



**Noah "Noé" Dyer**

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## Noah "Noé" Dyer for Governor – Press Kit

### A Note to the Press

Esteemed journalist,

At a time when many politicians are encouraging the public to doubt the value and accuracy of your hard work, I want to declare my respect and admiration for your profession. Without you we'd all be more ignorant, and we'd suffer much more corruption from those in power. Thank you for making our society a better place!

As you will see below, I promise to always be candid, honest and thoughtful. Like you, I want to improve the world we live in. I have many good ideas to accomplish that goal. I look forward to being honestly challenged where my policies are weak. Should I make an error in judgment, I am eager to be held responsible.

As you craft your headlines and smith your words, my sincerest wish is that you are empowered by the spirit of truth. Your viewers, visitors, listeners, and readers deserve the best information and balanced analysis. I have absolute trust in your ability to give it to them.

Sincerely,

Noah Dyer



## Overview

### A Modern Candidate for Arizona's Future

Noah is a thoughtful, socially responsible moderate who has broad experience as an educator, entrepreneur, and small business leader. He believes government transparency is a critical issue for 21st century voters, and has a unique willingness to be open with voters about political and personal matters. As Governor, his top priority will be to improve Arizona education. He will also attract jobs, talent, and capital to Arizona. He will achieve this by helping the rest of the country see that in addition to a great weather climate, Arizona also has an advantageous business climate and an inclusive social climate.

### A Thoughtful Approach to Arizona's Issues

Noah is determined to fully fund equal education for all children regardless of economic background. He will ensure Arizona's healthcare system adapts to protect our most vulnerable residents regardless of changes from the federal level. He has detailed plans to make fiscally and socially responsible reforms to Arizona's drug, law enforcement, and corrections institutions. He will push hard to modernize Arizona's election system and eliminate the improper advantages political parties have legislated for themselves.

## About Noah

Noah is an executive, educator, entrepreneur, and author. He is currently the Vice President of Marketing Strategies at On Advertising. In his current role, he is responsible for new business development, client strategy, and management of complex projects.

Before moving into marketing, Noah worked for three years as a junior high teacher in the Osborn and Madison Elementary School Districts, first as a substitute teacher, and then as a full time technology teacher. Later, he worked for two years as a professor of game programming and production at the University of Advancing Technology.

Noah cofounded a marketing agency in 2010, Sure Spark, which still serves clients today. That same entrepreneurial spirit led him to develop and launch Fizz Points, a social media and loyalty marketing app, which, though not a commercial success, gave him valuable insight into the world of tech startups and fundraising. He has consulted for many companies, and has worked on many side projects, including indie video games.

Noah is a certified ScrumMaster and author of the textbook Successful ScrumButt: Modifying Scrum Project Management for Student and Virtual Teams. His marketing articles have appeared in many publications, and he's also a frequent conference speaker and expert guest on television and radio programs.

Noah is a product of the Arizona school system, from Kindergarten through his Master's Degree. He graduated from Central High School, received his bachelor's in psychology from ASU West, and his Master's in Business Administration from ASU's Main Campus.

Noah is fluent in Spanish. He is a hobby stage hypnotist. He served a Mormon mission in Costa Rica before becoming agnostic. He has read the whole text of the Bible, the Quran, The Tao Te Ching, The Book of Mormon, the Bhagavad Gita, and many other holy texts. He has traveled throughout India.

Noah is a volunteer reader for Sun Sounds, a radio station that reads newspapers and other printed material to the blind. He is an Eagle Scout. He enjoys playing many sports, including wrestling, boxing, volleyball, basketball, ultimate Frisbee, football, rugby, and more.

Noah is the proud father of four beautiful children, Enoch, Mattie, Linkin, and Lillie. He has been married, divorced, a homeless person, a champion athlete, and many other things. Perhaps most importantly, and inspiring his campaign for Governor, Noah has something in common with nearly everyone and likes to build on common experiences rather than focus on differences.

## Issues

### Education

Noah believes in equal education for all Arizonans. He believes students should be exposed to computer programming fundamentals in Kindergarten, and receive computer science and other STEM curriculum with great intensity throughout their education. Noah favors equal educational opportunities for all of Arizona's children, and he is opposed to government spending and taxation policies that contribute to the divide between the quality of education received by the affluent and the poor and middle class. He supports initiatives that transfer education costs away from parents and onto businesses hiring Arizona's graduates, such as higher corporate taxes. In return, he believes businesses have the right and responsibility to influence educational standards so that Arizona graduates exceed their expectations.

