



LEARNERS LIVE



Expanded from Bill Attardi's EnergyWatch.com

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<http://attardimarketing.com/>

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One of the great mistakes is to judge policies and programs by their intentions rather than their results. Milton Friedman

Failure is an essential part of success.....Be stubborn on vision, but flexible on details.
Jeff Bezos

Something to Think About...

Effective Sales Presentation Skills by Bill Attardi – All three recorded sessions posted on LearnersLive.com:

[Effective Sales Presentation Skills – Learning Session #1, #2, #3](#)

March Madness and Baseball in March every year...As Mr. Gleason used to say, "How sweet it is!" Who do you like this year? Do I hear GO YANKEES! In my house I do, well I may be the only one as my lovely Linda is a Phillies fan, well, she was born and raised in Philadelphia so what choice does she have. She bought me a book all about the history of that team... maybe I will read it someday if I know where I put it.

But I digress.....this is about giving an effective sales presentation to a group of customers, and closing that sale. Not as easy as it sounds. As many of you know, I teach at Monmouth University, for over 25 years, and my message to the academicians is develop your oral and written communications skills to the best of your capability. How you communicate will determine your success with your chosen career and your success in your relationships, personal and in the work place.

Highly Developed Oral & Written Communications Skills



First of all, you owe your audience a good performance and that is directly related to your preparation. Maybe some of you remember Sam Huff, who more or less defined the middle linebacker position. Hall of Famer for the NY Giants. Quote: *When I turned pro, I told the owners that I will play the games on Sunday for free because I love playing the game of football but you have to pay me a lot of money for the practices during the week!* Presentation day is Sunday.... Enjoy it, give it your best, but be sure you work hard at practice. So let me start with PREPARATION:

Something you may not know!

1. Preparation Strategy – *The Will to Prepare to Win*

- Come fully prepared...
- Always start with knowing your audience / your customer
- Why You? Why should they listen to you?
- What is Your Objective
- The Power of PowerPoint: Verbal & Visuals working together
- Fundamentals of Effective Visuals – *Visual Esperanto*
- Effective use of color to connect with your audience
- Creative Opening / Meaningful Content / Compelling Close
- Create closing slide first – all roads lead to your destination (GPS model)

2. Presentation Strategy – *Bring to the meeting something no one else knows...*

- It's always a Selling Situation
- Connect with your audience – cognitive / affective / conative
- What is your Call to Action / What's in it for them?
- Rationale to take that action / Is it Reasonable
- Project the attitude of your audience – pro & con

3. Organizing the Presentation – *FFAB (Features / Functions / Advantages / Benefits)*

- Creative Opening – your first impression
- Create clear / thought starter slides – six by six rule
- Meaningful Content – relevant to your audience
- Compelling Close – lasting impression
- Say it with color – applicable to the topic
- Create a climate for learning

4. Techniques in Presenting – *When you stop getting better, you stop being good*

- Eye contact – *you are talking to individuals that happen to be in a group*
- Plan & Promote Interaction – connect with your audience
- Be clear on the process and Get Confirmation
- Confirm understanding on a continuing basis
- Re-enforce the need to continue the process
- Project Acceptance and Handle Resistance

5. Personal Delivery – *Mechanics of Communicating Effectively Orally*

- The Audience – maintain control
- Your Body – commanding positioning / look like you are in charge
- Your Voice – clear / articulate / no verbal distractions
- Room set-up.....proper lighting and 45° angle to your audience
- We reads left to right – so stand on their left; slides on their right

Practice isn't the thing you do once you're good. It's the thing you do that makes you good.
Malcolm Gladwell

You owe your audience a good performance!

Something you may not know!

Market News

1. *The AI Data-Center Boom Is Coming to America's Heartland by Jennifer Hiller* - Meta



and other tech companies are scouring rural America for land, transmission lines and natural gas. [Meta Platforms](#) scooped up 2,700 acres of farmland last year for what would be its largest-ever data center, built over flat rice fields 45 minutes west of the Mississippi River. At 4 million square feet, or 70 football fields, Meta's data center will cost \$10 billion and sit on more acreage than Louisiana State University in Baton Rouge, which has more than 34,000 students. Building advanced artificial-intelligence systems will take [city-sized](#)

[amounts of power](#), which has turbocharged electricity demand projections for the first time this century. [The AI Data-Center Boom Is Coming to America's Heartland - WSJ](#)

2. *OpenAI to Soon Offer Deep Research to All ChatGPT Users for Free by Akshay Kumar* -

