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JERRY TARKANIAN

THE DROOPY-EYED AND CONTROVERSIAL COACHING LEGEND

REACHED THE PINNACLE OF COLLEGE BASKETBALL

SUCKING ON A TOWEL FOR GOOD LUCK AND BELIEVING IN HIS PLAYERS.

BUT THAT'S JUST THE BEGINNING OF TARKANIAN'S STORY.

BEYOND THE TOWELS. BEHIND THOSE EYES.

REBEL WITH A CAUSE

Some remember him most as the droopy-eyed coach sucking on the towel for good luck during his National Championship run in 1990. Some remember him most for his innovative, entertaining and record-setting run-and-gun offense which gave rise to his team's well-earned moniker "The UNLV Runnin' Rebels" and forever changed the way college basketball was played. Some remember him most as being the decades-long foil for NCAA investigators, a role that would eventually derail his long and brilliant career and mark him as one of the most controversial coaches in history. These memories are just the beginning of Jerry Tarkanian's story.

Tark was an unassuming man from humble beginnings, who was raised to never judge people by the church they attended, or the color of their skin, but by their character and integrity alone. He was gregarious and generous, choosing to recruit inner-city kids with troubles and talent and bring them into his heart. He and his wife, Lois, supported his players as if in a large, open family. He was sincere. Caring. Loyal. He took a genuine interest in his players' welfare and was able to elicit performances from them that no other coach could, or would even attempt. Taking over mediocre athletic programs time and again, he built dynasties and influenced an entire generation of young players without regard to race, ethnicity or complicated home situations.

Jerry Tarkanian's former ball boy, player, assistant coach, attorney and son, releases the most complete and accurate biography "**REBEL WITH A CAUSE**" (February 2020). For the first time, readers will learn how Jerry Tarkanian was able to relate with, develop and motivate the inner city kids who have dominated college basketball for the past 60 years. Readers will enjoy the stories of how he was able to get his players to play harder than any in the country with sarcasm and wit as opposed to threats and intimidation.

Jerry Tarkanian took over a Long Beach State program with no money, no resources, no tradition, and players other schools wouldn't touch and turned them into a national power and came within an eyelash of beating college basketball's dynastic team of the era, the UCLA Bruins.

Jerry Tarkanian's UNLV program reached the pinnacle of success winning the 1990 National Championship by the largest margin ever 30 points, 103-73. He finished his career at UNLV with 630 wins and the highest winning percentage in

college basketball history at .834%. His teams made it to four Final Fours. His last ten teams averaged a remarkable 31 wins per season. 31.

The UNLV Runnin' Rebels were a juggernaut. They were trendsetters. They were Showtime before the Lakers. Readers will feel the excitement and enthusiasm of the most entertaining brand of basketball ever played. Teams averaging 110 points per game, the pre-game light and fireworks show, Gucci Row filled with celebrities and movers and shakers. Readers will be brought into the huddle, the locker room and the team's pre-game meal to feel the focus, anxiety and anticipation each player felt.

And for the first time, **REBEL WITH A CAUSE** will describe in detail the real reason the most powerful and vindictive organization in amateur athletics, the NCAA, started a 30-year vendetta against Jerry Tarkanian. The book describes the heartache and pain Tarkanian experienced but also his perseverance and never quit attitude. What is now widely known, the hypocrisy of the NCAA, Tarkanian spoke about 30 years before and was widely criticized and maligned for. Tarkanian fought for his players, for his fellow coaches and for what was right. The NCAA prematurely terminated his career and destroyed his reputation. But Tarkanian never backed down. He never stopped fighting.

"REBEL WITH A CAUSE" also covers

- The prejudice Tarkanian faced as an Armenian-American
- How he developed his California state junior college championship teams
- His move to Long Beach State and Division I basketball
- How the UNLV athletic program was in disarray when Tark arrived in 1973 at age 43
- How Tarkanian's rise at UNLV mirrored Las Vegas's own rise as a premier destination
- The coach's adventures in recruiting
- All of the details of all of the NCAA allegations and investigations from over the years, including six infraction committee hearings, four probations, two congressional investigations and a journey through the American judicial system, all the way to United States Supreme Court
- How NCAA investigators persuaded recruits to not join Coach Tarkanian's teams
- How each time his program reached national prominence they were unfairly placed on probation
- The stars and entertainers who would come out to games during UNLV's glory years
- The now common knowledge details about cheating at UCLA under John Wooden and at Kentucky under Adolph Rupp
- The remarkable ten-year stretch from the 1982-1992 when he would win 307 games, ten league titles, enjoy 10 NCAA tourney appearances, advance to three Final Fours and win the National Championship
- His very short NBA coaching career with the San Antonio Spurs
- His move to Fresno State in 1995, bringing scrutiny and allegation with him
- Tark's enshrinement into The Naismith Memorial Basketball Hall of Fame
- How the Las Vegas strip dimmed its lights in honor of Coach Tarkanian when he passed.

Now as facts continue to come to light about the NCAA's unjustified persecution of Coach Tarkanian, Danny Tarkanian wants to make sure that what happened to his father cannot, and will not, ever happen again. To anyone.

Jerry Tarkanian was a man born to be a basketball coach who had a unique and special relationship with his players and went head to head against coaching legends like John Wooden, Dean Smith, Jim Valvano and Mike Krzyzewski. **REBEL WITH A CAUSE** celebrates this simple, uncomplicated man who instructed kids in the art of basketball, refused to buckle under pressure, and who left a lasting and enduring impact on the college game—one that will be appreciated by coaches and players alike for years to come.

About the Author

Danny Tarkanian is first and foremost a devoted husband to Amy Tarkanian and a proud father of four children: Lois, Ava, Ashley and Jerry, Jr. He is also a successful commercial real estate developer of the Tarkanian Professional Center, a 100,000-square foot commercial center that has thrived even through Nevada's real estate downturn. He founded a successful non-profit youth basketball organization that teaches children the life lessons learned through playing sports. In 2004, Danny ventured into public service, earning the Republican nomination for State Senate. He was also the Republican nominee for US Congress in 2016, losing the general election by 1%, in the most expensive Congressional race in the country. Danny's family story represents the American Dream and service to community. His grandmother Rose escaped the Armenian Genocide and came to America for a better life for her family. She persevered through the early death of her husband and the Great Depression and her son Jerry became the greatest basketball coach in NCAA history.

About the Book

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