### Jobs

Noah believes that the great companies of the future want to locate in states that have progressive social attitudes and the infrastructure to provide opportunities for success as well as diverse lifestyles for their employees. Furthermore, while businesses will always publicly seek tax cuts and tax breaks, they also understand that taxes enable the best education, security, health care, and other government services that are vital for competitive advantage. Robust government services allow their employees to live comfortable and fulfilled lives. He looks to California (the largest US economy) and Norway (2nd highest median income in the world) as just 2 leading examples where companies accept regulations and taxes in exchange for excellence.

### Budget

Noah believes that government debt is an immoral tax on the next generation, and he is opposed to any budget that does not rapidly pay down state debt.

### Immigration

Noah believes anyone who wants to live in Arizona has as much right to live here as anyone who already lives here, regardless of birth nationality. He believes well meaning immigrants who came here despite quotas and restrictions to the contrary should receive expedited legal status.

### Healthcare

Noah believes all Arizona citizens should have access to emergency medical services regardless of their income and insurance. He also believes that individuals must be responsible for their own actions, and that the citizens of the state should not be on the hook for medical costs that are the result of a lifetime of known poor lifestyle and health choices. He also recognizes that even in the case of unexpected life threatening illness, Arizona citizens cannot bear the cost of expensive treatments that are likely to prolong life only briefly, or add questionable quality to one's remaining days.

### Raising the Standard of Living for All Arizonans

Noah believes individuals earning over family households earning over \$400,000 per year and single households earning over \$150,000 per year should spend time relaxing and financially enriching others, and should stop activities designed to further increase their personal incomes. Noah does not support legislation mandating maximum incomes, but he will use the above figures as a guide when approving legislation with financial consequences. He will always ask himself, "Does this legislation create more exceptionally high earners, or bring more people out poverty?" He does understand the

mathematical reality that those two possibilities are antithetical; you cannot do both at the same time. Every time one individual earns more than the median income, another must earn less. When some people earn dozens or hundreds of times the median income, then dozens, hundreds, or even thousands of people are forced far below the median.

## **Marijuana Legalization**

Noah supports the legalization of marijuana, with common sense regulations to protect the vulnerable from abuse, and the rapid release of all who have been imprisoned exclusively for using and selling it.

Noah is not a marijuana user himself, but he thinks it's very unfortunate that many people who would benefit from the use of cannabis do not feel comfortable using it because of the stigma attached to it.

## **Sustainability**

Noah is committed to doing everything in his power to ensure that today's Arizonans reduce waste and conspicuous consumption. Future generations should have greater access to the natural resources and beautiful landscapes that make Arizona great, not less. He supports expanded sustainable energy infrastructure investments and research, especially solar.

## **Gun Issues**

Noah supports the right of anyone who wants to own a gun to do so. The Constitution is clear that the purpose of gun ownership is to empower a high functioning militia. In Arizona, the militia is the Arizona National Guard. As such, Noah is considering initiatives that require gun owners to be affiliated with the Guard. He envisions creating programs to facilitate National Guard participation by a much greater number of Arizona's citizens on a more limited basis.

Additionally, he strongly discourages gun owners with children from keeping their guns at home, as they exponentially increase the risk of their little ones being injured or killed by a gun. He does not think this recommendation should be enshrined in legislation.

## **Federal Surveillance and Cyber Security**

The federal intelligence community needs to be sufficiently accountable to the people it serves, which has not been the case for some time. Modern technology has exacerbated this situation. The most effective way to defuse the problem of an unaccountable shadow government is for states to band together and demand reform. Noah will build a coalition of states with the strength and resolve to demand accountable intelligence practices and ensure secure cyber access for us and generations to come.

## **Election Reform**

Noah recognizes that political parties play a valuable role helping candidates and voters organize and disseminate information outside of elections. However, political parties have legislated for themselves unfair advantages that undermine electing moderate candidates that best represent the will of the people, and can bring unity to dysfunctional governments, especially at the national level. To eliminate those advantages, Noah supports the following reforms:

- Ballots should be free from all partisan designations (e.g. no (R), (D), etc. next to candidate names)
- General elections should be held between the top three primary candidates, with no consideration of political parties.

