

Weaponizing Your Money with a Salt and Light Approach

It seems that WOKE corporations and boards are the new standard in the investment world. It could be the boards have decided to push their own leftist agenda or that they believe there is a politically correct position to take that provides the path of least resistance. Regardless, as an investor, do you want the companies you own to be moving with the perceived political correctness of the day or to be focused on the fundamentals of building a profitable business and providing shareholder returns? Ultimately, we believe the answer is to focus on the right business fundamentals via moral democratic capitalism.

Your briefing this week will spell out a dual investment approach you can use to better align your values with your investments. We call it a SALT and LIGHT approach to investing, based on Matthew 5 in the Bible.



In Matthew Chapter 5, Jesus gave some instructions to his disciples. He told them to be both Salt and Light

¹³“You are the salt of the earth. But if the salt loses its saltiness, how can it be made salty again? It is no longer good for anything, except to be thrown out and trampled underfoot.¹⁴“You are the light of the world. A town built on a hill cannot be hidden.¹⁵Neither do people light a lamp and put it under a bowl. Instead, they put it on its stand, and it gives light to everyone in the house. ¹⁶In the same way, let your light shine before others, that they may see your good deeds and glorify your Father in heaven.”

YOUR MISSION: To look at how you can apply the principle of Salt and Light to your investing and how doing so might just make our world a better place!

Ep. 4-134 (OSINT) Open-Sourced Intelligence Special Report. This is an Economic War Room with Kevin Freeman teaching series on Weaponizing Your Money Through Salt and Light.

1. A brief overview of how you can align investments with Salt and Light.

Two thousand years ago, Jesus taught his disciples the principles of Salt and Light. His insights were pretty powerful, as his followers went from a tiny, persecuted group considered an obscure sect of a minority religion, to become the dominant faith force on the planet.

Just what does it mean to be "Salt and Light?" How can we apply that to our present circumstance, especially as related to our investments?

- » By now, you have learned that many American companies have aligned against your values. That's a sad fact but the truth, nonetheless.
- » We shouldn't be entirely surprised that even American companies have been captured by the far left. And that includes some iconic brands like Coca Cola, Amazon, Apple, Starbucks, and even Disney.
- » The problem is that these brands are really big parts of our lives and likely big parts of our investment portfolios.

So how do we apply the concepts of Salt and Light?

Jesus told his disciples that it was OK to be "in the world," but not "of the world." A question for you?

- » Should that apply with your money?
- » Do we need to spend it a certain way?
- » How about investing?

We are going to look at two approaches that at first seem to be opposite. But both work and both should be used, depending on the circumstances.

2. Defining the terms:

A look at Salt and your investments:

- » Think of salt as a catalyst and also a preservative. Salt can be used to melt things. To change taste. To alter the composition of things, and to slow decay. It can also be abrasive.
- » For investing, a Salt approach can be all of the above. An abrasive catalyst that can help to preserve our way of life.



A look at Light as it relates to your investments:

- » Now, think about light. It illuminates. But it is also completely separate from darkness. When you shine the light on something, it allows you to avoid bad things and focus on good things.
- » Using the light approach, you make certain that your spending and investing only go in wholesome directions, in line with your values.
- » Salt and Light seem like very different approaches. With Salt, you engage the things you might avoid with Light.
- » Here is an example. The Salt approach might have you invest in a “Woke” company that is working against your values so you might have an influence. Maybe you buy shares in Apple to vote for a better board or to have a voice.
- » With the Light approach, though, you might not want to own shares in any company that you disagree with. So, you shine the Light to see what a company is doing and if you disagree with their approach, you get out.

3. Let's start by looking at the Salt approach to your investments with Justin Danhof of the Free Enterprise Project.

Justin was recently a guest in the Economic War Room and explained how to apply the Salt Approach to investing. Watch his explanation on the following page.



Justin continues with the Salt Approach to Weaponizing Your Money and how we can use our shareholder proxy votes to get American companies back on track. As a shareholder you get a vote in how the company is run. But you have to be a shareholder and to engage with them and their agendas. See Justin's explanation in the video below in how it works.



The Salt approach is an approach to **"agitate" companies with our investments** and there clearly is a purpose to stand for what you believe in.

- 4. Light is the other approach Art Ally, CEO of Timothy Funds is using to illuminate investments and companies he avoids for his fund. Watch the video.



5. Practical things you can do to integrate both Salt and Light to weaponize your money.

The “Salt and Light” approach to investing is a Biblical principle that describes how we can use our investments to impact the culture around us, without being corrupted in the process.

- » Salt is a preservative and also a catalyst. Think of the term “being salty,” as a description of how your investments are designed to bring about needed change that helps preserve our culture.
- » When you follow the principle of Salt, you use your financial influence to push corporate boards to drop the progressive/leftist agenda.

“I do not believe that companies have to push a right-wing agenda necessarily. Ideally, I want the companies I invest in to be neutral in the culture wars but excellent in their respective business operations. I don’t want “Woke Coke.” Neither do I demand that Coke push conservatism. Rather, I’m happy with a politically neutral Coca-Cola company serving many happy customers of all political stripes.” –Kevin Freeman



Case Study: Coca-Cola – WOKE?

