

Background Briefing – The Left has Been Weaponizing Their Money for Years Against Your Values–It’s Time to Fight Back!

Who owns the investments in your portfolio? You’ve got these shares, but do you own them under the American corporate system? The shareholders are supposed to be the owners of the company and the company and the board are supposed to work for your interests. But in twenty-first century America, this system appears to be under assault.



It is time for the American people to wake up to the realities of how money, your money, is being used as a weapon for an Anti-American ideology. We have highlighted Investment funds that have stated they are putting their values even above investor returns with their focus on ESG, Environmental, Social Justice and Governance. While some ESG funds highlight decent returns, some believe there is a bubble forming within the ESG categories and if true, that’s trouble.

Barron’s magazine recently

*“This month, UBS made a groundbreaking move, announcing that it would recommend sustainable investing over traditional investing to clients around the world. **The big Swiss bank would even recommend it to retirement plan clients—a move that raised some eyebrows, given that the U.S. Labor Department is weighing a rule that would limit environmental, social, and corporate governance, or ESG, options in such plans.**”*

<https://www.barrons.com/articles/ubs-is-embracing-sustainable-investing-other-wealth-managers-could-follow-51601075524>

Is ESG what investors really want or just something the globalists are driving? Your briefing this week includes new insights on what clients and investors really want. There clearly is a lack of alignment in regard to values investing and the types of investments being offered. We conducted a national poll with John McLaughlin of McLaughlin and Associates to find where America really stands.



Your Mission: To align your investments with your values. Also, to understand how your money is being used for leftist causes often without your approval. Learn how you can weaponize your money to save America. There are several urgent steps to your mission this week.

1. **Nominate your financial advisor** for Economic War Room's certification training at Liberty University <https://www.economicwarroom.com/advisor>.
2. **Call your financial advisor** and ask them to learn more about how they can be a part of saving America through Liberty University and the NSIC. Let them know you would like them to consider learning more about economic threats against America, potential solutions, and patriotic investments. Make it clear to them that you want them to help align your values and weaponize your money to save America.
3. **Find a financial advisor that aligns with your values.** We are just kicking off our certificate programs, but we hope to soon connect like-minded clients and advisors in regard to investing according to your values and patriotic investing. Our goal is to have a national platform of NSIC advisors built out by 2021.

Ep. 3-108 (OSINT) Open Sourced Intelligence Briefing. This includes quotes and summaries from Kevin Freeman and John McLaughlin of McLaughlin and Associates. John has an MBA in quantitative methods and finance. His team works with political, corporate, and business clients.

"We asked McLaughlin and Associates to look at Americans and what they think about their investments and how they've been politicized with, we use the buzzword ESG (environment, social justice and governance), which is built around broad gender diversity and broad diversity efforts. So in a sense, what we were asking were political questions, because ESG is very much a political idea. And going into it, we knew that there seemed to be a clear left right divide on a lot of those things. And in my opinion, the left gets the idea of weaponize money and using investments for political purposes. The right not so much." -Kevin Freeman

1. First let's review how the progressive left is leveraging and weaponizing money toward their causes.

The Left has been weaponizing their money for years and Conservatives have not had a counterweight. For too long the left, crony capitalists, and politicians have funneled money to promote their systems and enrich themselves.

- Previously your briefings discussed the multi-trillion dollars allocated to ESG funds worldwide and how these are changing the priorities of investments.
- New buzzwords like stakeholder capitalism push to make every company serve stakeholders rather than shareholders. This means that the company is supposed to serve approved segments of society and not just the people who worked hard to buy the stock.
- We discussed how the actual owners of investments are being shoved aside through corporate proxies and resolutions that typically have a far-left agenda.
- We've talked about how China has been accessing your pensions and our money to the tune of \$3 trillion or more. And here again, Chinese companies under Chinese law have to serve the Chinese Communist Party. American shareholders have virtually no rights. You're not even allowed to see the books of a Chinese company.

These are all planned and perpetrated efforts of the globalist elite to remake society with the gateway drug of socialism to achieve total government control.

2. A Look At The Real Pulse Of Americans Today As Related To Their Investments.

The Research Objective:

To understand typical American values and how they affect investments.

"And it's always a challenge between the greatest return because your own self-interest guides a lot of this, and at the same time, your values."

