

# TESLA OWNERS CLUB OF ONTARIO

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## Message From the President

Hello everyone,

It is amazing to me how the club has grown since I started it over eight years ago. Our first meeting was in early 2013 with 10-12 members. We became official in 2016 and have now grown to include 805 members! Thanks for all your continued support. I am always available for your feedback and suggestions.

Last month we had an excellent Zoom meeting with Drs. Jeremy Theal and Joyce Lee who gave a very insightful presentation about the climate crisis. In addition, we have now completed our Tree Canada campaign and will be contributing a total of \$11,175.00 to this very worthwhile cause. We have also decided to donate \$5.00 from each new member sign-up as an ongoing donation.

Stay tuned for our next meeting, where we will have an expert talking about best practices for spring cleaning and detailing on your cars.

All the best

John Dixon

# What's New

## Club Growth

- 805 members (April = 793)
- 2,131 followers on Instagram (April = 2,089)
- 3,91 followers on Twitter (April = 3,784 )
- 332 members in the new Facebook group

## TOCO Secretary

We are sad to announce that Murray Chamney will be stepping down as secretary. Murray has been a valuable member of TOCO from the beginning and we thank him for all his contributions.

## April Chapter Meeting

Our Earth Day themed virtual chapter meeting was both captivating and inspiring. We had over 87 attendees present as Dr. Joyce Lee and Jeremy Theal delivered a Climate Change presentation with up to date insight on the effects of COVID-19.

We also introduced our new [TOCO apparel shop](#) and gave away some brand-new items to six lucky members. The meeting was recorded and will be available to members on the website. Thanks to everyone who attended. It's always nice to see all the familiar names and faces on the call.

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# Earth Day Fundraiser Update



Our Earth Day fundraiser has now ended. Thanks to everyone who participated our tree planting fundraiser. We exceeded our target!!

The total amount raised was \$6,175.00 The Club will be adding \$5000 and we will be donating a total of \$11,175.00 to Tree Canada to plant new trees.

TOCO is now also an official sponsor of Tree Canada and we will be donating \$5 from each new membership going forward.

Thank you again to all those who participated in this worthwhile cause.

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# Next Club Meeting

We will be hosting our next virtual chapter meeting over [Zoom](#) on **Wednesday, May 12, 2021 from 7:00 PM to 9:00 PM.**

Our guest speaker will be Lorenzo from **Inception Auto Detailing**. He will be discussing spring cleaning for your Tesla as well as answering questions about detailing, tinting and PPF. You are able to submit questions for Lorenzo in advance when you RSVP.

If you are interested in joining the meeting, please RSVP by clicking the link below.

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 meeting.

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

RSVP HERE

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## A Message From Your Local Tesla Store

Tesla Service is open during the stay-at-home order for all your essential service needs. Feel free to let us know if we can help by booking an appointment in your Tesla App and our team will be happy to assist you.

Tesla Sales is open during the stay-at-home order in accordance with government health guidelines for safe and enjoyable appointment-based test drives as well as virtual consultations.

Please call your local [Tesla Store](#) to book an appointment with a Tesla Advisor today.



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## Mother's Day Gifts That Keep On Giving

If you are a parent or fortunate enough to have your parents in your life, Mother's Day and Father's Day provide an opportunity to show your appreciation for these special people. Rather than buy "stuff" because you feel obligated to gift something, have you considered giving a more sustainable option?

**Time.** If possible, spend time with your loved ones. If you don't happen to live in the same household as your family members, this may be a bit of a challenge while we're under lockdown due to COVID-19. But, you can reach out via video call. Have a virtual tea party, a virtual BBQ, or a games night. Arrange the food in advance and enjoy the company. Not as good as in person, and you can't hug through a screen, but it can still be a fun way to stay in touch. If you live in the same household, you get to do any of these activities in real life.

**Plants.** Indoor or outdoor, herbs, flowers, or greenery. Enjoy the beauty of the plants, or grow your own produce and eat garden-to-table.

**DIY crafts.** Get creative, and make something special. Made-with-love is always the best.

**Reusable items.** Instead of disposables, gift reusables such as water bottles, coffee cups, shopping and produce bags, and face masks.

**Carbon offsets.** Sites such as [less.ca](https://www.less.ca) and [terrapass.com](https://www.terrapass.com) let you neutralize your carbon footprint by funding carbon reductions.

**Tesla Mom Swag.** Log-in the [member zone](#) and the spring/summer [apparel collection](#)

inspired by Tesla Owners of Ontario lifestyle.

To all the mothers, Happy Mother's Day!

by Karen Ebidia

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## Get to Know Our Sponsors



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## Your Thoughts

*We were inspired by some of the email responses we received after our last virtual chapter meeting that we're introducing a new section in the newsletter dedicated to you, the members. Share your long form thoughts and insights with us. Let's keep the conversation going > [info@teslaownersclub.ca](mailto:info@teslaownersclub.ca).*

Hello John,  
I'm really enjoying my club membership a lot.

Very briefly, I thought Joyce and Jeremy did a wonderful job explaining the climate situation to the group. It was good to get an update last night, because I think the last time I listened to Mr. Gore's work was close to 10yrs ago. I wanted to follow up Jeremy's response to my comment on the term the fossil industry uses a lot: transition.

I totally understand and agree with Jeremy that millions of people make their living from fossils (extraction, transporting, refining, combustion auto-makers, etc.). We definitely need to make sure that these folks (not necessarily the companies) are not left behind, but rather are retrained for other industries.

My concern is that the fossil industry has been saying "we need to transition" for close to

two decades. The empirical evidence of most of the main actors truly getting behind the transition is quite frankly, pathetic. The amount of corporate resources they put into non-fossil energy ventures vs. their core fossil initiatives is almost negligible despite the marketing hype. And in addition to many of them continuing to lobby policy-makers to maintain the status quo, they are now pushing for more massive post-pandemic subsidies from the public purse and also questionable distractions such as carbon-capture and some outrageous hydrogen technology projects.

This is all to say that nobody wants to continue hearing the term, “need to transition”, from this industry for another ten years; we’re out of time. Let’s commit to help the workers in this industry transition to other industries. It has already started and must **not** be the critical path to truly stop society’s burning of fossil energy. The fossil industry must **not** be the determining factor in how fast we get to sustainable forms of energy use, because we won’t make it under their agenda. Their market drivers won’t let that happen.

We’ve been talking about transitioning/bridging (e.g. natural gas was claimed by the industry to be the lower carbon fuel to get us to renewables) to sustainable forms of energy and transportation for many, many years without bending the curve backwards. Yes, need to help the folks employed in the fossil industry, but the transformation must still happen quickly whilst the employees are being retrained and deployed into other industries. We cannot rely on the fossil energy’s agenda to dictate our switch-over. If the word “transition” is still in our regular nomenclature in say, 2025, we’ll all be in deep trouble.

2030, with the required minimum 30% ABSOLUTE reduction in total emissions against the 2005 emissions base-line, which gives us a 50-50 chance to remain within 1.5C/2C, is like next Wednesday for all intents and purposes..... The luxury of abundant time for further “transitions and bridges” is long over.

TOCO member, Tim S.



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Product

Connect with us on Social Media



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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](mailto:info@teslaownersclub.ca).

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