We know that Donald Trump won about half the votes in the last election (at least 74 million), plus or minus. So, why would Coke want to offend half its customers?

Four Potential Reasons:

1. They think it might be **economically beneficial**. That’s a scary one because it means our free market is dead. Either the company expects favor for supporting a certain agenda, or they believe customers will not be allowed a choice. Maybe Pepsi is also “woke” and other alternatives won’t be allowed to succeed. We saw that when Apple, Google, and Amazon all seemed to conspire to eliminate Parler as a Social Media alternative.

2. Maybe Coke thinks it might be **politically beneficial** to be “woke.” That’s also scary, as it would suggest our individual liberties are dead (or at least dying). Coke would be serving the political powers rather than consumers. Do you really want your soft drink telling you how to think and act? That’s what China might demand, but it is not the American way.
3. It could be that **the leadership of Coke is serving its own interests and agenda.** This is the most likely answer as the Far Left has been able to takeover the corporate boardrooms, advertisers, and business partners. So, the board, the CEO and corporate officers are no longer serving shareholders. Instead, they are following their own path and it is up to you to take back your rights as an owner of the company.
4. Possibly **the leadership really believes that this is what their customers and shareholders want.** They might really believe that all of America is waiting on them to take us into a new era of enlightenment. If that is the case, then Coke shareholders and customers really need to stand up and shout! We are not all progressive leftists! And we want a good soft drink, not a lecture on how to think.

It doesn’t really matter which of the four reasons is valid. Maybe it is all four. Regardless, you have a choice of how you want to address the issue.

Would you apply the Salt Approach?

Be salty! - If you really think that our economic and political liberties are dead, then you have to stand up. Likewise, if you think the leadership of a company is pushing their agenda, regardless of the reason, you have to change their minds or change their job. It’s absurd that a soft drink company is trying to cram their agenda down the throats of their owners and customers.



Would You apply the Light Approach?

The Light Approach - In this case, your job is to expose the corrupt agenda and avoid getting sucked in. This is where you boycott products, sell shares, and look for alternatives to support.

Here, you weaponize spending and investments to promote neutral companies and maybe even support companies that support your values. Imagine a "Freedom Soda." Of course, we'd be just as happy with a neutral Coke or Pepsi. But if necessary, we build an alternative that is just as good as the one captured by the Left, but ready to serve the rest of America.



What is Your Answer to the Above? The point is this. It is not just one or the other. We need both Salt and Light to address the corporate capture that has already taken place. And we need to be very serious about it.

- » If you like the Coke brand, then get some shares and fight for it.
- » On the other hand, if you think one cola is just as good as another, then maybe buy the Freedom brand and show your loyalty that way.



ALERT: Here's the problem. You're busy. You have habits and you don't need to add a corporate crusade to your already full plate.

6. Your easy next step to SALT and LIGHT investing:

If you have been paying attention, you realize that corporate America has gone off the rails and that most Americans are slowly being cooked like the frog in the kettle. You understand that Freedom isn't free and has to be fought for. And you know that this is another form of economic warfare waged against you.

- » That is why we are here. The Economic War Room® is your war room to equip you to fight. And there is good news. You have the weapon if you are spending and investing. What you really need is someone who can help you fight the good fight.

- » Whether you take a Salt or Light approach, there are financial professionals who can help. In fact, they should be glad to do it for you if you invest with them. You know how you tell a realtor the kind of house you want and then he or she will go look for that for you. Well, it should be the same idea with your investments. Your financial advisor should be looking to address your needs and wants in your investment portfolio.

The Problem – Most Financial Advisors Have Not Thought About any of This:

Too often they tell their clients what they should want, rather than listening to them.

The Solution – Economic War Room is working with Advisors to better address these issues. He or she is the person who should be helping you succeed with your investments and that includes making certain that your investing reflects your values.

-
- » Step #1 for you as a client is to take a SALT and LIGHT approach to your advisor. This may vary based on your portfolio and the stocks you choose. You may approach some with LIGHT and others with SALT.
 - » Salt means that you should push your Advisor to get Economic War Room training. You can nominate the person you work with by going to EconomicWarRoom.com/advisor.
 - » Provide us his or her name and we can reach out about our next training class. Also, let your advisor know you think it is a good idea to participate.

- We have partnered with Liberty University to provide world-class online education. We offer eight modules of in-depth training that will help your advisor better understand what you want, and do a better job communicating with you about it.
- » We will provide the research tools and access to really dive into your portfolio and find where and how your money is invested.



» With our training, your advisor will also be equipped to do the salty work of checking out the companies to determine if they are too woke for you. And your advisor will be able to vote the proxies on your behalf if you'd like. And, where the Salt approach doesn't work, your advisor can identify and screen investments using the Light approach.



» **You are not alone.** We've conducted the surveys and a clear majority of investor clients want an advisor who matches with their political and cultural beliefs. Unfortunately, Wall Street is pushing for you to just take what they offer and then sets about to force a leftist agenda on you.

» If your advisor isn't willing to match your investments with your values, then you may need to take a "Light" approach and find a new advisor. I can promise you that there are lots of advisors looking for new clients.