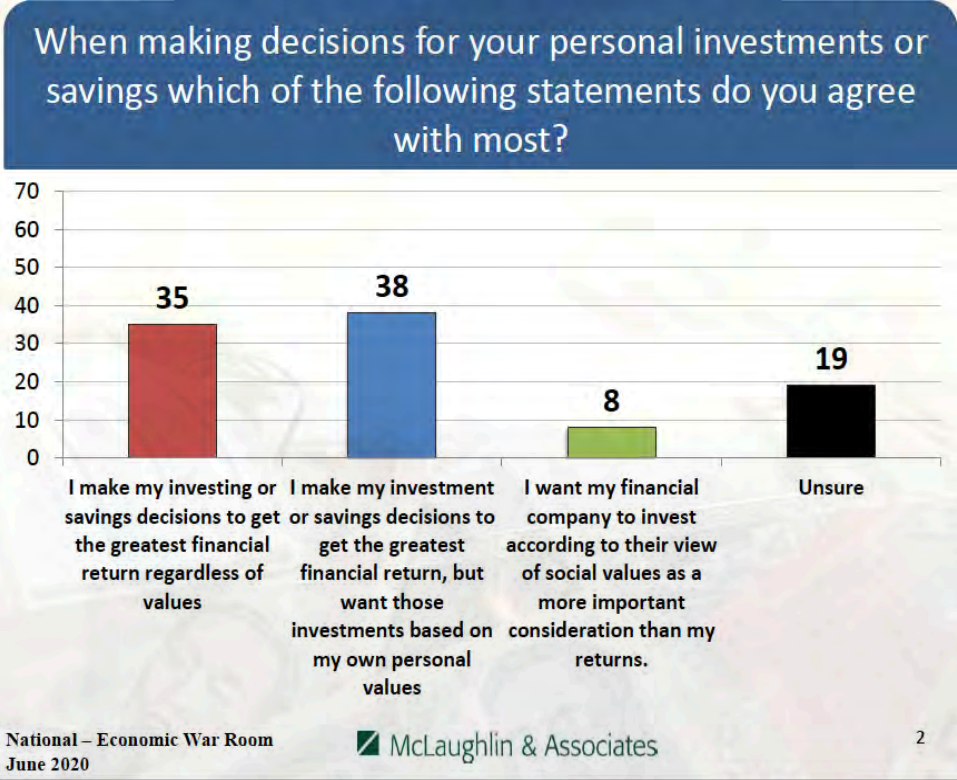
"So we've never seen the kind of socialist challenge that we're seeing in the United States right now. Ever. And really what's detrimental is our opponents in the Democratic Party have their socialist wing really moving a lot of their policies and their positions for the future" –John McLaughlin



3. What Investors Really Care About. Social And ESG Investing is Not As Important To Investors As Some In The Political And Investment Community May Want You To Believe.

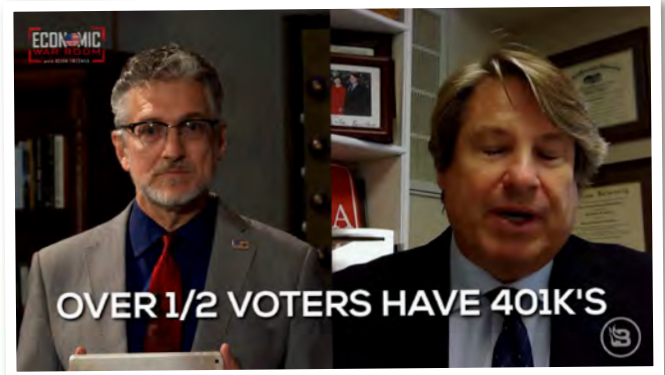
When Asked: Do you want your financial company to invest according to their views of social values as more important consideration than your returns?

This is what you've got going on now, people trying to control your investments by their social values and their policies. Only eight percent of all voters agreed with that. Thirty-five percent of Americans said they want they want the greatest return regardless. Another 38% want the best return but when values are considered, they want them to be their values and not those of Wall Street firms. **That's 73% of respondents who do not want Wall Street dictating values while investing their money.**



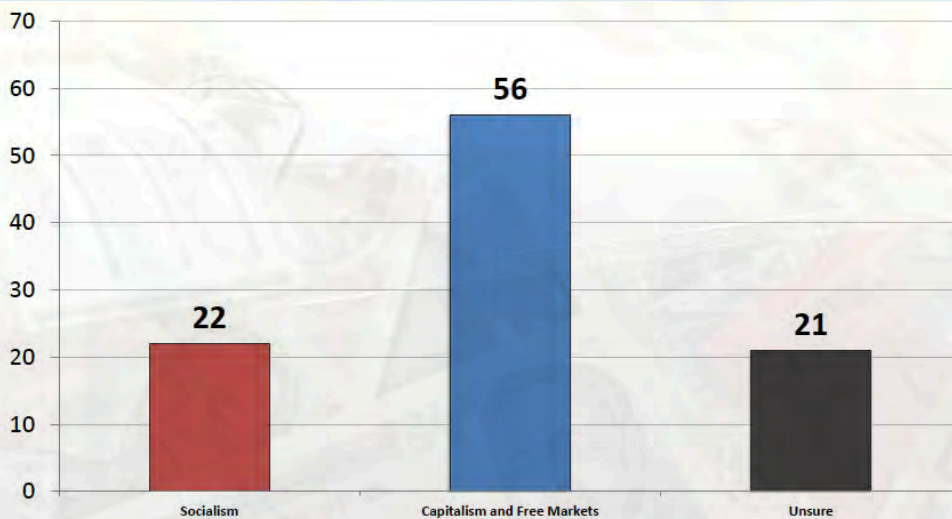
BOTTOMLINE - They are saying: I want them to invest for the greatest returns, but I want them to invest according to my values.

“Seven in ten are against investing in things against their values. That’s a big number, statistically. The margin of error in the surveys, is plus or minus three percent, so it’s well outside the margin of error. Most people don’t like the idea of this social investing where you’re sacrificing returns or you’re investing against the values of the person whose money it is. By the way, over half the voters, they have a 401K. They have, significant savings, so this really matters to them.” –John McLaughlin



When Asked: Would you rather invest financially in efforts that promote the ideals and concepts of socialism or encourage growth through capitalism and free markets?

Generally speaking, would you rather invest financially in efforts that promote the ideals and concepts of socialism, or encourage growth through capitalism and the free markets?