Earlier in February, OpenAI introduced Deep Research, its new agentic capability in ChatGPT. The feature allows you to use artificial intelligence to compile factual information into detailed reports on any topic. So far, the advanced functionality of one of the world's most popular chatbots has only been exclusively available to Plus, Pro, and Enterprise subscribers. However, OpenAI is all set to offer the Deep Research AI agent to all ChatGPT users for free. Currently, you need to pay \$20 per month for the ChatGPT Plus subscription to use the Deep Research functionality. You can avail yourself of extended access to the feature by paying \$200/month for the ChatGPT Pro subscription. ChatGPT's Deep Research AI agent can do work for you independently. Once you give it a prompt, it will analyze and synthesize hundreds of sources online to make a detailed report at the level of a research analyst. You can think of it as your very own analyst who can go off on its own and report findings to you in a matter of minutes. It can also cross-verify the report against the millions of sites on the internet. [OpenAI to soon offer Deep Research to all ChatGPT users for free](#)

3. *Google's Gemini Deep Research Is Now Available to Everyone by Igor Bonifacic* - After being one of the first companies to roll out a [Deep Research](#) feature at the end of last year, Google is now making that same tool available to everyone. Starting today, Gemini users can try Deep Research for free in more than 45 languages — no Gemini Advanced subscription necessary. For the uninitiated, Deep Research allows you to ask Gemini to create comprehensive but easy-to-read reports on complex topics. Compared to say Google's new [AI Mode](#), Deep Research works slower than your typical chatbot, and that's by design. Gemini will first create a research plan before it begins searching the web for information that may be relevant to your prompt. When Google first announced Deep Research, it was powered by the company's powerful but expensive Gemini 1.5 Pro model. With today's expansion, Google has upgraded Deep Research to run on its new Gemini 2.0 Flash Thinking Experimental model. [Google's Gemini Deep Research is now available to everyone](#)

Something you may not know!

4. ***How AI is Driving the Next Wave of Energy Innovation*** - Over the past two years AI has reigned in the minds of business leaders across the board. While some industries remain hesitant in embedding AI into their business, leaders from the energy sector have been more open to AI led transformation possibilities in their businesses. Several energy organizations across the world are methodically experimenting with AI to drive digital transformation, with the sector already seeing real business value from AI. According to the 'KPMG International's Global Tech Report: Energy insights', 67% of energy companies are achieving measurable impact from active AI use cases. A big advantage of the energy sector is that there is a lot of data available, much of which is in digitised form. This availability of structured data complements with the broader structured and unstructured data available from external sources, creating a rich base for action in the energy companies. As a result, AI adoption in the energy sector is moving beyond proof-of-concept. [Powering the Future: How AI is Driving the Next Wave of Energy Innovation](#)
5. ***The Push to Triple Global Nuclear Energy by 2050*** - In recent years, the world has faced unprecedented growth in energy demand caused by digitalization, the development of artificial intelligence, electric vehicles, and other energy-consuming technologies. In an attempt to handle this challenge, Amazon, Meta, and Google — top stock gainers during previous years — as well as 14 leading banks and financial institutions, energy suppliers, and representatives of heavy industry, have joined forces to achieve the ambitious goal of tripling global nuclear power capacity by 2050. The World Nuclear Association initiated this program — for the first time, companies not directly involved in nuclear energy have publicly supported scaling nuclear power plants to meet their needs. [Powering the Future: The Push to Triple Global Nuclear Energy by 2050 - Programming Insider](#)
6. ***Gourma Chooses Sollum Technologies' Fully Dynamic LED Lighting Solution*** - Sollum®



announced its partnership with Gourma, a leading fine herb grower based in Saint-Norbert, Québec. Gourma offers 25 potted herb varieties, including nine that are certified organic. These aromatic herbs are distributed across Québec in the produce sections of grocery retailers,

reflecting the quality and reach of their greenhouse production. In early 2023, Gourma undertook a major brand repositioning, doubled its production area, and adopted a forward-thinking vision focused on innovation. With the integration of Sollum's dynamic LED lighting solution, the company is now making a significant shift towards a fully controlled and adaptable lighting environment. This collaboration will enable Gourma to precisely tailor lighting conditions to the specific needs of its herbs, influencing key factors such as morphology, colour, and flavour. [\[News\] Gourma Chooses Sollum Technologies' Fully Dynamic LED Lighting Solution - LEDinside](#)

Something you may not know!

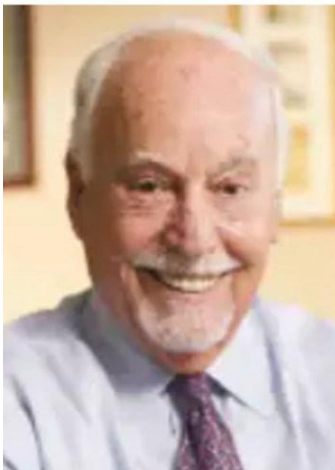
7. **Bill Warren Obituary** - A very close personal friend, confidant, mentor passed away April 18,



2025, at the age of 96. Willard Lee (Bill) Warren, an admired / venerable figure in his community and certainly in the lighting industry, his lifetime profession. I was one of the very lucky ones who worked with Bill over the years. We made many presentations together at industry events... he was the technical / intellectual and I was the marketing / academic. He was an engineer through and through, and my job was to keep telling him that you stick with the facts and I'll do the selling job. He never listened... He called me the Other Bill, unless I went first, then I called him the Other Bill. It was a blast every time. Bill led by example and his loss will be felt by his many friends and all of those who met him over an accomplished lifetime.