7. You really can make a difference!

If you are thinking, "What difference can my small portfolio make?" That's what Wall Street wants to program into you. "Just go along. You have no choice."

#1 - The reality is that it is your money. Don't let Wall Street bully you!

#2 - There are more of us than there are of them. When you take into account that the older generations tend to be more conservative and the older generations tend to have the most money, it becomes apparent that our economic power is real.

Sure, an 18-year-old has the same vote as you. But does that teenager have the same investment portfolio? No way! And if we band together, we have a very loud voice!

The Economic War Room training plans to educate 10,000 financial advisors over the next several years. They could represent as much as \$1 trillion of investable capital! Now use that with Salt and Light! That's enough money to change the trajectory of America!

About the NSIC Institute:

- » We developed the NSIC Institute to serve clients who believe in the future of liberty and this great nation.
- » NSIC stands for National Security Investment Consultant. We believe our money should be weaponized to preserve our Liberty, Security, and Values.
- » Once advisors complete our training course, they can join the Institute and work with other like-minded advisors to find new and better solutions for you.
- » This is really revolutionary stuff. It is how we win the Economic War already underway.
- » We've teamed with top experts in multiple fields to get this launched. And it hasn't been easy, especially with the backdrop of a pandemic, social media wars, and a contentious election. But we are finally nearing the launch.

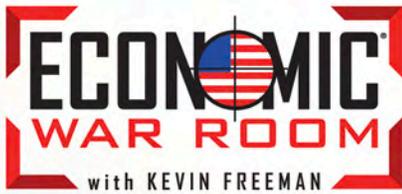


Action Steps:

1. **Nominate your financial advisor at [EconomicWarRoom.com/advisor](https://www.EconomicWarRoom.com/advisor)** and let them know you think this would be a great opportunity for them. Classes are expected to launch this summer and our list is growing fast.
2. **Also, if you have not already done so, please consider the following:**

Sign up for our free Economic Battle Plans™ at www.EconomicWarRoom.com

- o If you are following Economic War Room you will be on the leading edge as it relates to global threats, geopolitical analysis, and how you can weaponize your money to strengthen America. Your money, livelihood and way of life are at risk and these tools are designed to mobilize America to protect their economic liberty.



3. **Make your voice heard, starting with Facebook and Twitter.**

Go to <https://www.stopcorporatetyranny.org/> and Take Action. On the main page, you can click on the image of Zuckerberg and Dorsey where it says Take Action. That will link to a FreeRoots campaign to send your message in less than 60 seconds. Kevin Freeman is a founding member and spokesperson for the Stop Corporate Tyranny coalition and FreeRoots is one of our "go to" services for taking action.

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.

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:

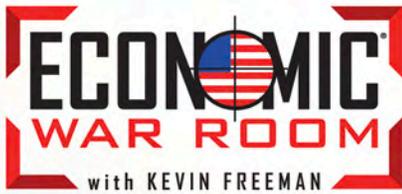
- ✓ At our [Economic War Room®](https://www.economicwarroom.com/) website, sign up to TheBlaze for our complete weekly shows. Please use our code (**ECON**) from that link for a discount and FREE trial.
- ✓ Follow, like, comment, and share on [FB](#) and [Twitter](#). Look for short video segments on [FB](#) and [Rumble](#). and make sure. 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.

Shareable Quote:

“Ideally, I want the companies I invest in to be neutral in the culture wars but excellent in their respective business operations. I don’t want “Woke Coke.” Neither do I demand that Coke push conservatism. Rather, I’m happy with a politically neutral Coca-Cola company serving many happy customers of all political stripes.”

–Kevin Freeman

*DISCLAIMER: The Economic War Room® and its affiliates do not provide investment advice. In cases where guests or others may discuss investment ideas, these should not be viewed or construed as advice. The sole purpose is education and information. And, viewers should realize that in any case past performance is not indicative of future results. Neither Kevin Freeman, his guests or EWR-Media Holdings, LLC suggests, offers, or guarantees any specific outcome or profit. You should be aware of the real risk of loss in following any strategy or investment even if discussed on the show or any show-affiliated materials or websites. This material does not take into account your particular investment objectives, financial situation or needs and is not intended as recommendations appropriate for you. You must make independent decisions regarding information, investments, or strategies mentioned on this website or on the show. Before acting on information on economicwarroom.com website or on the show, or any related materials, you should consider whether it is suitable for your particular circumstances and strongly consider seeking advice from your own financial or investment advisor.