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June 2020

McLaughlin & Associates

4

The Result: With capitalism and free markets it is fifty-six percent. The scary part is the 22 percent who said they want to promote socialism. So that is that's a real challenge. The good news? Sixty-three percent of people with savings and 401K's prefer capitalism and free markets. So it's a bigger number still!



"It's a majority that want free markets and capitalism and it's enough to win an election if this were running as an issue for candidates. But it is scary. There has been this concerted effort by the media and by the educational institutions to promote socialism, and they've gained ground in the past 10 years. I have no doubt about that."

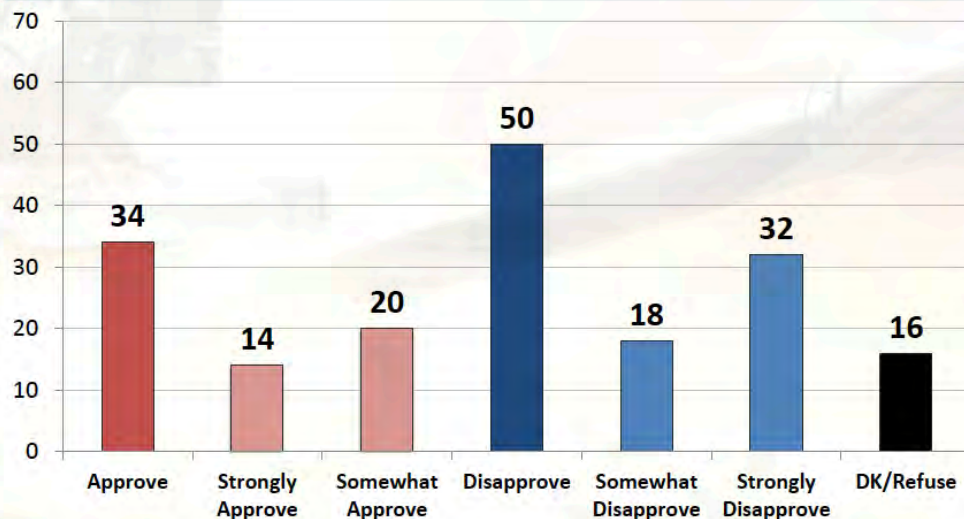
-Kevin Freeman

"I'll put on my partisan hat on for a second. When you look at Bernie Sanders, he got Joe Biden to sign in one-hundred-and-ten-page unity agreement. And in that unity agreement, there are a lot of socialist policies. Younger voters really don't understand what socialism is. And the president has made it quite clear that America will never be a socialist country. He said that in his State of the Union address. He said it during his Republican convention. And, by the way, most American voters agree with that." -John McLaughlin

And what's scary, though, is that forty two percent of Democrats agree with socialism. So it's really inside their party, which if they get control of the presidency, the Senate, the House, you're going to see the tail wagging the dog and the Bernie Sanders and Alexandria Ocasio Cortez, you'll see them. Elizabeth Warren, they will be enacting socialist policies and that's a scary thought.

When Asked: Do you support or approve or disapprove of your wealth being invested by a company that promotes itself as friendly to the environment, advocates for social justice and supports good corporate governance, but direct investments towards Chinese companies that violate all three?

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5

The Results: This is a big issue because it is all about hypocrisy. China has an abysmal record on ESG issues and yet Wall Street has given Chinese-based companies a pass. The very ones that are forcing ESG on American companies will allow Chinese companies to violate their own standards, placing American companies at a severe disadvantage.

“It is good to see we had 50 percent that do disapprove. This is kind of the hypocrisy question. I mean, this is Larry Fink and BlackRock. They’re very ESG friendly, but then they’ll stick money in Chinese companies that are clearly not following the same principles.” –Kevin Freeman

Companies like BlackRock are really creating an environment that is unfair to American businesses because they don't play by the same rules. So our US companies will operate by certain things regarding environmental regulation and the Chinese are allowed to have a different set of standards or rules.

"This is why so many businesses have outsourced to China, because they don't have the same rules on environment, on wages, on how you treat your workers, you know, so it's and the Chinese companies can also subcontract to North Korea or some other country. It's all those sneakers in textiles that you're buying, clothes there you're buying. It's not just China. But they don't operate by our values. So it's not good." –John McLaughlin

It's uneven playing field!

"It undermines American companies entirely because think if they get to pollute, if they get to violate all of these things, they get a competitive advantage. And then they trot out the free trade people. And I'm a free market/free trade guy, but only when there's a level playing field. The pro-China crowd may say, 'if they can do it cheaper and better, let them do it.' The result is that we don't help the environment at all and we destroy American competitiveness." –Kevin Freeman

President Trump understands the Economic War.

He's the first president that we've ever known that has stood up to China in terms of trade, no doubt. And when you look at the all the trade deals that he he's revised, I mean, the NAFTA deal, the idea that he was able to renegotiate with Mexico and Canada, the idea that he was able to redo the trade deal with South Korea and other countries (where unfortunately they don't play by the same rules), he's giving an even playing field. American businesses can now take advantage of the lower corporate taxes in the United States. Lower taxes and bring manufacturing jobs home. That is a great thing.

3. Patriotic Investing - What American Investors Want Most in Their Investments.

A look at values investing and the real impact areas America cares about most. The big investment banks may be missing it.