Bill was born and raised in Brownsville, Brooklyn, and married the love of his life, Claudette (née Stolper) in 1953. Claudette and Bill began their life in Queens, NY, moving to Carle Place, Dobbs Ferry, South Nyack, and finally Roosevelt Island, New York, expanding their family to include four devoted children. With his legendary sense of humor in place until the very end, Bill's last wish was for a bowl of chocolate ice cream. God bless you Other Bill and your wonderful family.

8. **Frank Diassi Obituary** - Great sadness for me personally as I loved working with Frank at Amerlux. Dynamic executive who clearly knew where he was going and took everyone with him. The Star-



Ledger reported on his extensive executive career.....here is the short version: Entrepreneur, successful businessman, adjunct professor, Airforce Veteran, loving father and grandfather. Frank P. Diassi, 92, passed away peacefully in his sleep, surrounded by his loving family and devoted caregivers on April 5, 2025 at his home in Far Hills, NJ. Mr. Diassi was the Chairman and CEO of Sterling Chemical, a publicly traded company and was the Chairman and owner of Amerlux Lighting Solutions, a global architectural lighting design company. Mr. Diassi was also the Chairman and owner of Unicorn HRO, LLC, a national HR/payroll/benefits outsourcing company. please make donations to Loyola Jesuit Center, 161 James Street Morristown, NJ 07960 Phone: 973-539-0740 [Frank Diassi Obituary \(2025\) - Basking Ridge, NJ - The Star-Ledger](#)

9. **Foreign and Domestic Investments Totaling Over \$5T Under Trump, Adds 451k Jobs for Americans by Alec Schemmel** - In total, through both domestic and foreign investments from four different countries, various U.S. industries and manufacturers have garnered roughly \$5.2 trillion in investments since January 20. In turn, these commitments are estimated to generate at least 451,000 new jobs for Americans. In total, the private sector has invested more than \$1.8 trillion in U.S. ventures. Meanwhile, foreign investments accounted for more than half of the U.S. total investments since Trump entered office – roughly \$3.3 trillion. Foreign investments in U.S. industries came from the United Arab Emirates, Japan, Saudi Arabia and India. [Private investments totaling over \\$5T under Trump, adds 451k jobs for Americans | Fox Business](#)

Something you may not know!

10. *AI Can't Predict the Impact of Tariffs—but It Will Try* by Isabelle Bousquette & Belle Lin

Companies are looking to technology to help navigate supply-chain uncertainty. Artificial intelligence was supposed to be a boon for helping companies navigate the impact of disruptions to their supply chains. But even this groundbreaking tech has its limits—and wasn't ready for the far-reaching, on-and-off tariffs from President Trump. Businesses contending with ongoing uncertainty want help from their supply-chain technology providers. In recent weeks, several vendors have rolled out AI features intended to gauge the impact of new tariffs. There is one problem: Tech can't forecast what Trump will do next. Even with AI, some businesses say technology won't help them avoid all tariff-induced financial pain. [AI Can't Predict the Impact of Tariffs—but It Will Try - WSJ](#)

11. *GenAI in Procurement: from Buzz to Bottom-Line Cost Reductions* - Companies have

made huge investments in AI, including [generative AI \(GenAI\)](#), and they're seeing sizable gains in productivity and efficiency. Yet many organizations struggle to translate those improvements into concrete financial savings. [Procurement](#) is one area where AI can swiftly reduce costs. Some procurement processes are repeated over time and quantifiable, generating a volume of data that AI can sift through to rapidly improve performance and lower costs. In Boston Consulting Group (BCG), work with companies, [procurement functions that use AI](#) can reduce overall costs by roughly 15% to 45% (depending on the category) and eliminate up to 30% of the work for employees and teams. Those gains enable companies to reallocate procurement team capacity to more strategic, value-added tasks. [From Buzz to Bottom Line - Cost Savings Using GenAI | BCG](#)

12. *AI Can't Predict the Impact of Tariffs—but It Will Try* by Isabelle Bousquette & Belle Lin

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13. *AI Is Enabling an Always-On Economy. Companies Need to Pick Up the Pace* by Steven

Rosenbush - Intelligent agents make it easier for supply chains, logistics, cybersecurity, market research and more to operate 24 hours a day. Artificial intelligence is transforming businesses in an underappreciated way, extending the productive hours across various functions and industries. Companies need to start adapting for a world in which more markets operate 24 hours a day, much as trading does now. Those human constraints have often led to delayed decision-making and missed opportunities at all sorts of companies. The shift to an always-on economy isn't just about using AI to make predictions. It's about acting on them continuously. [AI Is Enabling an Always-On Economy. Companies Need to Pick Up the Pace. - WSJ](#)

Something you may not know!

