

Volume 38, Issue 1

Mind Bets

April 2019

The Southern Nevada Mensa Newsletter



Photo: Megan Edwards

Book Review

Tenacity by Ron Coury

When those in power are against you, preventing you from realizing your dreams, how do you handle it? In *Tenacity*, a new memoir by Ron Coury, the author faces this question time and again, and with patience and persistence he finds ways to overcome the obstacles in his way.

Born in Brooklyn, N.Y., Coury moved to Las Vegas in 1973 where he began an entrepreneurial life, opening businesses in a variety of fields. While they seem a bit disconnected on paper, the diversity of his businesses flowed from unfulfilled niches—something Coury was constantly on the lookout for. From the carwash he bought to cut down on costs involved for his stretch limo business, to the glass company to complement the graphics company, he saw ways to make his businesses more efficient and implemented them.

But where he spent most of his energy—and the industry that was most profitable for him—was the tavern business. After opening one tavern and acquiring another, Coury set his sights on developing a new tavern in City of Opportunity, a small community in the northwest part of the Vegas Valley. In City of Opportunity an unrestricted gaming license was attainable, while in Las Vegas proper, taverns had limits on the number of gaming machines they could install.

What should have been a straightforward license application to the city council became at first a challenge, then a battle, and finally, as he stood before a judge facing 50 years in prison, a fight for his freedom. In his biggest battle to date, Coury applied the same reasoning that had seen him through his business struggles: If you're going to play the game, you'd better study the rule book.

Tenacity is a story of corruption, betrayal, the value of reputation and the power of friendship. A gripping, behind-the-scenes tale of business in the good ol' boy days of the 1970s and '80s, it is a well-written and well-edited book that will keep readers riveted and leave them inspired.

Available in paperback, hardcover, Kindle and audiobook on Amazon.

<https://tinyurl.com/yyocn2jw>

—Tiffany Pace, Mind Bets Editor

