

Growth and expansion is the plan moving forward with more products in the works for next year. Bear hunting products such as bear bait powder and liquid mineral are already available.

"We want to keep expanding. We will be coming out with more products, including pond flavoring mineral with pond additives in the near future," Pisa said.

For more information, visit www.whitetailproductsgonewild.com or call 715-296-1442.

"We took our dream of hunting and turned it into a full-time business," Repka said.

"It's surreal to think we are talking with some of the biggest names in the outdoor industry and now are a part of the outdoor industry. We're excited for the future," Pisa concluded.

Editors note: Repka harvested a 12-point buck in Rusk County last week (Oct. 26) while using the pumpkin/squash deer attractant from Whitetail Products Gone Wild.

Below is an excerpt Repka emailed:

*3rd time's a charm!
Night 1—Pulled back on this 12 pointer, but he spotted me and bolted. I was shaking so bad I darn near fell out of the tree.*

Night 2—He came in again but just out of reach and behind trees and branches. He sat still and just watched the does. Then started to chase them around the woods leaving me with no shot.

Night 3 (Oct. 26)—Nine does came in and were rustling in the woods. A doe ran in and I heard a grunt. I got ready as he ran in and scattered all nine does. I was quartered to me. He put his head down and turned almost broadside, and I let it fly; I double-lung shot him. Well that was an adrenaline rush!

BEAR: 2021 black bear season review

FROM B1

approach to management based upon conditions in each zone."

The 2020 season saw above-average hunter success rates contributing to a higher harvest. Harvested bear data from hunters is critical to tracking bear population trends and in ensuring the population remains healthy while also achieving population management objectives.

Harvest data indicates Zones A and B in the north and northeastern parts of the state performed well, with hunter success at 62% and 56%, respectively. Zone C located in the central part of the state fell short of its quota, with hunter success a bit lower than expected.

In the northwestern part of the state, the Zone D quota and license levels were increased significantly this fall to reduce the bear population across the zone and agricultural

damage issues in the area. Despite only taking 70% of the quota in this zone, the 1,251 bears harvested represent the highest harvest in the area in at least a decade. In Zone D, harvest projections indicate this level of harvest is likely to result in a slight population reduction.

Finally, while neither Zones E nor F in the western and southern parts of the state reached their harvest quotas, the actual number of bears taken in those areas was at or above levels in recent years.

Nearly 130,000 people applied for a bear hunting license or preference point for the 2021 season, setting a record number of applicants.

"Interest in bear hunting continues to grow in Wisconsin and across the nation," said Johnson.

"With growing demand and a limited number of licenses, we encourage the public to review management zone boundaries

and license wait times as they make their hunting plans."

A full breakdown of the 2021 bear license drawing is available by visiting https://widnr.widenr.net/s/m9wlnrv2hs/2021_summary.

Hunters wishing to obtain a license or preference point for the 2022 season are encouraged to apply through Go Wild before the Dec. 10 deadline. Hunters should make sure to check the new zone map—https://p.widencdn.net/rz6opf/BMZ_2021—before selecting their zone in Go Wild.

To learn more about black bear ecology, history and management in Wisconsin and to review the Wisconsin Black Bear Management Plan, 2019-2029, visit <https://dnr.wisconsin.gov/topic/hunt/bear>.

Zone-specific preliminary registration information is listed in the graphic located on the front page of this week's paper.

Deadline for ads and articles **Tuesday at 10 a.m.**

The Chetek Alert 312 Knapp Street 715-924-4118

SEPTEMBER 1—NOVEMBER 30, 2021

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Starting September 1, 2021, enter weekly for your chance to win one of the grand prizes! Winners chosen weekly to enter into the grand prize contest. Contest runs September 1 through November 30, 2021. Photos must be e-mailed to tyler@thechetekalert.com each week by noon on Friday.

FIRST PLACE PRIZE

RIVERS EDGE LOCKDOWN 21 FT
2-MAN TREE STAND - LD202
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SECOND PLACE PRIZE

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THIRD PLACE PRIZE

PROWLER 200 GROUND BLIND
Valued at \$149.99

ARDISAM'S FEATURED PRODUCT OF THE WEEK:

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The Big Mike™ Heavy-Duty features a brushed 600 denier tightly-woven polyester shell with a black interior coating for concealment. Standing 80" tall the Big Mike™ Heavy-Duty allows you to shoot while standing. This blind also features zipper less windows for noise-free adjustment and more shooting options. Learn more at www.bigblinds.com

*Photos must be from this year (2021), with time and date set on photo. ABSOLUTELY NO PHOTO-SHOPIING IS ALLOWED—SUBMIT ORIGINAL PHOTOS ONLY. Photos must be from Chippewa, Barron, Dunn, Rusk or Washburn counties. At least one photo will be featured each week at the discretion of The Bell Press. By November 30, winners will be chosen by The Bell Press & Ardisam staff. When submitting photos, please include info of date and time of photo, where photo was taken (east, west, north, south of Chetek etc.), the county the photo was taken in and what is featured in the photo. To enter photos, email photo to tyler@thechetekalert.com OR drop off at The Chetek Alert, 312 Knapp Street, Chetek, WI 54728.