## Corrections Reform

Noah supports the recalibration of our law enforcement and corrections resources to focus on:

- Restitution, where applicable.
- Prevention.
- Psychologically proven rehabilitation programs. Incarceration is not such a program.
- Penalties that treat all wrongdoers proportionally (e.g. service hours instead of fines, as fines are incredibly burdensome to the poor, but do not deter the rich).
- Noah also recognizes that many criminals suffer from mental illness, and he supports a more robust mental health program as part of a crime reduction strategy.

## Scandal and Controversy

Think about how much time political campaigns spend digging up dirt on their opponents. Noah is confident that all time spent this way is wasteful and unfortunate. It is his belief that the cleverly disclosed scandals that come out of the woodwork in the midst of campaigns mainly serve to divert and distract away from meaningful dialogue.

He wants to have a real conversation.

His passion is focusing on the unique and innovative ideas he has to ignite positive changes in our communities. He is, however, willing to unveil all of the nitty-gritty details of his personal life if this means that we can move the discussion forward in a productive way. After all, Noah is a candidate who believes very strongly that a lack of transparency is an impediment to a productive political system.

Noah has had both deep and casual sexual experiences with all kinds of women. Noah Dyer is an advocate of open relationships. He has sent and received intimate texts and pictures, and occasionally recorded video during sex. Noah has always been forthright with his partners, seeking the same in return. All of his relationships have been legal and consensual, never coercive, or abusive, and he condemns such behavior. Noah is unapologetic about his sexual choices, and wishes others the same.

So here they are, private matters considered by some scandals, served on a silver platter. Do any of the events below affect Noah's ability to lead our state to a more prosperous future? Not at all, and he's one of the few candidate who believes you are smart enough to recognize that.

## Sex

Noah has had both deep and casual sexual experiences with all kinds of women. He is an advocate of open relationships. He has sent and received intimate texts and pictures, and occasionally recorded video during sex. Noah has always been forthright with his partners, seeking the same in return. All of his relationships have been legal and consensual, never coercive, or abusive, and he condemns such behavior. Noah is unapologetic about his sexual choices, and wishes others the same.

## Religion

Noah believes religion is beautiful when it inspires people to serve others and persevere despite adversity. Alternatively, he has spoken out very harshly when religion is used to defend intolerance and bully with mysticism. Such harsh words are rare these days, but if you'd like to read some of his past tirades, feel free to scroll through his old Facebook posts, all of which are set to public.

Noah believes that all people ought to be free to believe whatever they want about the origins of the universe and how it works. He also believes that, when such beliefs have political and legal implications, they ought to be debated and evaluated on their merits, just like any other political or legal idea.

## **Personal Finances**

Noah has a negative net worth, given that he has nearly \$100,000 in student loan debt. His income based loan repayment plan is actually insufficient to cover the interest, and his balance grows every year.

During the recession, Noah used credit card cash advances to pay tens of thousands of dollars in child support. He paid some of those debts in full, but ended up settling some those debts individually for anywhere from \$0.25 to \$0.75 to the dollar. He also sold his home in a short sale.

Noah has technically been homeless, and has enjoyed extended periods of couch surfing, living in offices, and other uncommon living arrangements. Thankfully, he has not known homelessness like that experienced by many people on the streets, with whom he sympathizes.

## **Family**

Noah is divorced. According to the court arrangement he has his kids 30% of the time. In reality he has them just under half time.

Like any family, he occasionally has minor feuds with his ex, parents, and extended relatives, but on the whole he treasures those relationships and considers them to be healthy.

Noah believes in supporting Arizona families of all types and sizes in their efforts to find happiness and create productive citizens.

## **Privacy**

Following the revelations of Edward Snowden, Noah became very uncomfortable with domestic government spying. He proposed a radical campaign to live life on camera for a year to draw attention to two points.

1. It is dangerous for one group of people to have superior information over another group of people. This is true of the information imbalance between Big Data companies and their customers, and also between governments and their citizens.
2. Honest people have nothing to be embarrassed about if their private acts are broadly known.

The extreme willingness to be transparent in both personal and political matters is a core value that sets Noah apart from any other candidate for office. Read his thoughts on Federal Surveillance and Cyber Security for additional information.

Noah will not ask the average citizen to conform to the same standard of openness and transparency that he applies to himself and others who have or seek a prominent role in public affairs.

## Contacts

Press inquiries are handled by Jeff Hecht, media relations; Ron Meritt, campaign strategist; and Noah Dyer himself. The best email for the campaign is [campaign@noahdyer.com](mailto:campaign@noahdyer.com).

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