The EWR Collection Deck – From Kevin Freeman

(List of resources and external links for more information)

Quick Access Links

[Proxy Voting and Shareholder Resolutions](#)

[Shining the Light](#)

[The Liberal Takeover of American Companies and Society](#)

[ESG and the Corporate Agenda](#)

[About Woke Corporations](#)

[Hypocrisy of ESG/Blackrock](#)

[About Using Your Second Vote](#)

[About Art Ally and Timothy Plan](#)

[About Biblically Responsible Investing](#)

[About the NSIC and the Need for Patriotic Investors](#)

[] - Must Read/Watch

Where to Access Economic War Room

On BlazeTV <https://get.blazetv.com/economic-war-room/>

Our Website <https://www.economicwarroom.com/>

Our Facebook page <https://www.facebook.com/economicwarroom/>

Our Twitter page <https://twitter.com/economicwarroom>

Our YouTube page <https://www.youtube.com/economicwarroomwithkevinfreeman>

Our Rumble page <https://rumble.com/c/c-408647>

Our Parler page <https://parler.com/profile/EconomicWarRoom/posts>

Our XOTV Channel <https://xotv.me/channels/233-economic-war-room>

Link to all Economic Battle Plans™ <https://www.economicwarroom.com/battlePlans™>

Episodes and Economic Battle Plans™ from Prior Shows with Application to this Topic:

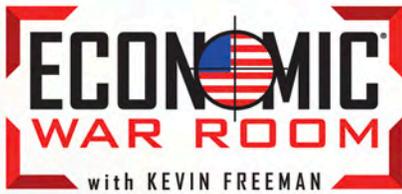
[] 04/08/21, EP133, The Treat of Stakeholder Capitalism, Dr. Erik Davidson, [Download Economic Battle Plan™](#)

[] 03/25/21, EP131, Death of Shareholder Capitalism, Justin Danhof, [Download Economic Battle Plan™](#)

[] 03/11/21, EP129, Woke Capital, Stephen Soukup, [Download Economic Battle Plan™](#)

[] 11/12/20, EP113, Dave Brat and Ryan Helfenbein, [Download Economic Battle Plan™](#)

[] 10/08/20, EP108, Investor Values Poll, John McLaughlin, [Download Economic Battle Plan™](#)



- [] 08/27/20, EP102, The Proxy Voting Weapon, Justin Danhof, [Download Economic Battle Plan™](#)
- [] 08/20/20, EP101, End of Shareholder Capitalism, [Download Economic Battle Plan™](#)
- [] 08/13/20, EP100, Patriotic Investing, Gen. Steven Kwast, [Download Economic Battle Plan™](#)
- [] 07/09/20, EP95, LSV Investing, Dave Brat, [Download Economic Battle Plan™](#)
- [] 03/26/20, EP80 The \$40 Trillion Monster - ESG, [Download Economic Battle Plan™](#)
- [] 12/26/19, EP67 Values Investing - Art Ally, [Download Economic Battle Plan™](#)

Proxy Voting and Shareholder Resolutions

[] The Proxy Voting War Is One That The Right Needs to Engage In
https://www.realclearmarkets.com/articles/2020/07/10/the_proxy_voting_war_is_one_that_the_right_needs_to_engage_in_498593.html

Companies Use Virtual Meetings To Duck Shareholder Questions About Woke Agendas
<https://issuesinsights.com/2020/06/19/companies-use-virtual-meetings-to-duck-shareholder-questions-about-woke-agendas/>

[] Major corporations using virtual shareholder meetings to avoid tough questions
<https://youtu.be/jCPNITVuHJg>

Proxy Voting Gives Fund Shareholders a Say
<https://www.investopedia.com/articles/basics/04/082704.asp>

What Is Proxy Voting and Why You Should Care
<https://www.morningstar.com/articles/986937/what-is-proxy-voting-and-why-you-should-care>

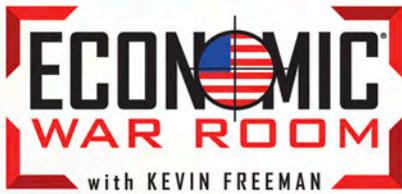
Make Your Voice Heard: Understanding the Corporate Proxy Voting Process
<https://www.projectinvested.com/markets-explained/make-your-voice-heard-understanding-the-corporate-proxy-voting-process/>

The Big Thumb on the Scale: An Overview of the Proxy Advisory Industry
<https://corpgov.law.harvard.edu/2018/06/14/the-big-thumb-on-the-scale-an-overview-of-the-proxy-advisory-industry/>

[] The 6 Most Bogus Claims Defending Proxy Advisory Firms
<https://www.insidesources.com/the-6-most-bogus-claims-defending-proxy-advisory-firms/>

Companies Call for Oversight of Firms That Advise Shareholders
<https://www.wsj.com/articles/companies-target-firms-that-advise-shareholders-11552987800>

Conservatives, take back the franchise with proxy voting
<https://thehill.com/opinion/finance/497271-conservatives-take-back-the-franchise-with-proxy-voting>



Shining the Light

It's Long Past Time For Conservatives To Boycott Corporations That Hate Them

<https://thefederalist.com/2021/04/06/its-long-past-time-for-conservatives-to-boycott-corporations-that-hate-them/>

[] Conservatives Mobilize to Break the Stranglehold of Woke Capital

<https://pjmedia.com/news-and-politics/tyler-o-neil/2021/03/31/conservatives-mobilize-to-break-the-stranglehold-of-woke-capital-n1436568>

Companies Committed Two-Thirds of Total Giving Earmarked for Racial Equity

<https://www.philanthropy.com/article/corporations-become-unlikely-financiers-of-racial-equity>

