

**Bob's Wildlife Taxidermy Celebrating 30th
Anniversary
Orefield Landmark Ready for another Hunting Season**

Fall hunting seasons are just around the corner, and thousands of Lehigh Valley sportsmen will soon head afield in search of a trophy. For those hunters lucky enough to bag the buck, bear or bird of a lifetime, Orefield taxidermist Bob V. Danenhower Sr. is ready to preserve your memories.

Danenhower said it's hard to believe it's been a quarter century since Bob's Wildlife Taxidermy opened its doors. His passion for wildlife dates to his childhood, and he began studying taxidermy at the age of 13, taking mail order courses from the Northwest School of Taxidermy. "I would have to work in my dad's business, Humphrey's Hydraulics, to earn enough money to order my next lesson," Danenhower recalled. "It seemed to take forever, because Dad didn't pay so well."

In the 70s, Danenhower worked for Laros Taxidermy in Allentown, where he learned the finer points of wildlife art from veteran taxidermist Dick Laros. "I had to wait until I was 18 to take my taxidermy test," he said. "Eighteen was state law at that time, and I was the first 18-year-old ever to be licensed in Pennsylvania."

Becoming a full-time taxidermist is no easy task, especially when you start with nothing but some cheap hand tools, knowledge and a strong work ethic. "There were several lean years when we really looked forward to the local game warden dropping off a fresh, road-killed deer so we could fill the freezer with venison," Danenhower said. "As a taxidermist, you are at mercy of the hunting season, and weather, deer numbers and the economy all have a major impact on your business. It's a feast or famine lifestyle. You have to learn how to adjust, and thank God my wife Andrea has been willing to adjust to it."

One factor Danenhower credits for his success is his willingness to help customers when it comes to advice on planning hunting trips, hunting techniques and caring for trophies in the field. "One of the hardest things to do in this business is gain the confidence of hunters," Danenhower said. "When a potential customer spends \$12,000 to \$16,000 to hunt his trophy brown bear, he wants to know it's in good hands and will be properly cared for."

Over the course of 30 years, Danenhower has earned the trust of Lehigh Valley sportsmen, as evidenced by the thousands of trophy mounts he has created on everything from Pennsylvania deer, turkeys and black bears to multiple state- and world-record animals from throughout North America to exotic species from places such as Africa, Australia, Europe and Asia. Yet in spite of those accomplishments, Danenhower said he still takes just as much care when mounting a young hunter's first spike buck or squirrel.

In addition to a full line of taxidermy services, Danenhower is an official scorer for the Safari Club International and Buck masters big-game records programs. He also is very knowledgeable about hunting and fishing collectibles and sells a popular line of Yurine Luck fresh deer urine scent attractants throughout the hunting season. Danenhower also is co-director of the Lehigh Valley Hunting & Fishing Extravaganza, an annual sports show held at the Kempton Fairgrounds.

"We have mentored many young outdoorsmen to enjoy the outdoors, many of whom have become very active in conservation. We are very proud of them," Danenhower said. "We have been very active giving back to the community and the environment, through Boy Scouts and local sportsman's clubs.

"The bottom line is I love what I do and really feel blessed to have served so many great outdoorsmen. Lord willing, I will be serving our area for at least another 30 years."