

Raw Iron Gear

Newsletter

#1 November 29, 2020s



2021 Team Transition

For all of our customers we want to keep you in the loop of changes coming to Raw Iron Gear. Rico Senence will be taking over for Raw Iron Gear. Since 2016 Brad Duncan and Dennis Neuber have built the Raw Iron Gear business and expanded the Raw Iron brand from its inception as the Raw Iron Gym(s). As I, Rico, step into this new role, my goal is to continue on that success and help bring it to the next level. We have recognized and greatly appreciate the support we have gained from all of our customers and want to bring you all more options, more apparel, and more ways for you to show your Raw Iron energy. I will be working closely with Brad and Dennis over the next couple of months to learn the ins and outs of what they have built, while trying to take the necessary steps to begin the next level of growth. We will continue to work with businesses and organizations like the Code 9 Project and look to work with more moving forward.

The Plan in Action

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The first step to this plan is more information. You will find that we will release newsletters to help keep you informed of new items coming to the website or items that can be found in store at one of the eleven Raw Iron gyms. The newsletter will also give us an opportunity to support other businesses in the East Texas area and beyond. Events that Raw Iron gear is involved in will

be available as well as information about the Raw Iron gyms. Visit our website, rawirongear.com, to sign up if you haven't already.

Step two is also already in the works. For the upcoming Battle of the Irons event on December 19th, at the Pittsburg location, lifters from each Raw Iron gym will compete during the 6th Annual Toy Drive that collects toys for children in need. Raw Iron Pittsburg are the defending champions. Raw Iron Gear is providing shirts for the lifters and staff with the help of local businesses who are sponsoring the event shirts.



Step three is also in motion, which is to bring variety to the Raw Iron brand and happens to mean the return of an old favorite. The first shirt in the "Holiday Season Collection" will be the return of the "Bulking Season" shirt. This shirt will be available soon on the Raw Iron Gear website as well as in store at some of the gym locations. Talk to you local gym owners/staff if you would like to see this shirt available locally.

Overall, expect to see more variety of shirts and apparel that will be available to show your support for all things lifting, fitness, health, and the Raw Iron Life!

Raw Iron Locations: Mt. Pleasant - Pittsburg - Daingerfield - Marshall - Jacksonville - Rusk - Palestine - Winnsboro - Tyler - Kilgore - Henderson

Meet the New Guy!



Many of you probably know my wife, Nicole, from the Raw Iron gym in Mt. Pleasant. She's been a member since we moved to Texas three years ago and runs [East Texas Meal Prep](#) which prepares and sells meals through [Raw Nutrition](#). Both are located next to the Mt. Pleasant gym location. But who am I, the new guy?



As stated above, my name is Rico Senence. I am a husband and father of two amazing boys first and foremost. I'm also a Marine Corps veteran, security consultant, and entrepreneur. After graduating high school I joined the Marine Corps and served 8 years. I ended my service in 2002, but my current career track started from 9/11. I was assigned to work and run the base ground security force. From there, I decided to stay in the security industry once I got out and have been doing security work for the last 18 years, currently working for a national company as a security

consultant. Off and on throughout my career I've dabbled in a few home based businesses. Having that entrepreneur bug, I started making t-shirts earlier this year. I've enjoyed it and have been looking to expand upon it, so when Brad and Dennis reached out about Raw Iron Gear, I was eager to help out. Having moved to Mt. Pleasant three years ago, my family and I have fallen in love with Texas and to be able to not only have our home here, but to have our own business is in many ways a dream come true.

- [Raw Iron Gear - Mount Pleasant, Texas](#)
- [Raw Iron Gear \(@rawirongear\) • Instagram photos and videos](#)
- [Raw Iron Gear](#)

More to come, so keep an eye out and follow the continuation of the Raw Iron Gear journey!



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