[] Trump: 'Boycott all of the woke companies' opposing voter laws like Georgia's

<https://thehill.com/homenews/state-watch/546656-trump-boycott-all-of-the-woke-companies-opposing-voter-laws-like>

Conservatives Now Have an Option to Avoid Investing in Left-Leaning Companies

<https://www.dailysignal.com/2020/12/21/how-to-avoid-accidentally-investing-in-far-left-progressive-companies/>

The Woke Capitalism List: 50 Times Huge Companies Sided With The Social Justice Warriors

<https://dailycaller.com/2019/08/09/woke-companies-brands-liberal-50/>

The definitive list of left-wing companies that you should boycott

<https://www.investingadvicewatchdog.com/Liberal-Companies-Boycott.html>

Florida state GOP rep on call to divest from Big Tech: We want to show 'they have made a mistake'

<https://www.foxnews.com/politics/florida-bill-divest-big-tech>

The Liberal Takeover of American Companies and Society

[] Our Summer of Cultural Suicide

<https://www.nationalreview.com/2020/07/summer-cultural-suicide-sports-movies-schools-go-woke/>

Woke capitalism and corporate socialism: Or why American corporations are funding socialism

<https://www.glennbeck.com/contributor/woke-capitalism-and-corporate-socialism-or-why-american-corporations-are-funding-socialism>

Until Amazon Stops Letting A Hate Group Run Amazon Smile, Jeff Bezos's Pledge To Congress Means Nothing

<https://thefederalist.com/2020/08/07/until-amazon-stops-letting-a-hate-group-run-amazon-smile-jeff-bezoss-pledge-to-congress-means-nothing/>

[] Jeff Bezos hinted Amazon might split from the SPLC over designation of extremist groups after pressure from a GOP lawmaker

<https://www.businessinsider.com/jeff-bezos-matt-gaetz-question-splc-amazon-smile-hate-groups-2020-7>

Fortune 500 company ignores request to break ties with SPLC

<https://onenewsnow.com/business/2020/05/28/fortune-500-company-ignores-request-to-break-ties-with-splc>

To America's CEOs: It's Time To Cancel 'Cancel Culture'

<https://townhall.com/columnists/jeffwebb/2020/07/24/to-americas-ceos-its-time-to-cancel-cancel-culture-n2573045>

[] The Intimidation Game: How the Left Is Silencing Free Speech

https://www.amazon.com/dp/B01BKSLHL6/ref=cm_sw_r_cp_ep_dp_5pmnzb1YH5TBJ

[] Dick's Sporting Goods Can't Shoot Straight

<https://nationalcenter.org/ncppr/2020/06/10/dicks-sporting-goods-cant-shoot-straight/>

Brat Pac Ep. 5 with Justin Danhof: How Asset Management Firms are Driving Corporate America Left

<https://youtu.be/FJOn6hFJANE>

Agents of Impact: Andrew Behar and Danielle Fugere, As You Sow

<https://impactalpha.com/agents-of-impact-andrew-behar-and-danielle-fugere-as-you-sow/>
<https://www.asyousow.org/about-us>

Facebook's new oversight board is cover for censorship, critics say

<https://decrypt.co/28265/facebook-new-oversight-board-cover-for-censorship-critics>

LEAKED Goodyear audio reveals massive anti-MAGA/Trump bias

<https://www.glennbeck.com/radio/leaked-goodyear-audio-reveals-massive-anti-maga-trump-bias>

Jerry Bowyer: The Business Community and Our Current Crisis

<http://townhallreview.com/2020/08/jerry-bowyer-the-business-community-and-our-current-crisis/>

How corporate actual responsibility, not social responsibility, would look

<https://www.washingtonexaminer.com/opinion/how-corporate-actual-responsibility-not-social-responsibility-would-look>

[] \$454 Million: Corporate America Floods Social Justice Causes With Cash Amid Floyd Protests

<https://www.breitbart.com/economy/2020/06/11/corporate-donations-to-social-justice/>

The Left's Long March Has Breached the Walls of American Business

<https://townhall.com/columnists/timothydaughtry/2020/05/05/the-lefts-long-march-has-breached-the-walls-of-american-business-n2568183>

[] Justin Danhof: Corporations Killing Their Customers – Literally

<https://www.breitbart.com/politics/2020/02/25/justin-danhof-corporations-killing-their-customers-literally/>

Bloomberg's Business Nanny <https://www.wsj.com/articles/bloombergs-business-nanny-11581975780>

The Stock Market Has Become A Very Liberal Place

<https://www.fa-mag.com/news/the-stock-market-has-become-a-very-liberal-place-51413.html>

Conservative Think Tank Coalition Launches 'Stop Corporate Tyranny' Campaign

<https://dailycaller.com/2021/04/09/stop-corporate-tyranny-back-to-neutral-b2n-progressivism/>

About that coalition to stop corporate tyranny...

