

## *Tenacity* Media Kit

### **ABOUT THE BOOK**

*Tenacity* tells the gripping true story of how Ron Coury, a Las Vegas businessman, Marine and former Brooklynite survived corruption and cancer to achieve the American Dream. The aptly-titled memoir focuses on the determination necessary to overcome any and all unjust obstacles that may stand in the way of one's dreams.

*Tenacity* chronicles the evolution of the natural-born entrepreneur, a major business figure in Las Vegas for decades. As Coury climbed the ladder toward success, he faced a barrage of constraints including political and police corruption, bribery, coercion and even death threats. Along the way, he also had a couple of offers to settle matters discreetly, with a few well-placed bullets. His choices would have life altering consequences for many.

### **ABOUT THE AUTHOR**

Ron Coury is a name that is well-known to longtime residents and members of the business community in Southern Nevada. A U.S. Marine, Coury has seen and done a lot in his 45 years in Las Vegas. Coury is an observational entrepreneur, a "niche finder," in his words. With nearly every venture he has undertaken, alongside various business partners including Dan Hughes, Don Tamburro and Tom Boeckle, he identified operational nuances that led to enhanced levels of success with all their ventures. This mindset was fascinating to execute in a young, growing town like Las Vegas since his arrival in 1973.

Coury has worked as a casino dealer, real estate agent, founder of a limousine service and a partner in bars, restaurants, major graphics and glass companies, along with several automobile dealerships in Nevada and California.

As a niche finder Coury says, "When you can demonstrate a need in any area of industry, your job is to find a cure, believe you can implement it, raise the money to do so, form the team and make it happen: a new business is born."

In the 1970s and '80s, visionaries willing to go for it found Las Vegas to be a prime setting for fulfilling their entrepreneurial aspirations. Coury, year after year, pulled together concepts with his partners, identified funding and implementation, and enjoyed riding the wildest fun-filled roller coaster of business and life.

From growing up on the streets of Brooklyn in the '60s and early '70s to surviving the good-ole-boy and Wild-West business and political climate of old school Las Vegas, this book is a testament to how Coury's courage and perseverance enabled him to prevail against unethical, illegal and seemingly insurmountable obstacles along the path toward achieving his goals and dreams. Coury also chronicles his biggest challenge of all, beating esophageal cancer against the longest of odds.

## **TENACITY CHAPTER EXCERPT**

August 1990. I stood next to my attorney, confident silver-haired Chuck Thompson, before a judge in Opportunity Justice Court. It felt like I was having an out-of-body experience.

The City of Opportunity, Nevada, is a small town in the northwest area of the Las Vegas Valley, just on the other side of Lone Mountain. With its own city government and police department, this stand-alone community operated under a city charter providing attractive business opportunities that the City of Las Vegas no longer offered.

“People of the State of Nevada versus Ron Coury, Arthur Coury, Robert Alber, and Arthur Charles. Criminal case numbers 90FH0010 A, B, C & D. The Honorable Judge Arnold Stabinski presiding.”

All sights and sounds were surreal, the whole scene like something out of a bad dream. How could four innocent men be standing here accused? And yet, there we were.

“Defendant Ron Coury is charged with: Count one, second degree kidnapping, a felony. Count Two, false imprisonment, a gross misdemeanor. Count Three, coercion, a felony. Count Four, extortion with the use of a deadly weapon, a felony. Count Five, extortion to collect a debt with the use of a deadly weapon, a felony. Count Six, coercion with the use of a deadly weapon, a felony.”

As the court clerk droned on, my eyes drifted to Deputy District Attorney Bryn Baird, her placid features giving no hint of her goal to put me and the managers of my three bars in prison for more than 50 years.

“Mr. Coury, how do you plead?”

For a moment, I didn't realize the judge was speaking to me. A surge of adrenaline snapped me out of the fog. “Not guilty, Your Honor.” My voice was unwavering. I hoped the judge took note, perhaps seeing it as evidence of my innocence.

