

## COMMON MISPERCEPTIONS ABOUT EMPOWERMENT NEVADA

Empowerment Nevada is a conservative organization – The politics we espouse is not about right or left, red or blue, or us vs. them. We encourage people to stop consuming the vitriol so present in today's political arena and instead spend their valuable time looking in the mirror instead of pointing fingers to solve their problems.

Empowerment Nevada is a liberal organization – See response above.

Empowerment Nevada is anti-government – We have nothing to do with being pro or anti-government. Our focus is on promoting the culture of doing the right thing, as normal behavior, every single day: the culture that built this state and country in the first place.

Empowerment Nevada is a platform to run for public office – Empowerment Nevada is the antithesis of running for office. We reject the idea that people need to be politicians or people of note to have a lasting impact on the future of our state and country. In fact, citizens sit on the top of the food chain in this country and have the greatest impact: not those who run for public office, nor any other hero.

Empowerment Nevada is ultimately about volunteerism – Empowerment Nevada is not promoting showing up a few times every year to do a good deed. Rather we're advocating the consciousness that shows up every day to make a difference as a normal part of life.

Empowerment Nevada doesn't do anything – Empowerment Nevada provides advertising and marketing that persuades people to live the "own it!" message in their daily lives. We do not tell people how to own it; in fact, when people ask, we tell them to stop looking to us for the answers and instead look in the mirror. When people finally choose to look in the mirror, we have achieved success.

Empowerment Nevada has no way to document success – People who "own it!" on a daily basis have a positive impact on our community. This behavior becoming more dominant in our culture will have numerous tangible and intangible effects. For example, the lady who cleans up graffiti in downtown Reno every day improves the climate for families and business to thrive. Workers who do their best every day rather than watching the clock improve the bottom line. Parents who take active roles in their children's lives make families stronger and our communities safer.

Empowerment Nevada's marketing and advertising plan can't actually change people's behavior – The entire point of marketing and advertising is to change people's behavior. It's a science, and when done properly, it has a major impact on how people act. Smokey the Bear, for example, has reduced forest fires, just as "Friends Don't Let Friends Drive Drunk" has decreased drunk driving deaths.

Empowerment Nevada is just like the Tea Party, Occupy Wall Street, No Labels, the Easter Bunny, Santa Clause, and the Tooth Fairy – We are not like any other organization out there. We are redefining the very meaning of politics, changing the focus away from the red vs. blue finger –pointing and vitriol so dominant in our politics today. We are challenging people to stop looking outward for others to blame and instead look in the mirror for the solutions to our problems.

Empowerment Nevada tells people what to do – When people ask us what to do or how to "own it!" we respectfully tell them to look in the mirror and find their own answer. We are trying to break the habit many of us have fallen into of looking for permission, guidance, or direction in order to – as free citizens – own what needs to be done.

Empowerment Nevada is a brand new concept for the state and nation – The concept of "own it!" is nothing new. It's the very consciousness that built this state and country in the first place. We're simply using marketing and advertising to remind people that politicians, movie stars, and heroes don't sit on the top of this country. We the citizens are at the top of the food chain, and we need to take that responsibility seriously day in and day out.

Empowerment Nevada is just youthful, naïve, idealism – Expecting highly partisan politicians, Hollywood movie stars, or other heroes to solve all of our problems for us while we sit as spectators and living irresponsibly is idealistic. This nation was built on the foundation that individual citizens are sovereign and responsible. Everything in our politics is merely a reflection of us.

It's the problem-solving by ourselves culture that built this country in the first place. All we're trying to do is make that behavior more dominant in our culture again!

Empowerment Nevada just wants Democrats and Republicans to get along. Many of us, just like Jefferson and Adams, already "own it!" by going on Facebook, talking to friends, and writing letters to the paper about the issues that really matter – Debate is a precious tool that, when deployed respectfully, refines ideas and helps excellence become reality. Unfortunately, that's not what dominates our interactions with each other today. People are obsessed with being right, and communications and debate center on rallying one side to blame, point fingers, and destroy the "other side." Empowerment Nevada promotes approaching differences from a foundation of respect and a common desire to get it right.



own it!™