



EEVC NEWSLETTER

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As The News Spins

Tesla: A perennial question. Why?

Here is a statement lifted from a Wall Street Journal article, Jan 29th, from section A... page 9... an article not related to electric cars.

Speaking of her gifted son... her gifted and financially very well off son... her very little boy.... "He's very into brands now. I think it's **the influencers on YouTube who are all wearing Gucci and driving Teslas.** He's really into cars and Gucci."

The article addressed the demand among the young upper class kids for expensive toys, especially adult level AirPods.

But note the reference to Tesla when it comes to brand selection. Tesla, as Jim Natale, our EEVC treasurer and membership coordinator, has oft repeated, has achieved a "Cult Like" status. Think Star Wars... Disney... and Superheroes. Impressions matter when it comes to maintaining status. As long as

those with money are ready, willing, and able to support their fantasies without fear of losing their investments, the image they support will not lose its luster. People with money will spend without limit just for pleasure.

Owning and driving a Tesla has become fashionable, desirable, and a genetic identifier for those wanting to belong to a distinguished superior mindset.

Those fans of Star Trek and, the more modern, Star Wars groupies, can be seen as "set apart" by the car they drive. Plus, many fans get caught up in the "pixy dust" of excitement for simply the love of it all without thinking particularly of any societal status. They simply have identified with a particular crowd which champions Tesla !

Like Disney characters, the Tesla brand has achieved loyal enthusiastic devotion from fans who have been emotionally touched by a magical image. The image brings non-rational emotion into the marketplace. So it is difficult for us to

predict what the future price of Tesla stock will become. Well heeled investors have every right to expect that excited fans could keep the Tesla image burning brightly for a long time.

However, we all know that sometimes Superheroes take a tumble, a back seat to some unexpected upstart. We all know that Disney suffered some shaky times after Walt died, and over the succeeding years when mergers in the entertainment business threatened new directions.

In the long run Micky has proven to be a very durable character and one worth investing in. Those who understood the secret for producing Disney loyalty by following the principles set up by the founder Walt, succeeded in keeping the image alive and expanding the Disney brand over the globe, even into a difficult country called China.

Some suggest that Tesla is doing something similar. Tesla has become more than a car company. It is “Brand of Brothers” producing emotional excitement for all who purchase the vehicle of the future.

Those with money will spend even what they don't have for the privilege of joining an automotive revolution, driving truly a remarkably advanced Star Wars type of vehicle. (It may have faults and weaknesses, but it has a Star Wars corona.)

And that keeps Elon Musk out of bankruptcy. Perhaps even long enough for him to reach a production level that will balance his budget ? That is where the guessing comes in. Nobody knows how long the Pixy Dust will be available.

Ignore the Fake Climate Debate

(note.. Fake Debate... not Fake Climate Change)

Wall Street Journal weekend Jan 25th edition... page C3

“Extreme views dominate the headlines but behind the scenes, experts and officials are discussing practical, incremental steps to respond to global warming.”

“In the REAL climate debate nobody denies the relationship between human emissions of greenhouse gasses and a warming climate. Instead the disagreement comes down to different views of climate risk in the face of multiple , cascading uncertainties.”

“On the one side of the debate are optimists who believe the with improving technology and greater affluence our societies will prove quite adaptive to a changing climate. On the other side of the debate are pessimists, who are more concerned about the risks associated with rapid, large scale and poorly understood transformations of the climate system.”

“But most pessimists do not believe that runaway climate change or a hothouse earth are plausible scenarios, much less that human extinction is imminent. And most optimists recognize a need for policies to address climate change, even if they don't support the radical measures that Ms Thunberg and others have demanded.”

(Let's not become extremists.....)

The fact that we have cleaner and better technology today because policy makers and governments set out to develop them, are not likely to satisfy the more noisy participants in the FAKE climate DEBATE. The utopian dreams of those who wish to radically alter the energy sectors of the world to halt climate change are not plausible. Nor will ignoring the fact that greenhouse gasses cause global temperatures to rise make climate change go away.

(Editors comment... I recently read of another Solar Panel company, one that Warren Buffett invested in, go bust.. result of a Ponzi scheme. I also read about the Solar Salt experiment in the desert which was once claimed as a WOW experiment, having gone bust and being dragged along with tax payer dollars. Not much mention of this in the press. When government makes money available for projects too frequently we find inefficient use of the funds. Unfortunately green projects are not exempt from failure to deliver promised goods.

As we all know, for all the futuristic hopes in clean energy, we have not arrived to the point where we can QUICKLY totally eliminate the global use of fossil fuels without sinking the world economy. Even if we could, realistically we can't politically achieve that goal over night. It is prudent therefore to remain moderate in these debates.)

UP DATE FROM NANCY HAZARD FORMER DIRECTOR OF THE AMERICAN TOUR DE SOL...

NANCY'S NEW PROJECT !

For those of you who do not remember who Nancy Hazard is... Nancy was the single greatest force responsible for making the Northeast Sustainable Energy Association's "American Tour de Sol" a major EV showcase in the Northeast. It was an event which operated for 18 years that became the 21st CAC which our organization sponsored.

Greenfield, MA. My big news is that I have shifted my "work" from urging people to change their habits and get off fossil fuels (a very hard sell), to urging people to build habitat for bugs, birds and more (a much easier sell!). Working with Greening Greenfield, we developed a campaign called ***Planting for Pollinators!*** *Let's build biodiversity and beauty in Greenfield.*

We chose pollinators as the hook, because the demise of honey bees has been much in the news. And we were right – over 60 people come every time we hold a talk! We started out with a talk about Rachel Carson's legacy, and followed up with a vision of a pollinator corridor in Greenfield. Next, we heard from a young research scientist, Desiree Narango, about her research of Chickadees in the DC area, and our campaign took off! Among other things we learned that for Chickadees to simply survive, more than 70% of the biomass (trees/shrubs etc.) must be native plants!! WOW- what an eye opener and a challenge!

Maybe you know this already, but we learned that birds need protein to lay eggs and raise young. Their primary food source is caterpillars, which are part of the life cycle of moths and butterflies. Of the over 2200 species in the NE, most of them lay their eggs on trees! Who knew!! Each moth or butterfly has their favorite plant...think Monarchs & milkweed ... and only rarely will they lay their egg on a non-native tree. For example, native maple trees host over 279 moths and butterflies, but the Norway maple hosts only 7.... And 50% of Greenfield's street trees are Norway maples. That is a problem.

If you want to learn more, Desiree's thesis professor was Doug Tallamy, who has written two fabulous books. I am looking forward to his third book which will come out in February, ***Nature's Best Hope: A New Approach to Conservation that Starts in Your Yard***. I am sure it will be full of fascinating and eye-opening suggestions of what we can do!

All of this has led me to want to learn more, and to share this information with not only the Greenfield Tree Committee (of which I am a member) but with others. I have been talking with Doug Tallamy about how we can expand what urban tree folks consider when choosing what trees to recommend – and get them to look at not only survivability in an urban setting, (e.g. salt and drought tolerance), and benefits such as shade to lower the heat island effect or reduce storm water and sequester carbon, but also the to consider the role that a tree plays in our

ecosystem in supporting bugs, birds, and more! Doug introduced me to SUNY Syracuse prof, John Nowak, who created itree, an app that many tree committees use, and he is working on a new app to help tree committee folks choose trees that will thrive in their communities – and is interested in incorporating this info! So, Doug is supplying Dave with the data he needs!

Well, that was long, but you can see that I'm really excited about all that I am learning, and that there is a way, that already exists, to help spread the word.

by Nancy Hazard