- 14. 91% of Global Executives Are Scaling Up AI Efforts** - New research reveals global leaders use AI for nearly half of their work and are willing to switch to AI-friendly companies. Globalization Partners (G-P) unveiled its second annual [AI at Work Report](#), revealing significant acceleration in AI adoption and use among global executives. Nearly all (91%) global executives are actively scaling up their AI initiatives and 74% report AI is critical to their company's success. Only 1% of executives reported not using AI at all. The AI at Work Report highlights the transformative impact of AI on modern work and business. The findings reveal executives are ready to push beyond basic AI solutions, harnessing the technology's potential for increased innovation, optimization and to drive success in a digital-first world. Despite the enthusiasm for AI, executives are cautious of its use for high-stakes decisions, especially in situations with legal or monetary ramifications. More than half (51%) of surveyed executives said they would not trust AI to make financial investment or budgeting decisions—suggesting a hesitance to hand over all mission-critical operations. [91% of Global Executives Are Scaling Up AI Efforts](#)

- 15. Ultra-efficient LEDs: Perfect for High-Performance Indoor Lighting Applications** - High efficacy, deep dimming performance, reliability, robustness, and flexibility are crucial criteria for indoor lighting and applications. ams OSRAM is now presenting new mid-power LEDs that embody all these essential features. The OSCONIQ® S 3030 offers luminous efficacy ratings of up to 235 lm/W at 4000K (CRI 80) and advanced features such as deep-dimming capability and precise color control. The LED reduces maintenance cycles making it perfect for office panels, troffers, and continuous linear lighting. When integrated into high-bay and low-bay fixtures, it provides consistent illumination in warehouses and manufacturing spaces. With high color rendering options (CRI 80 and CRI 90) and a wide CCT range from 2700K to 6500K, the OSCONIQ® S 3030 also optimizes architectural accents and retail displays. Its superior hydrogen sulfide resistance and robust thermal cycling performance ensures long-term stability, even in harsh operating conditions. https://www.ledinside.com/news/2025/4/2025_04_24_03



- 16. Improving Building Operations with Cloud-Based Applications by Rahul Chillar** - In today's rapidly evolving digital landscape, the integration of internet of things (IoT), artificial intelligence (AI), and further smart building technologies is transforming the operational management of real estate. With an increasing need for data-driven decision making, the implementation of building operation systems gains momentum. Since 75% of commercial buildings are not managed as efficiently as they could be, there is huge potential to build on. Cloud-based building operation applications can be viewed as indispensable for future-proof facilities management. As the number of connected devices is expected to exceed 75 billion by 2025, data collection in commercial buildings is becoming more relevant than ever. Now buildings can be operated remotely and conveniently from anywhere. This transformation was possible as technology, such as sensors, have been integrated into building equipment, providing essential data. Strategically deployed throughout the property, sensors are monitoring critical areas such as Heating, Ventilation and Air Conditioning (HVAC), lighting, water management, fire safety, or security. Once the sensors have collected the data, they can display it in a cloud-based building operations application. [Improving Operations: Cloud-Based Building Operation Systems](#)

Something you may not know!

- 17. Hyundai Shows Off New \$7.6B EV Plant Amid Tariff Announcement** - Hyundai celebrated the opening of its new \$7.6 billion electric vehicle factory in Georgia on Wednesday by



announcing plans to expand its production capacity by two-thirds to a total of 500,000 vehicles per year. The newly announced Georgia expansion is part of \$21 billion in U.S. investments over the next three years that Hyundai announced at the White House. Hyundai began producing EVs just shy of six months ago at its sprawling manufacturing plant in southeast Georgia. More than 1,200 people are working there. Hyundai employees worked the assembly line alongside

hundreds of robots that stamp sheets of steel into fenders and door panels, weld and paint auto bodies and even park finished vehicles awaiting their final inspections. [Hyundai Shows Off New \\$7.6B EV Plant Amid Tariff Announcement – electrified](#)

- 18. MLB's Average Salary Tops \$5 Million for First Time, AP Study Shows** - The New York Mets, with Juan Soto's record \$61.9 million pay, led MLB for the third straight opening day with a \$322.6 million payroll (down from their record high of \$355.4 million in 2023), just ahead of



the World Series champion Los Angeles Dodgers at \$319.5 million. Those two teams each spent roughly five times as much as the Miami Marlins, who at \$64.9 million ended the Athletics' three-year streak as the lowest spender. Los Angeles' payroll figure was held down by deferred payments. Shohei Ohtani's \$70 million salary was discounted to a present-day value of \$28.2 million because it won't be paid in full until 2035.