Next up was “Defendant Robert Alber,” charged with five counts, the same as mine except for coercion with the use of a deadly weapon. My general manager Bob Alber, who oversaw operations at all three of my bar/restaurant locations, stood tall, befitting a fellow former Marine with nothing to hide. With his attorney, Don Green, by his side and providing directions as needed, Bob stood when his name was announced. “Not guilty, Your Honor,” Bob declared, without waiting to be asked how he was pleading.

Then it was on to my brother Artie, eight years my junior and the location manager of Winners Lounge and Restaurant. He'd done it all at my other bars, working as a cook, bartender, server,

and bouncer, diligently rising through the ranks before earning his position as manager. And now this.

Charged with three counts, Artie answered, “Not guilty,” then calmly sat back down beside noted criminal-defense attorney Richard “Rick” Wright.

My cousin, Art Charles, patiently waited his turn with his attorney, Steve Stein beside him. A big man of about 280 pounds and strong as an ox, Art had been a Las Vegas ever since his parents, my Uncle Joe and Aunt Margie, along with his younger brother Doug, moved out from Brooklyn back in the 1950s. Art was head chef and kitchen manager at Winners, a job I’m sure he never thought in a million years could put him in danger of spending the rest of his life behind bars.

“Not guilty!” Arthur thundered, in a deep resonant voice befitting a man his size, to the three counts with which he was charged.

How did it come to this? How did four businessmen working hard to take care of their families and contribute something to the community end up pleading innocence when we were the ones who should have been pressing charges? The answer was a paradox. It was simple, yet much more complex than you might ever imagine.

## **Q&A**

**\*Each question is answered by Ron Coury.**

### **Q: Why did you choose to write *Tenacity*?**

**A:** The unique developments surrounding the theft we uncovered at Winners Casino put into motion a series of events with the corruptive nature of this small town city council and their city attorney. The power they yielded over their police department to persecute an innocent “perceived” enemy of the state, the undercover investigative solution I implemented and how the ensuing events played out resulted in a story worth telling. Shining a light on injustice to prevent it from recurring is a longstanding American practice.

### **Q: Why do people need tenacity? And how did you come up with the name for the book?**

**A:** In life there are sheep and there are shepherds. The sheep follow the herd, accepting what is determined for them and often find slaughter or a shearing as a result. A shepherd decides the direction and guides his/her future. People who want to maintain control over their destiny must demonstrate some level of tenacity. In many of my life instances, the initial answer from the powers above me was negative. My reply was defiance and an unwillingness to simply “go along.” I have been called tenacious by a number of friends on occasion so the title seemed applicable. When I decided to write this book and tell my story the title, *Tenacity*, seemed to be the single best word to define one for whom failure would not be an option.

**Q: What do you hope today's business owners will take away after reading *Tenacity*?**

**A:** Business owners will hopefully find motivation to be diligent, detail oriented and fearless when they know they are right. With the facts and perseverance on your side, success may not always be assured, but it will often prevail. Even if you fail, you fail knowing you did all you could to achieve your goals.

**Q: What characteristics helped your businesses become successful?**

**A:** When there was a need in a community for the service or product we offered, our ability to provide that product or service more efficiently and in better form than our competitors contributed to our success. The implementation of a dream with appropriate follow-through to strive for success will generally result in a profitable outcome. Determination, perseverance and diligence or, in a word, TENACITY, results in success when others may fail.

**Q: Did writing *Tenacity* change you? If so, in what ways?**

**A:** Even though I lived through what my book describes, actually writing it and having to put feelings I've long held within me into words created a self-realization that few others ever encounter. With near perfect results in most encounters, I may have been changed to more appreciate what those various experiences over four decades actually symbolize. By describing these true challenges, I may have a life-changing impact on many up-and-comers who encounter adversity. These events might provide others a road map on achieving unimaginable success against long odds.

**Q: How has the business landscape changed in Las Vegas over the 45 years you have been a resident?**

**A:** The Las Vegas Valley has grown in size to exceed 2 million residents. It's now more difficult to conceive an idea and implement its creation due to the fact so much has already been developed and improved.

