

TESLA OWNERS CLUB OF ONTARIO



Message From the President

I'm sure you are all glad spring is here!

I, for one, am thankful to get my snow tires off, have full regen back and enjoy lots more sunshine.

First of all, thank you to all who answered our member survey. We will be looking at your ideas and suggestions closely.

In this newsletter, we are glad to announce the launch of our online shop finally! See all the details below and how to access the new shop. Also make sure to watch your email for a one-time special discount.

We're excited about our Earth Day-themed chapter meeting this month. Make sure to register for the Zoom meeting if you haven't done so already. Here is your chance to invite some friends and family members to a meeting. And to honour Earth Day, we've also partnered with Tree Canada to organize a tree planting fundraiser. See all the details and the link to donate below.

Take some time and get to know our sponsors this month and enjoy two insightful features on the history of Earth Day and Tesla's Mission Statement.

I hope you're all staying safe and healthy.
All the best,

John Dixon

What's New

Club Growth

- 793 members (March = 771)
- 2,089 followers on Instagram (March = 2,027)
- 3,784 followers on Twitter (March = 3,631)
- 332 members in the new Facebook group

TOCO Shop

Our shop is finally ready, and we are thrilled to share it with all of you!
It's taken us some time to get these items approved by Tesla, and we hope to add more pieces as we continue.

Please keep in mind that everything is made to order. There is no inventory.
The production runs monthly, so please be patient with your orders. Right now, orders are only available to ship directly to you; however, once we can get together again for our chapter meetings, you will have the option to pick up orders at events.

All members will receive a \$10 discount code to use on your first order. This code will be sent separately in an email.

Visit the [Shop here](#) or under the Member Zone on [our website](#) once you log-in.

Happy Shopping!

Next Club Meeting

We will be hosting an Earth Day themed virtual chapter meeting over Zoom on Tuesday, **April 20, 2021 from 7:00 PM to 9:00 PM.**

Back by popular demand, guest speakers, **Dr. Jeremy Theal and Dr. Joyce Lee** will deliver a Climate Change presentation with up to date insight on the effects of COVID-19.

Dr. Lee and Dr. Theal both work at North York General Hospital in Toronto, Canada. Their goal is to share the scientific certainty, the immediacy, and the impacts of the climate crisis, while inspiring people to act on this important issue. Learn more about their efforts on their [website](#).

To bring awareness to Earth Day and Climate Change, **we're extending this month's chapter meeting invitation to non-club members.** This is your chance to invite your friends and family to join the presentation. Invite your EV curious, and climate change pessimists. Better yet, invite the nay-sayers and let's learn together.

It is crucial that you RSVP if you are interested in joining the Zoom meeting. You can do so by clicking the link below. When you do – you will be asked to enter the emails of the non-members you would like to receive the extended invitation.

A day or two before the meeting, we will send an email to those who have RSVP'd with instructions on how to download Zoom and a link to join the Zoom meeting.

If you RSVP to this meeting and do not receive an email with the Zoom link by 12:00 PM on Tuesday, April 20, please check your junk/spam folder. If it's not there, you can email myself at jdixon@teslaownersclub.ca and I will resend you the link.

RSVP HERE

Earth Day Fundraiser



To continue the conversation beyond Earth Day, we have teamed up with Tree Canada to expand the tree canopy in Ontario through a tree-planting fundraiser. Tree Canada's [National Greening Program](#) works across Canada to mass-plant seedlings where there is a need for reforestation or afforestation.

Every \$5 collected will plant one tree in an area of need in Ontario.

Tesla Owners Club of Ontario will match all member contributions up to a maximum of \$5,000 to help reach (or exceed) our goal of \$10,000.

Please [click here](#) to donate and to learn more about the fundraiser.

A Brief History of Earth Day

The first Earth Day took place on April 22, 1970. And now, in 2021, Earth Day continues to give a voice to an emerging environmental consciousness, bringing environmental concerns into conversations.

In the decades leading up to the first Earth Day, air pollution from industry was common and accepted as a sign of prosperity. Most people didn't think twice about gas-guzzling, inefficient vehicles. But there were people who thought otherwise. In the USA, Junior senator Gaylord Nelson of Wisconsin was concerned about the deteriorating environment in the USA. He was disheartened by a massive oil spill in Santa Barbara, California. He liked the energy of anti-war protests he was observing and conceived the idea of a "teach-in" on college campuses. He recruited conservation-minded Republican Congressman Pete McCloskey and Denis Hayes, a young activist to help implement his idea. To maximize student participation, they chose April 22, 1970, for the inaugural event, a weekday falling between Spring Break and Final Exams. As planning progressed, they recognized the potential to inspire all Americans and promoted events across the country. The event was dubbed Earth Day. That first year, 20 million Americans demonstrated against the impacts of 150 years of industrial development which had left a growing legacy of serious human health impacts. Other organized, environmentally aware groups fighting against oil spills, pollution from factories, power plants, raw sewage, pesticides, freeways, loss of wilderness, etc., united on Earth Day around their shared values. By the end of



1970, in the USA, the first Earth Day had led to the creation of the US Environmental Protection Agency, the National Environmental Education Act, the Occupational Safety and Health Act, and the Clean Air Act.