<https://audiomack.com/chris-woodward-2/song/13047025>

Businesses Taking Political Positions Further Divide the Nation

https://www.realclearpolitics.com/articles/2021/04/09/businesses_taking_political_positions_further_divide_the_nation_145563.html

ESG and the Corporate Agenda

[] Chevron's Investors Defy Board in Demanding Climate Disclosures

<https://www.bloomberg.com/news/articles/2020-05-27/chevron-investors-back-proposal-for-climate-lobbying-report>

Top 5 Drivers of ESG Investing <https://advisor.visualcapitalist.com/esg-investing-the-top-5-drivers/>

Tobacco and ESG? This Cigarette Seller Sees a Good Match

<https://www.barrons.com/articles/philip-morris-international-embraces-esg-51595629683>

The corporatist cartel and its 'social justice' hypocrisy <https://www.wnd.com/2020/06/corporatist-cartel-social-justice-hypocrisy/>

[] BlackRock's ESG Mandates Could Bring On Business Ruin

https://www.realclearmarkets.com/articles/2020/04/29/blackrocks_esg_mandates_could_bring_on_business_ruin_490258.html

ESG: The Hottest Trend In Investing, and Nobody Seems to Know What It Means

<https://youtu.be/s5yyU862yIE>

For all the talk about ESG, nobody knows what it means

<https://www.financial-planning.com/articles/for-all-the-talk-about-esg-nobody-knows-what-it-means>

JPMorgan's equity chief told us why ESG investing is 'a bubble in the making' – and explained how to avoid the reckoning when it bursts

<https://www.businessinsider.com/how-to-invest-esg-stocks-avoid-bubble-jpmorgan-lakos-bujas-2019-12>

[] Climate change moves to top of investors' list of ESG issues

<https://www.pionline.com/esg/climate-change-moves-top-investors-list-esg-issues>

Poll: Climate Change Not a Top Priority for Most Adults

<https://freebeacon.com/issues/poll-climate-change-not-a-top-priority-for-most-adults/>

[] Millennials Embrace ESG Causes but Many Not Investing

https://financialadvisoriq.com/c/2686793/323193/millennials_embrace_causes_many_investing

ESG doesn't help performance or environment according to former Blackrock executive

<https://twitter.com/EconomPic/status/1371947847227039747?s=20>

BoA Moynihan's "Shareholder Capitalism" Metrics Reveal The Ruse <https://finance.townhall.com/columnists/scottshepard/2021/03/12/boa-moynihans-shareholder-capitalism-metrics-reveal-the-ruse-n2586162>

[] How 'Woke Capitalism' In Big Business Is Pushing A Radical Agenda https://youtu.be/aietew_Rjmg

EVs and clean tech are bubbles that will deflate as economic recovery prompts rethinking of 'aspirational' sectors, says JPMorgan

<https://markets.businessinsider.com/news/stocks/stock-market-outlook-ev-clean-tech-bubble-economy-picks-up-2021-2-1030114960>

About Woke Corporations

Poll: 2/3 of Americans Think Corporations Are Taking Political Wokeness Too Far

<https://townhall.com/tipsheet/juliorosas/2021/03/08/poll-23-of-americans-think-corporations-are-taking-political-wokeness-too-far-n2585891>

Leaked Docs Show how Insane Woke Corporations have Become

<https://americanupdate.com/politics-and-culture/leaked-docs-show-how-insane-woke-corporations-have-become/>

[] Coke Goes Woke and Broke

<https://www.frontpagemag.com/fpm/2021/03/coke-goes-woke-and-broke-daniel-greenfield/>

Cancelling Dr. Seuss

<https://www.wsj.com/articles/the-next-cancellation-target-dr-seuss-11614623372>

Mr. Potato Head is no longer a 'mister' after Hasbro retools toy to be gender neutral

<https://www.theblaze.com/news/mr-potato-head-no-longer-a-mister>

Pardon My Whiteness

<https://townhall.com/columnists/jeffdavidson/2021/02/26/pardon-my-whiteness-n2585383>

[] Mr. Potato Head Goes Gender Neutral

<https://www.bloombergquint.com/business/mr-potato-head-goes-gender-neutral-with-retooling-by-hasbro>

Oreo Now Woke <https://twitter.com/Oreo/status/1365038991469281280>

California Ends Gender Aisles When Shopping

<https://reason.com/2021/02/23/california-bill-would-give-1000-fines-to-retailers-with-separate-girls-and-boys-toy-sections>

[] Plans to Cancel Monopoly as Racist

<https://www.dailywire.com/news/a-world-of-ubiquitous-racism-new-attack-on-game-of-monopoly>

Cancelling Kermit

<https://www.dailywire.com/news/kermit-canceled-disney-slaps-offensive-content-label-on-the-muppet-show>

Woke Capital's Political Warning - WSJ

<https://www.wsj.com/articles/woke-capitals-political-warning-11612568436>

Coca Cola Confirms Training Employees To "Try To Be Less White"

<https://www.zerohedge.com/political/coca-cola-confirms-training-employees-try-be-less-white>

Hypocrisy of ESG/Blackrock

[] Ten Questions About China For Blackrock CEO Larry Fink

<https://nationalcenter.org/ncppr/2020/05/19/ten-questions-about-china-for-blackrock-ceo-larry-fink/>

BlackRock CEO Says China Remains a Big Opportunity for Firm

<https://www.yicai.com/news/blackrock-ceo-says-china-remains-a-big-opportunity-for-firm>