**Q: To a young, new owner or anyone interested in starting a business, what do you hope they value most from reading *Tenacity*?**

**A:** A young, new businessperson will value the how-to's. How to generate an innovative business concept, gather the facts surrounding its implementation, develop a game plan and pull the trigger when all the moving parts are aligned. How to develop a stick-to-it attitude if what you encounter is initial defeat but you still believe you are right. How to demonstrate a level of diligence, stamina and tenacity that will deliver you to the finish line. How to keep a fear of failure or the acts of corruptive elements from succeeding in defeating you when you know you are right.

**Q: How did your military experience prepare you for trials in your business? Would you say your military background gave you a leg up in your business?**

**A:** Definitely! Especially my selected branch, The United States Marine Corps, prepared me for situations I faced in my businesses. The Marine Corps instilled in me a level of determination coupled with the physical training to provide the skills I needed to overcome various forms of adversity.

**Q: Were you surprised by the levels of corruption you encountered at some of the highest political levels? In what ways?**

**A:** I never imagined a city council or a small town police department would stoop to such levels of reckless, clear-cut corruption, antagonism and hostility over a simple property use permit.

**Q: How did beating the odds and surviving esophageal cancer change you?**

**A:** The tenacious adherence to a lifelong workout regimen positioned me for the 11 hours of surgery, post-operative complications and years of recovery that a complex and extensive medical resection put my body through.

## **PRAISE FOR *TENACITY***

“Coury provides an account that’s both dramatic and cinematic. The author’s story, as the title suggests, focuses on his indefatigable refusal to surrender, and readers won’t be able to help finding this to be an impressive virtue. The prose doesn’t offer many literary flourishes, but Coury does show himself to be a naturally gifted storyteller with a clear, informally charming style. Although the narrative largely focuses on his business exploits, he candidly discusses his childhood, his bout with esophageal cancer in the mid-2000s, and his happy marriage, as well. An often-captivating remembrance that’s brimming with intrigue.” — **Kirkus Reviews**

**Wayne Allyn Root** — politician, political commentator, media personality, best-selling author and columnist for the Las Vegas Review-Journal — calls Ron Coury “. . . a brilliant Las Vegas entrepreneur and visionary” and says *Tenacity* is “. . . one of the quintessential ‘Only in Vegas’ stories. We need a nation of Ron Courys.”

“Corruption. Bribery. Elected officials seeking to enrich themselves rather than serve the public—facing the one man with the guts, determination and steel will to stand up to them and see justice done. And every word of it is true. This is *Tenacity*, the real life story of Ron Coury, a man of principle and indomitable spirit who took on the powers pulling the levers of gambling, transportation and industry in Las Vegas . . . and won. *Tenacity* is like a blockbuster movie that will anger, thrill and ultimately inspire with the powerful message that even when the fix is in, the good guys sometimes come out on top.” — **Bob Burris, Film/TV Producer**

“Coury is a wonderful storyteller. His writing is detailed and colorful, with touches of humor. Such stories keep readers entertained throughout. Anyone interested in Las Vegas in the 1970s and '80s will enjoy it, as will anyone looking to be inspired by an American success story.” — **Blue Ink Review**

“Ron’s autobiographical memoir is a stunning read – not only because of all the adversity he has overcome in his life, but because of the light he shines on the coming of age of the Las Vegas we know today. Inspiring, illuminating, and searingly written, this is a book for someone who has faced tough odds and both lived to tell about it and provides a rather solid hero.” — **San Francisco Review of Books**

### **TENACITY QUICK HITS**

Release Date: Jan. 15, 2019

Hardcover ISBN: 978-1-7327210-0-5

Paperback ISBN: 978-1-7327210-1-2

Author: Ron Coury

Genre: Memoir

Publisher: Las Vegas Publishing Group, LLC

No. of Pages: 282

Paperback: \$18

Hard Cover: \$30

E-book: \$9.89

Audio Book narrated by film veteran Michael Madsen: Free with Audible trial.

Available on Amazon.com and [www.roncouryauthor.com](http://www.roncouryauthor.com)

Review copies available to all bona fide members of the media upon request.

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