Highest salaries per year in MLB for the 2025 season

Juan Soto (NYM)	\$61,875,000	Carlos Correa (Min)	\$37,333,333
Zack Wheeler (Phi)	\$42,000,000	Mike Trout (LAA)	\$37,116,666
Jacob deGrom (Tex)	\$40,000,000	Gerrit Cole (NYY)	\$36,000,000
Aaron Judge (NYY)	\$40,000,000	Jose Altuve (Hou)	\$33,000,000
Anthony Rendon (LAA)	\$38,571,428	Corey Seager (Tex)	\$32,500,000

Source: MLB [MLB's average salary tops \\$5 million for first time, AP study shows | AP News](#)

- 19. Coal Plant to be Transformed into Gas-Powered Data Center Campus** - Homer City Redevelopment (HCR) and Kiewit Power Constructors Co. (Kiewit) announced the future of the former Homer City Generating Station. Homer City – previously the largest coal-burning power plant in Pennsylvania – will be transformed into a more than 3,200-acre natural gas-powered data center campus, designed to meet the growing artificial intelligence (AI) and high-performance computing (HPC) needs of the innovative technology companies shaping America's digital future. [GE Vernova](#) will provide seven high-efficiency 7HA.02 hydrogen-enabled, gas-fired turbines, with the first deliveries expected to begin in 2026. [Coal Plant to be Transformed into Gas-Powered Data Center Campus – electrified](#)

Something you may not know!

e-Learning Showcase

20. *Customer-Centric in the Digital Age -*

[Customer-Centric Marketing in the Digital Age.mp4](#)

What's your CENTRIC? What drives your business? What makes you different than everyone else in the market?.....why do customers buy from you rather than the other guy?..... do your people know what makes you unique?.....do your customers know? Below is what AI believes is their CENTRIC! What do you think?

Sponsored by Amerlux. [AVISTA by Amerlux](#)

[Amerlux - Commercial Lighting Manufacturer | SPEC-Grade Lighting](#)



What is the driver of your business?

It's always Customer-Centric...but:

- **Bose – sound-centric**
- **Beats – pop-culture-centric**
- **Apple – high-tech-centric**
- **Amazon – convenience-centric**
- **Walmart – low-price-centric**
- **Barbie – brand loyalty-centric**
- **Red Bull – energy drink-centric**
- **McDonald's – franchise-centric**

What's your CENTRIC?

Next month – Innovation in the Digital Age - Sponsored by naturaLED:

1. Disruptive
2. Sustaining
3. Efficiency

Something you may not know!

Education Resources

- 21. The LHRC Announces Online Courses for 2025** - The Light and Health Research Center's (LHRC) is offering two online professional certificate courses in 2025. These interactive educational offerings will be led by LHRC faculty and staff who are the foremost experts in their fields. Courses begin in September, and registration for the classes is now open. The 2025 educational programs include:



- **Online Professional Certificate Course in Lighting Design - Sept. 11 to Nov. 13, 2025**
<https://icahn.mssm.edu/research/light-health/education/professional-certificate-lighting-design>
- **Online Certificate Course in Light and Human Health - Sept. 24 to Oct. 22, 2025**
<https://icahn.mssm.edu/research/light-health/education/online-certificate-light-and-human-health>

- 22. NEMA Academy to Reshape Industry Education by Craig DiLouie** - For 25 years, the Lighting Controls Association, a council of the National Electrical Manufacturers



Association (NEMA), has educated the building industry about lighting control technology and application, notably through its Education Express courses. The organization is proud to announce that starting May 1, 2025, the Education Express curriculum will be incorporated into a new learning management system, [NEMA Academy](#). The new platform will

feature an improved website, a comprehensive learning platform, and access to a broad and growing curriculum covering lighting controls in addition to other topics, from lighting to safety to emergency preparedness. [NEMA Academy to Reshape Industry Education](#)

- 23. NEMA Releases Grid Reliability Study** - The National Electrical Manufacturers Association (NEMA) has released its new study on grid reliability, "[A Reliable Grid for an Electric Future](#)", which focuses on challenges we face with electric demand, consumption and production over the next 25 years. The study highlights U.S. electricity demand outlook to 2050 and outlines technology and policy solutions to meet demand growth. Two key drivers behind the demand will be data centers and EV charging. To prioritize grid reliability and ensure our electrical infrastructure can adapt to surging demand and the integration of renewable energy, we can't build capacity fast enough. We need to invest in a suite of innovative near-term technologies to meet demand growth and prioritize policy and regulatory certainty to deliver a reliable and affordable energy system. www.makeitelectric.org Study at: [pa-nema-grid-flexibility-study.pdf](#)

- 24. Architecture + Design Master Continuing Education** - Architecture + Design Master gives architects and design practitioners the opportunity to earn free continuing education units (CEUs) through online articles and webinars, making it easy for them to maintain their licenses. To receive one hour of continuing education credit as approved by IDCEC or one learning unit approved by AIA, simply click on an article or webinar to view it and take the associated multiple choice exam — it's that easy! [Architecture & Design Master Continuing Education](#)



- **Convenient Online Learning**
- **Learn Anytime, Anywhere**
- **Designed for Professionals**
- **Earn Credits for Free**

Something you may not know!