4 QUESTIONS WERE ASKED RELATING TO KEY CONCEPTS OF PATRIOTIC INVESTING:

Means	Total	Rep	Dem	Ind	Lib	Mod	Cons	App. DJT	Disapp. DJT	Under 55	Over 55	Men	Women
Investing in companies that are focused on bringing jobs and economic prosperity back to America	7.65	8.01	7.23	7.75	7.00	7.68	8.16	8.10	7.24	7.28	8.21	7.56	

A. When Asked about Jobs: To Rank The Importance Of Investing In Companies That Are Focused On Bringing Jobs And Economic Prosperity Back To America:

The Results:

This scored the highest at 7.65!

They want to bring jobs back to America. That's something which is a great patriotic thing. That's really good for investors and good for voters.

B. When Asked About Funding Adversaries: The importance of ensuring my international investments do not fund adversaries like Iran, North Korea, China that are working against US interests.

The Results:

This scored second highest on a scale of 0 to 10 in the Patriotic category at 7.29!

C. When Asked About Funding Countries with Religious Persecution

The Results:

This scored Third highest on a scale of 0 to 10 in the Patriotic category at 7.03!

D. When Asked About Social Justice Issues: Investing your wealth with companies that prioritize human rights and social justice issues at the foundation of their operations, including funding movements such as Black Lives Matters and force, and its efforts to defund police departments and achieve criminal justice reform.

The Results:

This one came right in the middle of 5.5. That's a lukewarm number. That's really not one of the concepts that they really want to be one of their goals.

Key Takeaways On Patriotic Investing:

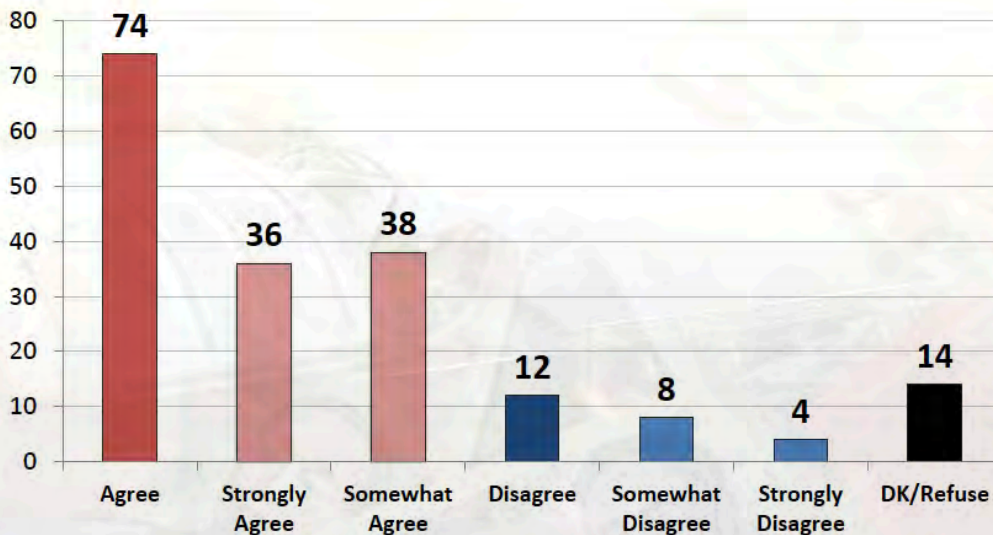
- Jobs matter and should not be given away to our adversaries
- Do not help fund or invest in adversaries working against US interests
- Do not help fund people/countries persecuting Christians
- Social Justice was considered important to the extent that all lives matter (and that includes all skin color). More radical BLM concepts such as Defunding Police, however, do not seem to resonate with many investors

4. Does Your Financial Advisor Align With Your Values?

When Asked: Do you prefer a financial advisor/broker most like yourself as it relates to values, interest and politics? The answer was very clear.

Do you agree or disagree with the following statement?

“My preference is a financial advisor/broker most like myself as it relates to values, interests and politics.”