[] Video: 83 Global Brands Tied to Forced Labor in China—Benedict Rogers

https://www.theepochtimes.com/video-83-global-brands-tied-to-forced-labor-in-china-benedict-rogers_3656081.html

Comparison with Australia shows jaw-dropping scale of China's pollution

<https://www.wnd.com/2021/03/comparison-australia-shows-jaw-dropping-scale-chinas-pollution/>

[] Chinese Regime Oversaw 'Unprecedented' Efforts to Crush Human Rights in 2020, US Commission Says

https://www.theepochtimes.com/chinese-regime-oversaw-unprecedented-efforts-to-crush-human-rights-in-2020-us-commission-says_3656699.html

Leaked Report Reveals 'Systematic Malpractice' in China's Organ Transplant System: Expert

https://theepochtimes.com/leaked-report-reveals-systematic-malpractice-in-chinas-organ-transplant-system-expert_3615014.html

Acting DHS Secretary: Struggle With China 'Nothing Short of a Civilizational Conflict'

https://www.theepochtimes.com/acting-dhs-secretary-struggle-with-china-nothing-short-of-a-civilizational-conflict_3629172.html

[] Is Apple Really as Green as it Seems?

<https://stonesoup.com/post/is-apple-really-as-green-as-it-seems/>

Tim Cook and Apple Bet Everything on China

<https://www.wsj.com/articles/tim-cook-and-apple-bet-everything-on-china-then-coronavirus-hit-11583172087>

What price privacy when Apple gets into bed with China?

<https://www.theguardian.com/commentisfree/2018/mar/04/apple-users-icloud-services-personal-data-china-cybersecurity-law-privacy>

Apple can't break up with China, Wall Street Journal report argues

<https://arstechnica.com/gadgets/2020/03/report-offers-a-closer-look-at-apples-relationship-with-china-during-a-crisis/>

China Needs Apple in Its Trade War With the U.S.

<https://www.bloomberg.com/opinion/articles/2019-09-09/china-needs-apple-in-its-trade-war-with-the-u-s>

[] How Ethical Is Nike? <https://goodonyou.eco/how-ethical-is-nike/>

America at Large: Nike must wake up to human rights

<https://www.irishtimes.com/sport/other-sports/america-at-large-nike-must-wake-up-to-human-rights-1.4431905>

Biden's horrific excuses for Beijing's Uighur genocide

<https://nypost.com/2021/02/20/president-bidens-horrific-excuses-for-beijings-uighur-genocide/>

[] Joe Biden DEFENDS China on human rights record and accusations of genocide and torture, citing 'cultural differences'

<https://www.irishpost.com/news/joe-biden-defends-china-on-human-rights-record-and-accusations-of-genocide-and-torture-citing-cultural-differences-204074>

Blackrock Promotes Chinese Investments While Punishing American Companies

<https://nationalcenter.org/ncppr/2020/05/21/blackrock-promotes-chinese-investments-while-punishing-american-companies/>

BlackRock Puts Extra Costs on U.S. Companies While Giving China a Pass

<https://www.youtube.com/watch?v=MU798bRGSxA&feature=youtu.be>

Newly woke BlackRock feels the heat over climate-change agenda, China ties

<https://www.washingtontimes.com/news/2020/may/20/blackrock-ceo-larry-fink-ripped-over-climate-change/>

[] Hold China accountable for environmental recklessness

<https://www.washingtonexaminer.com/opinion/hold-china-accountable-for-environmental-recklessness>

BlackRock Authored the Bailout Plan Before There Was a Crisis – Now It's Been Hired by three Central Banks to Implement the Plan

<https://wallstreetonparade.com/2020/06/blackrock-authored-the-bailout-plan-before-there-was-a-crisis-now-its-been-hired-by-three-central-banks-to-implement-the-plan/>

'Woke' Capitalists Sell Out U.S. to China Behind a Mask of Virtue

https://www.realclearpolitics.com/articles/2020/06/04/woke_capitalists_sell_out_us_to_china_behind_a_mask_of_virtue.html

[] Why BlackRock's Stakeholder Approach Won't Work

https://www.realclearmarkets.com/articles/2020/05/18/why_blackrocks_stakeholder_approach_wont_work_491618.html

BlackRock's ESG Strategy Plays Politics with Public Pensions

<https://www.barrons.com/articles/blackrock-is-playing-politics-with-public-pensions-51590661589>

Larry Fink Asked to Divest BlackRock From Chinese Companies in Response to Coronavirus, Human Rights Abuses

<https://nlpc.org/2020/05/12/larry-fink-asked-to-divest-blackrock-from-chinese-companies-in-response-to-coronavirus-human-rights-abuses/>

[] Is China Buying BlackRock?

https://www.realclearpolitics.com/articles/2020/05/13/is_china_buying_blackrock_143185.html

BlackRock's choice: Investment fiduciary or political activist?