25. *Energy-Efficient Lighting Can Still Provide Opportunities for Energy Savings, DNV Study Finds*

The study was undertaken in partnership with 11 organizations across the U.S. and Canada. The study identified six separate “next generation” commercial lighting opportunities that are most likely to produce significant program savings or are gaining traction in the market. It graded these opportunities according to the potential size of the market, potential to deliver meaningful program savings, and ease of delivery. Three opportunities—higher efficacy LEDs, advanced lighting controls, and redesign LED-to-LED retrofit—are considered mass market opportunities and have the ability to fit into established energy management programs or have the ability to scale. The other three opportunities—demand management, germicidal UV, and tunable lighting—are niche market opportunities that apply to specific conditions and customers, and, while have the ability to provide energy savings, are not suited to broad adoption. [Energy-efficient lighting can still provide opportunities for energy savings, DNV study finds](#)

26. *DarkSky Approved Luminaires*



The DarkSky Approved Luminaires program provides objective, third-party approval for manufactured luminaires (light fixtures) that meet our strict guidelines for responsible outdoor lighting. Developed by industry professionals—including lighting engineers and designers—in collaboration with experts in the fields of wildlife biology, ecology, and human health, these guidelines ensure outdoor lighting minimizes light pollution while maintaining and improving functionality and safety. Luminaires that meet our rigorous criteria, based on the Five Principles of Responsible Outdoor Lighting, earn the DarkSky Approved seal—a trusted mark among the lighting community and consumers as the industry standard for dark sky-friendly

lighting. [DarkSky Approved Luminaires | DarkSky International](#)

Publications of Learning

27. *Say Hello to Your New Colleague, the AI Agent By Marc Benioff*

I’ve been part of many waves of technology in my 25 years at Salesforce—from cloud computing to mobile, social and the early stages of AI. But nothing compares to the transformation we’re seeing now. While much of the AI conversation is about large language models, the real revolution is happening in AI-driven digital labor: autonomous, intelligent agents. Because such agents act on their own, collaborate and continuously learn and improve, companies of any size can scale beyond *human limits*. Today’s CEOs are the final generation of executives leading exclusively human workforces. Going forward, we’ll need to learn how to manage human workers and digital labor to work together to deliver efficiency and productivity. Integrating AI agents into daily operations will become a leadership skill that separates companies that thrive from those that fall behind. Mr. Benioff is Chair and CEO of Salesforce.

[iq4POgFJlwS2n9NdKvjD-WSJNewsPaper-4-4-2025.pdf](#)

Something you may not know!

- 28. Data Centers: More Power to Them by Jim Lucy** - 2025's surge in data center construction will be fueled by the greater demands of AI (artificial intelligence) for electrical power. The explosive growth in data center construction and the related increases in demand for the electrical system installation and supply and logistical services they require is quite unlike anything the electrical business has ever seen. Over the years there's been booms in speculative office construction, energy-efficient lighting retrofits and the installation of power quality industrial automation products. But the dollars being spent on new data centers – and the electrical construction materials that help power them – may very well be unmatched. This all means big business for electrical contractors, design engineers and other electrical professionals involved with data center construction. [Data Centers: More Power to Them | Electrical Wholesaling](#)



- 29. Eye on the Storm by Tim Kridel** - The new ANSI/NEMA C137.10 standard is designed to keep streetlights on during extreme weather. But in normal times, it also creates opportunities in the smart cities market. By the end of this decade, the North American smart city market will be worth close to \$1 trillion, a roughly fourfold jump from 2024, [Grand View Research](#) predicts. A new standard from NEMA's Lighting Systems Division should help electrical contractors and electrical design firms grab a share of that burgeoning market by leveraging upgrades aimed at bolstering outdoor lighting resiliency. [ANSI/NEMA C137.10-2024](#) creates a vendor-agnostic format for data produced by sensors installed on light poles along roadways and pedways. That standardization enables municipalities, utilities, and other lighting infrastructure owners to have a mix of hardware and software vendors without risking data incompatibility. [ANSI/NEMA C137.10 Standard and Lighting System Interoperability | EC&M](#)