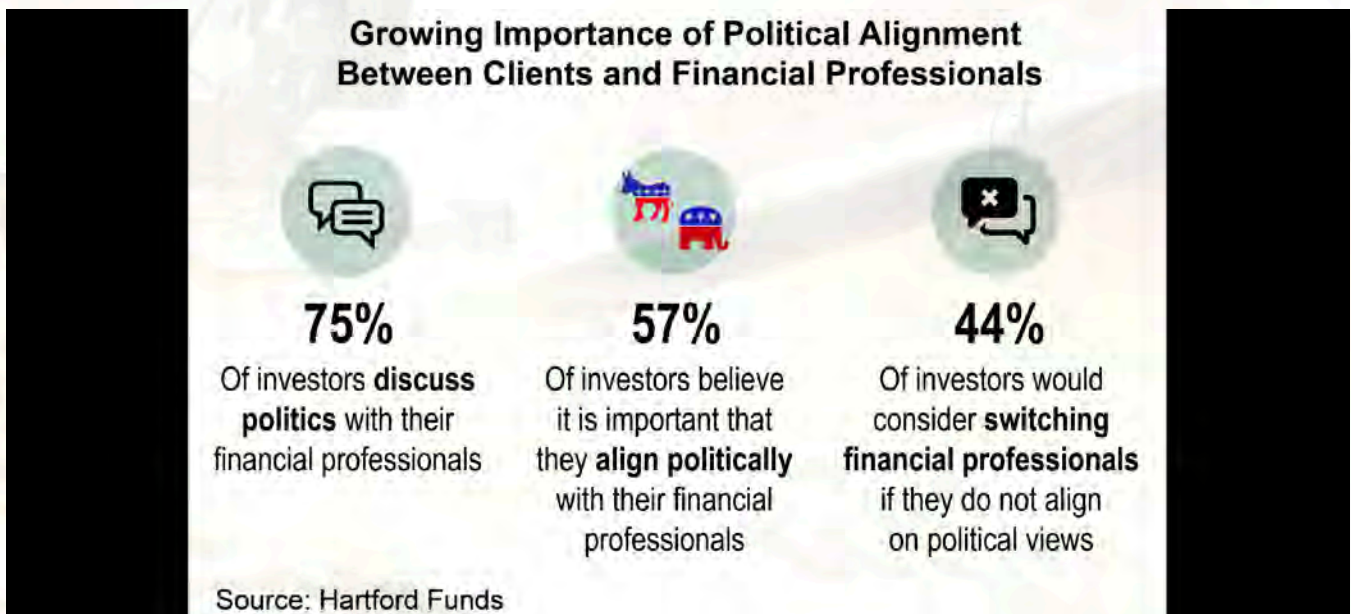
The Results: 74% agree and only 12% disagree!

- Republicans: Rated this 83% to 8%
- Democrats: Rated this 70% to 16%
- Independents: Rated this 70% to 12%
- Conservatives: Rated this 76% to 11%
- Liberals: 70% to 15%

Overall, people want their advisor for their investments to represent their values and be like them.

"In the industry, the mantra is, 'Don't be political, don't show who you are, stay as neutral as possible.' But the findings are that advisers really should reflect what they believe. Whether left or right, they'll tend to gain more clients." –Kevin Freeman

This was echoed in a recent poll by Hartford Funds:



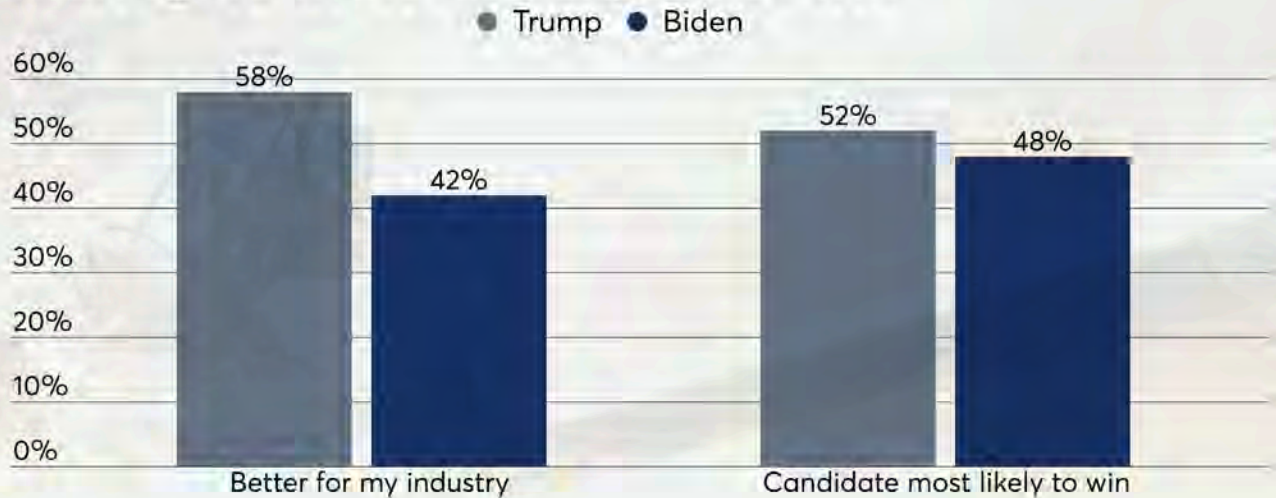
https://financialadvisoriq.com/c/2888253/357083/politically_aligned_with_your_clients_matters_more_than_think

Why this makes sense:

For Advisors and clients think of your experience, if it's your friends and family, who do you recommend? Someone like yourself. And most of its coming from somebody that you may know from church or you may know from a family connection. They naturally share your values and your interests. And that just seems like good marketing sense.

The key is that you can be open about where you stand. And the amazing thing, a majority of Advisors may well be conservative as shown in a recent Arizent survey.