In 1990, Earth Day went global, with 141 countries and 200 million people participating, raising awareness of environmental issues. It gave a huge boost to recycling efforts worldwide.

In 2000, Denis Hayes led a campaign focused on global warming and a push for clean energy. 5,000 environmental groups in 184 countries participated. Using the power of digital media, they were able to initiate millions of local conversations across the world. Earth Day 2000 sent world leaders a resounding message; citizens of the world wanted action on global warming and clean energy.

A decade later, facing challenges such as well-funded oil lobbyists, climate change deniers, public disinterest, and division amongst the environmental community, EARTHDAY.ORG helped reestablish the importance of Earth Day as a global movement for environmental action. The environmental movement engages more than 1 billion people each year, all concerned about protecting the planet.

Earth Day celebrated 50 years of building environmental awareness in 2020. The fight for a clean environment continues, more urgent than ever. Upwards of a billion people worldwide, now recognize Earth Day. The hope is to empower more individuals with the information, tools, and messaging needed to make an impact and drive change. Amidst the pandemic, Earth Day 2021 will involve several online events. For more information about Earth Day 2021, visit earthday.org.

By Karen Ebidia

Get to Know Our Sponsors



The Beckett Team



Feature: Tesla's Mission Statement

A company's mission statement sets the stage for its culture, values, ethics, goals, and guides strategic decisions. How a business operates, and continually improves and evolves, trickles down from a clear, simple and meaningful mission statement. It demonstrates what a company seeks to achieve and how a company will operate into the future.



When Tesla was founded in 2003, the focus was to design and build electric vehicles that would perform better than their gasoline counterparts. With that in mind their mission statement was to “accelerate the world’s transition to sustainable transport”. Fast-forward a few decades and Tesla is so much more than a company that just designs and builds better, faster and cooler electric vehicles. In mid-2016, Tesla’s mission statement was to “accelerate the world’s transition to sustainable energy”. This new mission statement reflects a change that addresses the new market opportunities in renewable energy. This broader mission statement now not only incorporates the electric vehicle market, but also transport vehicles, solar roofs, and energy storage.

What does this new mission statement all mean to the business, employees and customers? Let’s break it down:

1. Accelerate

Acceleration means gaining speed over time and heading in a certain direction. Tesla has set in motion a business model that is moving towards sustainable and advanced technologies in the renewable energy sector. Operations are expanding and transitioning to new and emerging markets and they are progressing faster, and smarter, than other businesses in the market. Just look at electric vehicles being launched by other companies.

2. The world’s transition

Transition is the process of changing from one state to another. The company began with focus on electric vehicles. Today, Tesla is well ahead of schedule to be a leader in the global market for electric vehicles and renewable energy production and storage technologies.

3. To sustainable energy

The mission statement shifted from “sustainable transport” to “sustainable energy” which encompasses more of Tesla’s current business model, strategic direction, products, and, in the foreseeable future, services. The statement is now also inclusive of a new focus on batteries and other renewable energy solutions. “Sustainable” is central to the statement as it shows the importance of maintaining energy availability for future generations.

Overall, the updated mission statement now reflects the company’s all electric vehicles and scalable clean energy generation and storage products; clean energy options mean less dependence on fossil fuels. This plays a critical role in addressing one of the greatest environmental problems of the 21st century – climate change. On Earth Day, April 22, 2021, let’s consider not only Tesla but the many other companies who are making significant progress in operating in a way that meets the energy needs of the world while making a conscious and calculated effort to protect and enhance our environment.

Connect with us on Social Media



This is a newsletter from and for the Tesla Owners Club of Ontario (TOCO).
<https://ontario.teslaownersclub.ca>

Let us know how we can serve you. Member's contributions are welcome.
Send us your stories and pictures to be shared in an upcoming newsletter.
Send your material to: Info@teslaownersclub.ca

The value of being a Tesla Owners Club of Ontario member continues to evolve.
Be a part of this growing community!

This group is unique in its connection to Tesla — a direct connection through the club for owner issues or concerns. Our executive committee works to strengthen our connections with Ontario businesses interested in our Teslas. Our growing sponsor list and benefits are indicative of the work happening behind the scenes.

We have great networking opportunities and many social events, and are working to develop more membership benefits. Let us know what you'd like to see and how we may serve a broader Ontario-wide Tesla Owners community. Share your ideas with any of the executive committee members, or write to info@teslaownersclub.ca.
