



# Rico Austin Man About Town

BY FERNANDO RODRIGUEZ

Rico (Richard) Austin was born and raised in Southwestern Idaho as the oldest of five brothers. Rico moved to Boise at 25 and enrolled at Boise State University, where he became a walk on player with the Boise State Broncos football team.

"My father passed away at an early age and I had to help take care of my younger brothers. I couldn't play high school football because I had to work to help support my family, but I played in the labor camps and

on the school grounds with church friends when I had the opportunity and I was one of the best and it was always my dream to play college football."

And making dreams come true is what Rico Austin is all about. While at university, Rico started writing about his childhood experiences and realized he had a knack for storytelling. He earned his Bachelor's Degree at Boise State and then later, left university with a PhD. Austin also earned an Associate

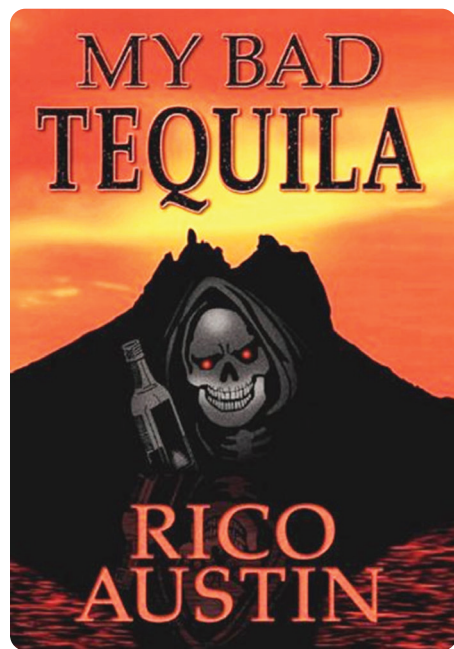
Degree in Marketing and Sales from BSU, and holds a Master's Degree in International Management from Thunderbird School of Global Management. Austin completed his Bachelor's Degree in Business Administration.

In 2017, Rico received his Doctorate Degree in Tequila from the World's Most Knowledgeable Tequila Expert Mr. Julio Bermejo, owner of Tommy's Mexican Restaurant. This rare PhD has made Rico

Austin one of the most gifted Tequila Connoisseurs on Earth, of which less than 200 people in the world have this claim. Rico's famous words to others while obtaining this exquisite feat, "I wasn't drinking. I was studying!"

And he was also writing. Rico Austin is the author of several books which include My Bad Tequila (Austin's first and award-winning novel), Baja Loco, Mexico Got Lucky, In the Shadow of ELVIS, Arizona is where I Live, Author, Artist & Anyone's Personal Marketing Guide, and Son of the King. He co-authored Baby Tender Love with his wife Connie and continues writing articles which are published on different platforms. Austin has also written a screenplay My Bad Tequila based on his best-selling novel and is in the process of writing the screenplay for Mexico Got Lucky. In 2016, he was named a finalist of "The 50 Great Writers You Should Be Reading Book Awards".

Austin first began writing when he was 13. He was a local reporter for the "Eager Beaver 4-H Club" in Marsing, Idaho and started submitting weekly articles to the city's newspaper. He also put together a few short stories for Reader's Digest and become a professional freelance and feature writer for DASTOR newspaper at Thunderbird, The American Graduate School of Global Management from



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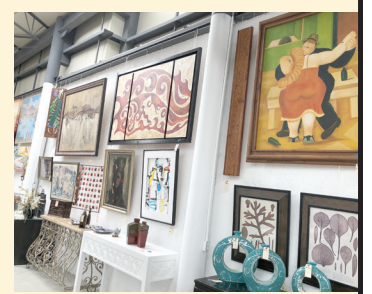
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1996-1998.

Rico's first novel, "My Bad Tequila" was published in September 2010 and has earned a number of awards. "My Bad Tequila is a story of one man's journey through life, which begins when the main character, Rhet Austin, takes a disastrous once in a lifetime spring break trip to Mexico, which does not end up being the dream vacation Rhet had envisioned," said Rico in an April, 2016 interview. "80% of the story is true," added Rico during the interview which is available on youtube. "And 20% of it, I don't remember what happened. It's an incredible story of many bad decisions."

"Now that I've written the story, the mystery has been solved and my life is very good," said Austin, adding that all of the people in the book are real. Only their names have been changed. "Back in the 70's and 80's, Baja was still the wild frontier. It was where renegades and outlaws can go and hide. You're allowed to be just about anything down there. Now it's a bit tamer, which being in my

50's, I'm very satisfied that it is. There's lots of tequila down there. There's the beaches, the ocean, the señoritas, the Mexican food, La Musica. I love it. It's what the old west used to be."

"I have a place in Mexico, where I go to unwind, so my life is better than I ever dreamed it being. My mother raised five young boys, and we were some of the poorest in town, but she always made sure that we were fed and clean, and worked. And so it's had a very positive impact on my life," said Rico. When asked about his illustrious life, traveling across the world to Lithuania and England, Rico said, "No one can ever take your education away. Everything else can come and go."

And for many people who have known Rico Austin, it can definitely be said that he has had a very positive impact on their lives including the woman he saved from drowning in Cabo San Lucas. Rico currently lives in Arizona with his wife Connie. For more information about his books, please visit his website <http://www.ricoaustin.com> and Amazon.com. 🐦