On Trump vs. Biden, here's who wealth managers want and expect to win



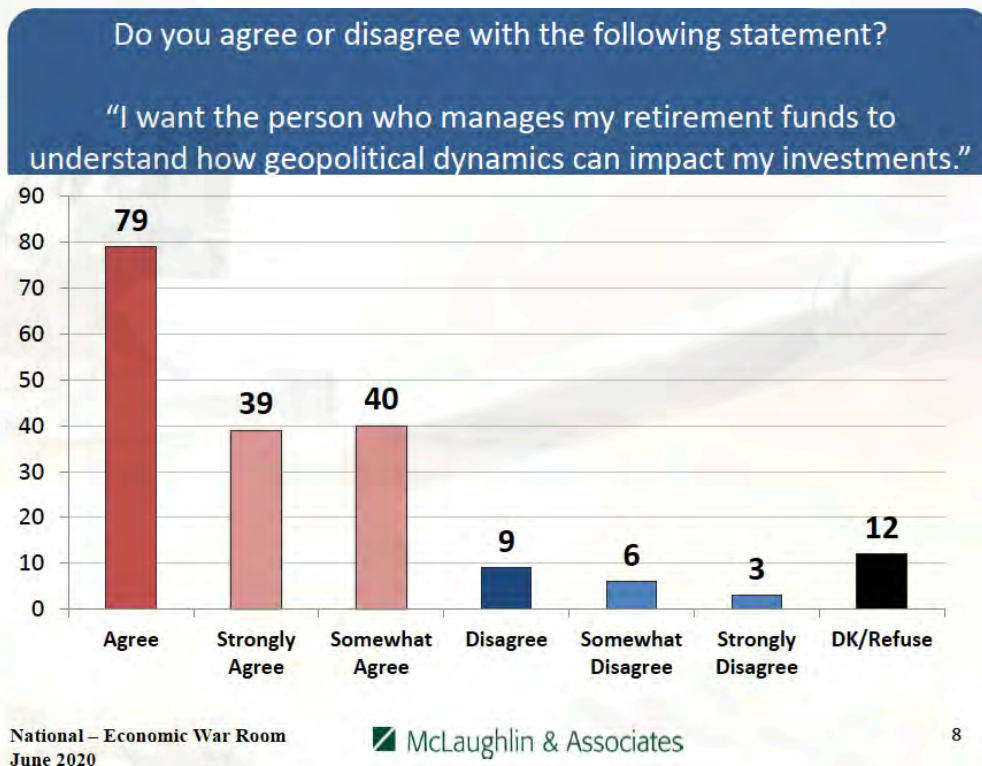
Source: Arizent survey, September 2020

That's very different from what the big Wall Street firms are pushing. From the survey (as reported by [Financial-Planning.com](https://www.financialplanning.com)):

“If Dems run the table, and change the filibuster rule, I’m done. Sell my practice and leave the country,” said the advisor, who like all other respondents, was anonymous. Fifty-five percent of wealth managers picked Trump as better for the country, compared to just 45% who picked Biden. The result tracks closely with the overall responses of the survey, which polled approximately 1,200 financial professionals, of whom 132 were in wealth management. **Fifty-six percent of all respondents picked Trump compared to 44% who picked Biden. When it comes to their industry, 58% of wealth managers said a Trump win would be better compared to 44% who said the same of Biden.**”

5. Geopolitical Events Also Matter! Maybe Even More Than You Realize.

When Asked: Do you want the person who manages my retirement funds to understand how geopolitical dynamics can impact your investments?



The Results: 79 to 9 they agree with that statement! If the respondents had a 401K or a significant retirement savings, that number increased to 83 to 9.

Today, investors realize we don't live just in an isolated world. We really want to understand how those investments are going to impact the world. Also, how the events taking place can impact their investments as related to positive or negative returns.

"On the cover of the CFA magazine a few years back, there was a quote from an industry expert that said, 'Our industry really does not understand how geopolitical dynamics impact investments.' So the industry, the broad industry doesn't get it. But that is something that investors want. And that's why we do in the Economic War Room and with our Advisor development and certificate training. That's exactly why we do it. We help bring these advisors up to speed, and that's what their clients want." –Kevin Freeman

6. Patriotic Investing – Do You Invest In Liberty, Security And Values, or Environmental, Social, And Governance? The Top Investment Values American’s Care About Most!

Generational Values vary dramatically, but many investors have been hijacked to invest against their values.

A Wall Street Journal NBC News poll stated that “among people 55 and older, nearly 80% said patriotism was very important, compared with forty-two percent of those ages 18 to 38.. Two-thirds of the older group cited religion as very important compared with fewer than one-third of the younger group.”

<https://www.foxnews.com/us/young-americans-care-less-about-patriotism-religion-and-family-than-previous-generations-study-says>



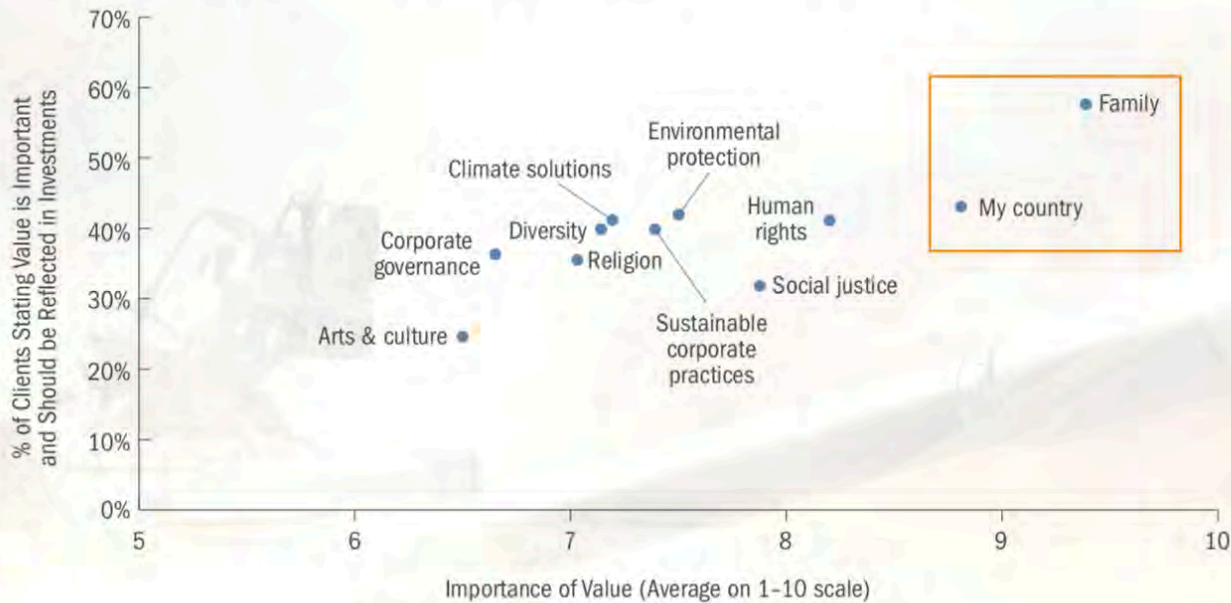
Why that’s so important to us is, according to **Nielsen Media Research**, the **baby boomers who are age 55+ control 70% of the nation’s disposable income** (<https://impactbp.com/baby-boomers>).