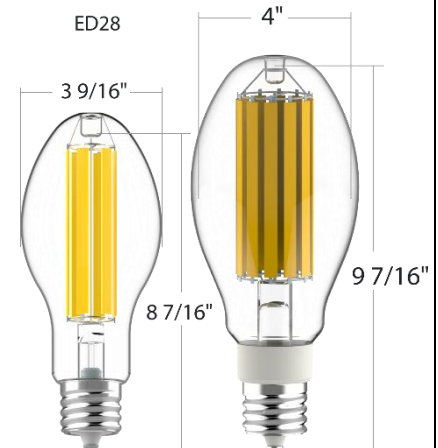
- 30. Cultivating Healthier Spaces Through Lighting Design by Grant Kightlinger & Lauri Tredinnick** - How designers are using breakthroughs in biologically effective lighting to mimic natural light cycles and improve human health at home and at work. Circadian lighting — and biologically effective lighting more broadly — is an exciting frontier in the design industry with immense potential to improve occupants' quality of life. These strategies focus on creating lighting conditions that harmonize with our biological clock, improve alertness, and support hormonal balance. The ongoing exploration of light's effects on health is paving the way for significant advancements in biologically effective lighting design. Innovations such as simplified controls, adjustable spectrum luminaires, and artificial daylight solutions can help create environments that not only meet aesthetic and functional needs but also enhance well-being. As we continue to refine our approaches, the potential for cost-effective circadian lighting solutions that align with our biological rhythms becomes increasingly feasible, ultimately fostering healthier living and working environments. [Breakthroughs in Biologically Effective Lighting Design | EC&M](#)

Something you may not know!

New Technologies

31. Rab Lighting ED28-36-EX39-850-F-C & ED32-54-EX39-850-F-C

Versatile low-cost upgrade for outdated metal halide and high-pressure sodium. These filament-style LED lamps are designed to replace up to 300W MH in post top, low bay, bollard and high bay applications that show off the aesthetic of the lamp itself. Integral driver enables lamp to be wired directly to line voltage without need for an external driver or ballast. Rated for use in open and enclosed fixtures in dry, damp, or wet locations. Full glass design provides omnidirectional output. 25,000-Hour lifespan (ED28) / 50,000-Hour lifespan (ED32.) [Filament HID - RAB Lighting](#)



32. The Drone-Delivery Service Beating Amazon to Your Front Door - Soon your burrito bowl could arrive via the sky. Zipline's drones make deliveries by lowering small coolers on 300-foot cables. A drone delivery startup Zipline is in the flying delivery race—competitors



include Amazon and Google parent Alphabet—has emerged as a front-runner. For now, initial commercial testing in the U.S. is happening in Pea Ridge and Mesquite, Texas, just outside Dallas. Walmart is the only retail operation Zipline delivers for in the U.S. at present. For future partners, Zipline has designed a small pickup kiosk that can be

installed just outside any building. Alphabet's Wing drone service is already in the Dallas-Fort Worth area, delivering from 18 Walmarts to 40 nearby towns and cities within the drones' six-mile range. Amazon is operating its drone delivery service in College Station, Texas, and an area near Phoenix, but in terms of scale, the online retail giant remains a distant third. [The Drone-Delivery Service Beating Amazon to Your Front Door - WSJ](#)

33. Synapse Wireless Introduces the Combo Sensor Controller for Outdoor & Indoor Lighting Applications - Synapse Wireless has announced the launch of the Combo Sensor Controller



(CSEN1), an all-in-one device designed for both outdoor and indoor lighting applications. Compact and durable, the CSEN1 integrates wireless communication, motion and light sensors, and advanced fixture control into a single streamlined package. Designed to support a wide range of environments—including site and area lighting, parking garages, and industrial or warehouse facilities—the CSEN1 balances versatility with simplicity. It features a dual PIR motion sensor, a

photocell for ambient light detection, and supports both 0-10V and D4i driver connectivity. [Synapse Wireless | CSEN1-H: All-in-One Wireless Lighting Controller...](#)

Something you may not know!

- 34. Discover the Difference in our NEW Commercial Strip Light from naturaLED** - Not all Commercial Strip Lights are made the same. Here at naturaLED, we take pride in engineering LED products with useful features that make installation a breeze. Check out what makes a difference with the new CSL. The naturaLED® CSL is an energy-efficient LED commercial strip light designed to meet a variety of lighting needs. Ideal for new construction and multiple applications, it is perfect for warehouses, parking garages, stairwells, offices, hallways, and other industrial or commercial settings. This versatile fixture supports ceiling, wall, or cable mounting and delivers up to 9,180 lumens of bright, consistent illumination. Additionally, it offers compatibility with a PIC Plug-in Connector and an optional PIR Motion Sensor for enhanced functionality. [2" Commercial Strip Lights – naturaLED](#) Watch the video by Frank Grobmeier and learn something: [Discover the Difference in our NEW Commercial Strip Light](#)



- 35. General Motors Unveils New Futuristic Concept, Which Is a Corvette in Name Only** - It's a beautiful vision of an all-electric, wide hypercar, but it has nothing to do with the Corvette



mark. One of three General Motors will unveil over the next year, each from a different design studio. It's a beautiful supercar — low and wide with a classic mid-engine bubble-cockpit profile — but you'd never know it's a Corvette. The front fin lights recall the design codes of GM's premium label, Cadillac. The wrap-around windshield borrows from Koenigsegg and Saab. The porous aero elements mirror other electric hypercars like the Lotus Evija and Porsche Mission X, while the split between smooth upper aero and aggressive lower carbon elements appears on countless modern supercars.

