



# DECEMBER 2020 NEWSLETTER

As 2020 ends, A new and exciting year lies ahead. Within this newsletter we will reflect on 2020 as well as share our plans for 2021 and beyond. I have always tried to take time to share my goals with our customer base, I feel this is something that helps establish new bonds as well as maintains long term friendships within this market. I grew up in this market, I have seen it evolve over the years. Understanding my own role as a leader is something that I have always struggled with. Over the past year +, since becoming a father for the first time, that role has become much easier, rather than being reactive I have become more proactive in my own personal life as well as in business.

2020 has been a rough year for everyone, the events that have transpired will undoubtedly change this nation, for better or worse we are all on the same ride. Covid-19 or as I have called it since January "The Rona" (yes, January... Before it was officially announced I was following the virus through Chinese accounts on Twitter, I was following it due to my in-laws having to travel back to Moscow in February. That early insight prepared me to react accordingly to what was coming. As a business we were off to a record start for the year, however knowing a shutdown was looming I became strict with the money that was being earned. I entered the stock market with the funds first short selling travel stocks from Mid - February through early April. With just a few thousand dollars the short selling quadrupled my own funds. (Short selling stock is when you buy (rent) a stock then turn around and sell it in hopes that it will go down in price so you can buy it back later and return it to the original owner. This proactive move was highly profitable, had I stayed in a few more days I would have seen a 10 to 1 return on the funds, however a large section of the market had fallen 50-60-70-80-90% and I was happy to get out with the return that I had. I began buying up stocks to hold for the recovery. In doing so I took on early losses due to many of the stocks not reaching their full bottom however they had declined enough to make the investments worthwhile. By early June, the joint account of my own and others who opted to jump in had grown to nearly \$100,000 in a little over 2 months about 14X the initial investment on my part and 3x for those who had joined later. As rapidly as it had climbed it retreated even faster. The group investment has since recovered all losses to date and it now showing steady growth as the market continues to rebound their investments will pay off well as will my own. At one point my own as well as the group investment was down to 50% of the funds put in, the stock market is a dangerous game if you make panic decisions in crazy times it will teach you to **stick with the plan**.

**Sticking with the plan** - is the message of 2021 that I want to convey to everyone who has taken the time to read this. Take some time and develop a game plan for your own life and business. Assess where you are right now and where you want to be a year from now. **Pay attention** to what is going on around you. **Do not** let it consume you, **do not allow it to distract you**. I see many friends becoming consumed with emotion over social media, the current political climate, and a slew of other things. Here are the facts. **Life is not fair. People win, people lose, and people cheat to get ahead**. You can allow yourself to be drawn into this or you can develop a plan to **be successful despite the outcome**. I choose the latter. Why? Because at the end of the day that is what will have the most impact on my own life and the lives of those around me. You have a choice to make the best of it. Understand that your role is nothing more than a player in a game. The game is feeding you your favorite poison to draw you deeper into a fantasy through the TV and Social Media. The people who are truly pulling the strings are evil and powerful far more so than you or I. You do have the option to not play it is a choice. If you develop your own plan of success set small goals along the way and see it through and focus on each small goal you will find success even through adversity. We all can do better; we all can make our own lives better as well as the lives of those around us if we do not get distracted by the game. If you see your family members or friends being consumed in the madness try to intervene and share with them a message like this. If they refuse the message, then allow them to fulfill their fantasy role play. Extending effort and engaging in the madness only leads to wasting your own time, setting yourself back and delaying your own prosperity.

Anyways! Page 2! I never plan out what I am going to say in these newsletters, I just sit down at the computer and let it flow, it is currently Sunday December 20<sup>th</sup> at 2:51 am, I put my daughter to bed about 12:45, she is a wild child. Takes after me far too much, she will be hell on wheels the rest of my life. Being a father is an amazing experience, you never fully understand the role until you are in it. You cannot really explain it either. The motivation, the feelings, the understanding that you have the opportunity in front of you to develop this little human into someone that will far exceed your own high watermark is extremely powerful. It is an amazing feeling indeed.

2021 as a business we are poised to set in motion many of the plans that I wanted to achieve in 2020. We are picking up where I had left off in February. At that time, I had begun the process of getting a new CNC to add additional production capabilities and gain further independence and long-term stability as a business. In the next week or so, and likely before many of you read this, we will have taken delivery of a new Haas ST20Y. The role this machine will play on the Choke Express side of business is strictly manufacturing chokes, small parts, and accessories. The available spindle speed of the new machine is almost double that of the current machine that we run production on. Chokes are small scaled for the current machine, as it was purchased to do larger diameter components. The new machine will allow me to speed up production probably 15-25% as well as provide better surface finishes and longer tooling life than the current machine. All in all, it is an expensive investment, that will result in a better product being made.

While many tire kickers / builders / hobbyists go out of their way to bash me in their hidden corners of the internet. Sadly, many do not understand what Choke Express as a business truly is. Choke Express is an open platform marketplace and manufacturing business. We are not much different from a local/national brick-and-mortar store that sells goods from many brands. We promote our business partner products as if they are our own, the business was established as 24/7/365 retail eCommerce outlet concept within the turkeyshoot / target shooting market. This means we are not in business to compete with others, we are in business to sell products and grow the sport on all fronts. Be it your product or products that we manufacture we seek sustainable growth of the market. This is achieved by working with others to build lasting profitable business relationships, as well as achieving a reduction of cost of goods for the market we serve. In 2021 I would like to double our business partnerships, not only will this help Choke Express grow it will help our existing as well as future business partners expand their own customer base. Really, is anyone else in this business openly trying to share their own customer base for the betterment and growth of the sport? Far too many are caught in the endless loop of self-promotion via tearing down others or building non-standardized products only to keep a customer on the hook.

