



by Chris Egan, Central City

If you haven't yet gotten word, **Lope N Lures** is the name of a new store opening in Central City, Iowa. It is located just off Hwy 13, and is attached to the R and R One Stop gas station.

Lope N Lures is a hybrid store. Proprietor Pamela Shefelbine plans on selling riding equipment **and** fishing supplies...all of the basics that you need to catch a fish or ride a horse, and all under one roof! If you want to hunt instead of fish, she can help you there too. The store features items for equestrians, fishermen (including live bait), campers, and hunters. Kent Feed products are also available there. If Ms. Shefelbine doesn't have what you're looking for, just ask! She may be able to order it for you.

Shefelbine was born in Cedar Rapids, Iowa. Although she lived in the city, Pamela was never far from her true passion - The Great Outdoors. From as early as she can remember, Pamela went camping with her family. "How to cast a line" was taught before she was in school. And with most of her relatives being farmers, Pamela was introduced to horses when she was just a youngster.

Lope N Lures?

In spite of what you may think, it's not a fancy new fishin' lure, or a new-fangled way to tie a fly.

It was at Palisades Access Park, near Ely, Iowa, that 10-year-old Pamela was first introduced to Jeanelle Strait, a young girl who frequently took horses to Palisades for trail rides. Once Pamela's parents approved of it, Pamela would meet Jeanelle down at the campground, where Jeanelle would ride her own horse and let Pamela ride her old black Arabian mare named "Beauty."

And so it began. For the next three years,



Jeanelle & "Fresco" at Palisades



Pamela & "Lady," in 1993

Pamela baled hay, did farm chores, babysat, and sold Lemonade and Kool-Aid at local garage sales, in order to purchase her first horse. "Lady," a three-year-old half-Mustang buckskin mare, was purchased from Jeanelle's mother for \$300.

But without a horse trailer, some creative thinking was necessary to get the horse home. "I sat in the trunk of the moving car, held Lady's lead rope, and led her home. It was about four miles!" said Shefelbine with a chuckle. It was not uncommon for Pamela to ride her bicycle from northwest Cedar Rapids to Ely without her parent's knowledge, just to spend time with Lady! Pamela and Jeanelle enjoyed many trail rides together in the ensuing years.

Pam's next adventure was to learn

about the world of harness racing from Jody Smith, a neighbor of her grandparents'. Young Jody taught Pamela how to harness thoroughbreds and exercise them. The girls also participated in a few 4H events together. Jody's uncle, Patrick Smith, was an equine veterinarian, and Pamela enjoyed learning much about equine health and care from him.

At the age of 13, Pamela suffered a severe brain concussion and torn hip muscle in a snow sledding accident. Lady's subsequent role in Pamela's recovery cemented a lifelong bond. "Lady was very gentle and understanding; she seemed to know that I was in pain. She would lower her head and lift me onto her back. Without Lady, I doubt I would have ever mounted a horse again. I



The Shefelbine family gets everyone involved, especially when it comes to fishing!

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owe that horse a lot," Pamela stated.

Years passed, and Pamela was forced to sell Lady because of a traffic accident injury. Unfortunately, she was unsuccessful in later buying her back. At the time, no horse could replace Lady, so Pamela immersed herself in her second love – spending time in the Great Outdoors, by camping, fishing, and hunting.

But as time passed, Pamela eased back into the void that had been filled with horses, by taking Equine Science classes at Kirkwood Community College in Cedar Rapids. She graduated from the "2 year" Equine Science program, and next taught horsemanship for a spell. While at Kirkwood, she also took business classes, so it naturally followed that upon graduation, she considered opening a tack shop. Her husband, Michael, jokingly suggested that they open a combination tack and tackle shop!

What started as a joke between Pamela and her husband, Michael, is now a reality. The two started re-modeling an old bait shop in Central City, stripping the floor, priming, painting, hanging the lights, and buying fixtures. Almost everything was finished before the loan was even approved!

"By opening this store I'm achieving more than one dream,



Lope N Lures
NEW!
Tack & Tackle Shop in Central City, Iowa
4649 Hwy 13
Central City, Iowa
Pamela Shefelbine • 319-438-6532
Business hours:
6 am – 7:30 pm, seven days a week

because my family will be a part of it, and because it includes all of the outdoor activities that my husband, and soon my daughter, will love to do together," stated Shefelbine.

Pamela and Michael Shefelbine are opening the store in honor of all of the friends and family that have enjoyed The Great Outdoors throughout the years.

"We can't wait to show it off. Please come and give us a gander!" said the elated Shefelbine.

Lope N Lures, 4649 Hwy 13, is located one block north of the Linn County fairgrounds in Central City, Iowa, where 4-H and open horse shows are held from May until October.

It is located approximately 18 miles from Matsell Bridge equine campground and recreational area.

Business hours will be from 6 am – 7:30 pm, seven days a week.

Contact Pamela for information: 319-438-6532