And we’re finding this in other polls as well.

Money Management Institute (MMI) did a survey and they asked about arts and culture, corporate governance, diversity, religion, climate solutions, sustainable corporate practices, environmental protection, human rights, and social justice. Which of these mattered to investors? All were ranked well below the two top priorities:

1. My Family
2. My Country

Figure 2: Importance of Value vs. Client Stated Importance to Include in Investments



Source: MMI and Aon, *Advisory Solutions: Expectations and Experiences*

What this means is that Wall Street is pushing its agenda on investors and not listening to what matters to them! When you say “Family” and “My Country,” you are describing the core values of LSV (Liberty, Security, Values) and not ESG (Environmental, Social, Governance). Love of family and country represents the best of traditional American values. It is patriotism. It is preserving the culture. It is protecting the things we hold dear.

Also, according to this survey, “Advisors estimate less than half of their clients care about values in their investments. The Reality? Over 75% feel incorporating personal values is important to their investments.”

LSV (Liberty, Security, Values)

CASE STUDY: LSV - Generational Shift - How an Economic Recovery Can Shift Perceptions among a Younger Generation.

McLaughlin and Associate Research Confirms the Generational Shift and Outlook on America:

There's a huge generational shift. And the difference is based on the generational experiences the boomers had vs younger generations. The Boomer generation and older are the people that have the wealth and want patriotism reflected in their investing.

- They understood what the world was like when Ronald Reagan was helping us win the Cold War.
- They understood the threat of communism to the world.

Younger voters, younger Americans, don't have that historical experience and they live in a different world.

- They were impacted by 9/11.
- They were impacted by the 2008 financial crisis. This is what Obama called that the Great Recession.
- It certainly affected their lives.
- Many have a great deal of student debt.

Now you're seeing these voters, the ones who are just coming of age and voting, you're going to see how they're going to be affected by the global pandemic.

- They are worried about paying their rent.
- They are worried about their savings and their jobs.

It is up to the baby boom generation to invest in things that will help preserve American Liberty, Security, and Values.

The Coming Recovery: McLaughlin shares his conversation with Larry Kudlow.

"Larry Kudlow said the V-shape recovery is happening. There's a car buying boom. There's a housing boom right now, which is amazing. This is a great act of faith by America as a country during challenges that we have not seen probably since the Great Depression. But people forget there was a there was a depression right after World War One (and the Spanish Flu pandemic) that had a V-shaped recovery.

Basically the government didn't interfere and things bounced up and that's the forgotten depression.

But you've got a situation here now where Americans are rebounding. As the virus starts to subside, we're doing what we have to do. People are optimistic. Jobs are coming back. They want to go back to work. They see a future where we're going to get vaccines and treatments.

As that grows, these investors that you're talking with, they want to see their values not only produce the returns that they want, but they want to see jobs come back to America. They want to see America stronger and they want to see their investments help bring that about." –John McLaughlin

It is time to stop the hijacking of the American investor. We've seen that happen through ESG and China. And even the companies we invest in seem to be arrayed against our values.

It is time for the American people to wake up to the realities of how money (your money) is being used as a weapon by an Anti-American ideology. It is time to weaponize your money with new investment approaches that align with your Pro-American values to protect America's national security, our liberties, our values, and the economic infrastructure.

Why you should care?

- The left has been weaponizing money for a long time with no real alternative for patriotic Americans.
- ESG is an investment tactic that may be working against your values.
- Your investments could be funding America's enemies and adversaries.
- Geopolitics matter whether you are an investor or financial advisor.
- Values alignment is critical when selecting a financial advisor.
- Family and country are the top two focus areas for investors. Are your investments aligned to help both?
- There are serious human rights' issues, and you could be helping to address them with your investments.
- You can make a difference in what you buy and how you invest.
- It is time to live out your principles and strive for true riches.



In the **Economic War Room**®, we encourage Americans to be the “small ships that make the difference.” You cannot solely rely on the government or the president to solve America’s problems. You have to make a difference. It is up to you to help take our country back and create a voice for economic liberty. [The small ships are based on Churchill’s Operation Dynamo that rescued the British Expeditionary Forces in the Miracle of Dunkirk.]

