

Sure-Shot Game Calls

Groves, TX – After several years out of the spotlight, Sure-Shot Game Calls, manufacturers of the Yentzen and inventor of the double-reed duck call, is now back in full-force and looking forward. One big step to the future is that the company has a new owner. Charlie Holder, who acquired Sure-Shot from the original owner, Jim “Cowboy” Fernandez, is taking the company back to its rightful place, the leader in quality waterfowl and game calls.

After beginning his relationship with “Cowboy” Fernandez over 15 years ago where “Cowboy” was a guest on Holder’s outdoor radio show, Holder is familiar with the Sure-Shot culture and the family.

“Since I took over Sure-Shot 6 months ago, I’ve learned a significant amount more about the operation and more importantly the popularity of the Sure-Shot brand”. Holder continues, “Everywhere I go, everyone tells me that the Yentzen was their first call, I want to bring the Yentzen and the rest of the calls back so that people will tell me that it just wasn’t their first call but, their only call.”

Sure-Shot and Holder are able to benefit from each other enormously. Holder brings a wealth of business and marketing knowledge to the company and Sure-Shot provides Holder an opportunity to become more involved with his passion, hunting.

Since Holder took over he has already put many key components into place. Retaining Curtis Arnold (Fernandez’s grandson) as General Manager, producing an aggressive ad campaign that extends to television, web and print, retaining a marketing company, revamping all packaging and overall look of the calls and producing a brand new website, www.SureShotGameCalls.com



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P.O. Box 816 • Groves, TX 77619 • 409-962-1636 • FAX: 877-260-1619 • SureShotGameCalls.com