How to spot a smoke blower in this business (AKA Smoke-up-the rectum)

- Intentional nonstandard product offerings example oddball size choke pockets that are “unique” to them alone.
  - o This achieves nothing for the buyer it forces them to buy conversion parts that they would not need with standardized equipment
  - o This is done in attempt to force the customer to return to buy additional products
- Outrageous claims of performance
  - o Throughout the years in this business, I have seen some amazing claims of performance by individuals who have next to no experience, these individuals never live up to the hype that they claim to have achieved, the result is often wasted funds of the customer based on propaganda.
- Customer base is made up of tire kickers looking for handouts through promotion
  - o The famous tire kickers, some of you will read this then go and bitch about it, however there are many individuals in this game who cannot afford to play, so they will engage in “hype” campaigns in attempt to gain free or heavily discounted products in exchange for their relentless promotion of product.
- Sales strategy is that of the democrats “Orange Man Bad”
  - o I am sure you have heard this before but.... “Dave Tubbs Bad.” “Dave Tubbs Is Asshole..” The reality is just like the political spectrum that we see today there are multiple people who have created a business models that are reliant upon spreading the Anti-Dave narrative. This is done due to sections like this where I tell the truth openly in efforts to help new individuals distinguish fact from fairy tale.

My sales gimmick you ask. Honesty, if I do not have the answers for your needs, I will do my best to direct you to those who do have those answers. Anyways its late and I went off subject so we will get back on track!

January 2021 Choke Express will transition from a DBA sole proprietor to an LLC. This move was planned to take place back in August on the two-year anniversary, it was completed however I opted to wait to do the full transition to balance/close out the books for the year. This was part of the original plan for the business in year three and it is a goal that we have achieved ahead of schedule.

January 2021 we will begin production on a new batch of Gunworks G2 and Nitro rail frames. This will be the final batch of Savage 210 based platforms that we will offer and likely the final batch of 212 based frames as well. Going forward the new frames will be an all-in-one platform with the new Ithaca-Gunworks bolt actions that are currently in the production phase and due to release in Q3 of 2021. The target pricing of the new actions will be sub \$800. Insert tire kickers, I can get such and such cheaper. Do it, do it. LOL. Anyways, the new actions will be machined from hardened stainless 17-4 with a floating head 4143 bolt body and fired with a Remington 700 trigger. The key features of the design will be the tool-less assembly/disassembly and easily replaceable firing pin tips. As well as the ability to utilize existing 700 based stocks & chassis systems. This will open the door to an entirely new market of readily available high-quality products and potential sponsors to join our sport.

We will begin offering MDT chassis systems for rifles as well as the new action platforms in the coming year to support the new platform. I am currently working on deals to offer McMillan & other direct fit carbon fiber stock options as well.



Along with the new stocks & chassis options we will also offer additional trigger products, optics and I am working on acquiring manufacturing contracts to build additional components as well. The new action program will cover all the bases, we will be manufacturing 12- and 20-gauge platforms, standalone actions as well as a full lineup of rifle actions and complete guns as well. 2021 will be a challenge and it will be a game changing year for us. We have prepared for this moment. These programs are years in the making, development and engineering take a lot of time, where most companies falter is bring projects to market scale. Choke Express began as a trial run of how to bring a company from nothing to a market scaled manufacturer, I will take the lessons learned from the experience and apply them to further build on the success achieved thus far. We have come a long way in a short time, and we have not even begun to reach our true potential. This coming year we transcend from this market and we begin to achieve larger and larger goals. Without all of you we would not have made it to this point. I want to thank you all for your support as it has given us the opportunity to chase these dreams. At some point soon, I will transition the business to a share holder platform that will allow you all to have the opportunity to invest and profit from our success as well. I am a firm believer in giving back to those that support you.

Due to the payment processor issues we experienced in late November our year end December promotion was put on hold. However, it will not be stopped. Starting Monday December 21<sup>st</sup> through March 1<sup>st</sup> we will be giving away an anodized 212 G2 frame. Our way of saying thank you, **all orders from 2020 will get 1 entry per order from Jan 1st-Dec 20<sup>th</sup>. Orders placed from December 21<sup>st</sup> 2020 through March 1<sup>st</sup> 2021 will receive 1 entry per \$50 spent. \*Orders can not be combined.**

**BUT WAIT THERE IS MORE! ON THE NEXT PAGE! LOL**

On top of the frame giveaway, we will also have a New Years Raffle on a Gunworks G2 212 frame. The New Year's raffle will be \$20 per entry 150 entries total.

Grand Prize – Anodized Gunworks G2 212 frame

2<sup>nd</sup> - \$250 CE gift card

3<sup>rd</sup> - \$100 CE gift card

4<sup>th</sup>-10<sup>th</sup> \$25 CE gift card

All purchases for this raffle that exceed \$50 also enter the other frame drawing as well. A \$100 order nets you 5 entries in this raffle and 2 more entries into the Giveback drawing. A chance at not 1... But 2 frames.

Anyways it is now 5:05 am and I am headed to bed! I hope everyone has a fantastic Christmas and a Happy New Year. Raffle Tickets will be posted as **\$20 Year End Banquet Tickets**.

Dave Tubbs

A handwritten signature in blue ink, appearing to read "Dave Tubbs", is written over a horizontal line.