Action Steps:

1. Learn more about how to weaponize your money. Let’s keep America exceptional with our giving, spending, and investing. Nominate your financial advisor for Economic War Room® training at <https://www.economicwarroom.com/advisor>.
2. Call your financial advisor and make the point that you want them to help you align your investments with your values and weaponize your money to save America.
3. HELP ALL AMERICANS WAKE UP to the weaponization of money and be part of saving America. **Send this battle plan to friends and your financial advisor and ask them to sign up for our weekly battle plan updates at www.economicwarroom.com. Be sure to catch the data and footnotes below for more documentation. We want you to have access to key information to make intelligent decisions.**
4. Review Episode/[Economic Battle Plan™ 102](#) on proxy voting and taking back our shares and make them work for us.
5. Review [Economic Battle Plan™ 101](#) regarding stakeholder capitalism versus shareholder capitalism.
6. Review [Economic Battle Plan™ 100](#) with Lieutenant General Steven Kwast about the importance of Patriotic Investing.
7. Review [Economic Battle Plan™ 95](#) on LSV -Liberty, Security and Values investing with former Congressman, Dr. David Brat.

We need more Economic Patriots on the team! Consider what you can do now to help strengthen America or even help someone in need. Keep in touch with your congressional representatives. Choose from the list or set your own goals:

- ✓ Get others to sign up on our website (<https://www.economicwarroom.com>) and review our free weekly Economic Battle Plans™. Each of these will address critical solutions to the threats highlighted in this briefing.



ECONOMIC BATTLE PLAN™

INVESTORS WANT VALUES ALIGNMENT **3.108**

CLEARED FOR RELEASE 10/08/2020 (ECONOMIC BATTLE PLAN™ POINTS: 89)

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- ✓ Follow, like, comment, and share on FB and Twitter. Look for short video segments on FB and make sure those are shared. We recognize these tools may be compromised at times, but if they are not filtered, they are the major platforms available to reach out to the public. [Know that alternatives to the social platforms listed above are under EWR consideration.]
- ✓ Check out XOTV (<https://xotv.me/channels/233-economic-war-room>), a new free speech video platform that Economic War Room is proud to partner with. Access is FREE but consider making a donation to EWR on that website to help with Economic War Room's research and production costs.
- ✓ You are welcome to share this battle plan and our short video segments with friends on FB or YouTube. We set up the Economic War Room™ to be your resource for information, preparation, and mobilization.
- ✓ Do this now! Have a financial action plan based on multiple geopolitical scenarios developed now. Advanced preparation is key. Trying to figure what to do when an economic event happens is usually too late.
- ✓ Talk with your financial advisor as it relates to your savings/investments. Ensure your advisor understand the potential impact economic/geo-political scenarios could have on your portfolio.



Shareable Quote:

““We want to stop the hijacking of the American investor. We’ve seen that happen through ESG and China. Even the companies we invest in (own) seem to be arrayed against our values.”

–Kevin Freeman, CFA

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The EWR Collection Deck – From Kevin Freeman

(List of resources and external links for more information)

Quick Access Links:

[About John McLaughlin and McLaughlin & Associates](#)

[The Need for Patriotic Investing](#)

[ESG Investing](#)

[Risks of ESG](#)

[ESG is a Progressive/Leftist Tool](#)

[ESG/BlackRock Hypocrisy](#)

[Polls that Show What Americans, Investors Really Want](#)

[] - Must Read/Watch

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Link to all Battle Plans <https://www.economicwarroom.com/battleplans>

About John McLaughlin and McLaughlin & Associates

[] John McLaughlin, Pollster, Strategic Consultant, and CEO & Partner, McLaughlin & Associates

<https://www.leadingauthorities.com/speakers/john-mclaughlin>

[] About McLaughlin & Associates <https://mclaughlinonline.com/about-mclaughlin-associates/>

Meet Trump's most trusted pollsters

<https://thehill.com/homenews/campaign/465278-meet-trumps-most-trusted-pollsters>



John McLaughlin: Media Polls "Shortchanging" Republicans and Trump Voters

<https://catsroundtable.com/john-mclaughlin-media-polls-shortchanging-republicans-trump-voters/>

Trump Pollster McLaughlin: Dems 'Trying to Steal the Election' in NC, PA, NV, NJ

<https://www.breitbart.com/clips/2020/10/04/trump-pollster-mclaughlin-dems-trying-to-steal-the-election-in-nc-pa-nv-nj/>

The Need for Patriotic Investing

Pentagon Wary Of Adversaries Buying Defense Firms Amid Economic Crisis

<https://breakingdefense.com/2020/04/pentagon-wary-of-adversaries-buying-defense-firms-amid-economic-crisis/>

[] Ellen Lord Warns of Economic Warfare During Pandemic

<https://www.afcea.org/content/ellen-lord-warns-economic-warfare-during-pandemic>

Pentagon 'Matchmakers' aim to keep US small tech firms from taking Chinese \$

<https://www.defenseone.com/technology/2019/05/pentagon-matchmakers-aim-keep-tech-firms-taking-chinese-money/156944/>

Pentagon seeking patriotic investors to fund American small drones

<https://www.cnn.com/2019/08/26/politics/pentagon-american-drones-investors/index.html>

To counter China, Pentagon wants to create patriotic investors

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