<https://thehill.com/opinion/energy-environment/495673-blackrocks-choice-investment-fiduciary-or-political-activist>

[] Bad Day At BlackRock? <https://www.city-journal.org/blackrock-esg-strategy>

To Prove Courage Of Convictions, Woke Capital Should Challenge China's Hong Kong Crackdown

<https://thefederalist.com/2020/06/02/to-prove-courage-of-convictions-woke-capital-must-challenge-chinas-hong-kong-crackdown/>

Ten Questions About China for BlackRock CEO Larry Fink

<https://nationalcenter.org/ncppr/2020/05/19/ten-questions-about-china-for-blackrock-ceo-larry-fink/>

"Year of the Rat' Fink": An Expose of a Prime-Mover Behind Wall Street's Underwriting of the Chinese Communist Party

<http://andmagazine.com/talk/2020/03/30/year-of-the-rat-fink/>

For the U.S., the biggest financial threat from China might not be the coronavirus

<https://www.washingtonpost.com/opinions/2020/03/12/us-biggest-financial-threat-china-might-not-be-coronavirus/>

Larry Fink's Latest Sermon <https://www.wsj.com/articles/larry-finks-latest-sermon-11579305418>

About Using Your Second Vote

[] 1 Investor With 1 Share Can Call Out Corporate Leftism

<https://www.dailysignal.com/2021/04/05/1-investor-with-1-share-can-call-out-corporate-leftism/>

How Conservatives Can Combat 'Woke' Shareholders

<https://www.nationalreview.com/2020/05/how-conservatives-can-combat-woke-shareholders/>

Conservatives, take back the franchise with proxy voting

<https://thehill.com/opinion/finance/497271-conservatives-take-back-the-franchise-with-proxy-voting>

[] Investor Value Voter Guide

https://nationalcenter.org/wp-content/uploads/2020/04/Investor_Value_Voter_Guide_2020_web.pdf

American Securities Association Letter to SEC

<https://www.sec.gov/comments/s7-22-19/s72219-6738826-207680.pdf>

[] 2nd Vote Research <https://www.2ndvote.com/#>

<https://www.2ndvote.com/about-2ndvote/>

<https://www.2ndvote.com/our-mission/>

<https://www.2ndvote.com/leadership/>

<https://www.2ndvote.com/company-scores/>

[] 2ndVote Mobile App <https://www.2ndvote.com/app/>

About Art Ally and Timothy Plan

[] The Timothy Plan <https://timothyplan.com>

The Timothy Plan Story <https://timothyplan.com/about-us/our-story.php>

[] Why Art Ally Is Not "The Expert" On Biblically Responsible Investing

<https://blog.timothyplan.com/2018/11/why-art-ally-not-expert-biblically-responsible-investing/>

Investing With The Lord <https://www.valuewalk.com/2019/10/timothy-plan-art-ally-bri/>

The passion behind biblically responsible investing

<https://www.christianpost.com/voice/the-passion-behind-biblically-responsible-investing.html>

Timothy Plan Launches Two Biblically Responsible ETFs

<https://etfdb.com/news/2019/12/02/timothy-plan-launches-two-biblically-responsible-etfs/>

Timothy Plan Founder Art Ally to Ring New York Stock Exchange Opening Bell on October 21, 2019

<http://www.christiannewswire.com/news/6821183140.html>

[] Is Wall Street paying attention to Christian investors?

<https://metrovoicenews.com/is-wall-street-paying-attention-to-christian-investors/>

[] eVALUEator <http://evaluateator.com>



About Biblically Responsible Investing

[1] 3 Reasons for Investing Biblically

<https://www.etftrends.com/smart-beta-channel/timothy-plan-3-reasons-for-investing-biblically/>

Understanding BRI <https://christianinvestmentforum.org/biblically-responsible-investing/>

Biblically responsible investing movement exploding

<https://www.christianpost.com/voice/biblically-responsible-investing-movement-exploding.html>

[1] 6 Things to Know About Faith-Based Investing

<https://money.usnews.com/investing/funds/articles/2018-09-25/6-things-to-know-about-faith-based-investing>

Biblically Responsible Investing Is Not Easy, but Maybe Worth It?

<https://realdaily.com/biblically-responsible-investing-is-not-easy/>

When God Is Your Portfolio Manager

<https://www.wsj.com/articles/when-god-guides-your-investment-portfolio-11570811305>

The Pioneer of Biblically Responsible Investing Tells Why the Movement is Booming

<https://www.valuwalk.com/2019/11/pioneer-of-biblically-responsible-investing/>

About the NSIC and the Need for Patriotic Investors

[1] Nominate Your Financial Advisor <https://www.economicwarroom.com/advisor>

National Security Investment Consultant Institute <https://www.nsic.org/>

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

<https://www.defensenews.com/pentagon/2019/05/10/to-counter-china-pentagon-wants-to-create-patriotic-investors/>

Financial Enemies Fighting for America's Economic Collapse <https://www.nsic.org/cbn012315.html>

Note: The Economic Battle Plan™ contains hyperlinks to other Internet sites not under the editorial control of EWR-Media Holdings, LLC. These hyperlinks are not express or implied endorsements or approvals by EWR-Media Holdings, LLC, of any products, services or information available from these 3rd party sites. Links to these 3rd party sites are open source links that may require subscription or registration.