[General Motors Unveils New Futuristic 'Corvette' Concept | The New York Sun](#)

- 36. Valeo and Appotronics Announce Strategic Partnership for Next-Generation Front Lighting System** - The ALL-in-ONE system integrates several advanced functions in one compact module: the Valeo Adaptive Driving Beam (ADB), road surface projection, and in-car cinema capabilities. Its smart system automatically optimizes lighting for different driving scenarios—extending illumination range with high beams on highways, and preventing glare with glare-free beams in urban areas. In addition, the headlight also offers 10-level brightness adjustment, complete with auto-focus, keystone correction, and image scaling capabilities. The ALL-in-ONE headlight is powered by Appotronics' proprietary ALPD® semiconductor laser technology, which delivers 10 times the brightness of standard automotive LEDs with 200% greater luminous flux using equivalent DLP chips – all while consuming less energy. https://www.ledinside.com/news/2025/4/2025_04_25_06

Something you may not know!

LearnersLive Special Feature

UAE Commits \$1.4 Trillion to U.S. Investments Following Trump Meeting - The White House announced that the United Arab Emirates (UAE) has committed to investing \$1.4 trillion in the United States over the next 10 years. The massive agreement, unveiled Friday, is being described as a historic investment framework that will reshape economic and technological cooperation between the two countries.

The commitment was finalized after a meeting between President Donald Trump and Sheikh Tahnoon bin Zayed al Nahyan, the UAE's national security adviser. The two leaders, along with top Emirati business executives and sovereign wealth fund heads, met earlier this week in the Oval Office and at a dinner with Vice President JD Vance and Cabinet members.

Key Investment Areas

According to the White House, the new framework will dramatically increase the UAE's investments in four major areas: artificial intelligence infrastructure, semiconductors, energy, and U.S. manufacturing. These sectors are considered critical for America's future competitiveness and technological leadership.

Among the specific commitments:

- A \$100 billion investment package focused on next-generation data centers and energy infrastructure designed to support U.S. leadership in artificial intelligence.
- A \$25 billion joint initiative between the UAE's ADQ investment fund and U.S.-based Energy Capital Partners to develop energy infrastructure and data centers.
- Large-scale investments by UAE energy company XRG, part of Abu Dhabi's state-run ADNOC, to boost U.S. gas production, chemical manufacturing, and low-carbon energy solutions.
- A \$1.2 billion mining partnership to secure critical minerals needed for modern electronics and renewable energy technologies.
- Funding for the construction of a new aluminum smelter, the first in the U.S. in 35 years, led by Emirates Global Aluminum, which will nearly double domestic aluminum output.

The investments are part of a broader effort to deepen economic ties between the U.S. and the UAE while helping both countries compete in an increasingly high-tech global economy.

Trump's Role in Securing the Deal

President Trump played a central role in bringing the deal to life. After hosting Sheikh Tahnoon and other UAE officials at the White House, Trump wrote on Truth Social that the meeting showed the strong friendship between the two nations and highlighted discussions on expanding economic and technological cooperation.

Something you may not know!

“UAE and the U.S. have long been partners in the work to bring peace and security to the Middle East and the world,” Trump wrote. “Discussions also included ways for our countries to increase our partnership for the advancing of our economic and technological futures.”

According to a statement from the UAE Embassy in Washington, Sheikh Tahnoon praised Trump’s leadership and economic policies, saying they played a major role in encouraging foreign investment and strengthening partnerships like this one.

A Signal of Strategic Cooperation

This deal comes as global competition heats up in the AI and energy sectors. With U.S. companies like Microsoft, Google, Amazon, and Meta pouring billions into AI infrastructure, international partners are looking to align with American innovation.

The White House emphasized that the investment underscores not only economic cooperation but also the close diplomatic relationship between President Trump and UAE President Mohammed bin Zayed al Nahyan.

The UAE’s commitment represents one of the largest long-term foreign investments in U.S. history. Over the next decade, this partnership could help power everything from clean energy and chip production to the next generation of artificial intelligence breakthroughs.

[UAE Commits \\$1.4 Trillion to U.S. Investments Following Trump Meeting – Finance and Money](#)

Something you may not know!