



LEARNERS LIVE



Expanded from Bill Attardi's EnergyWatch.com

August 2025

<http://attardimarketing.com/>

<http://learnerslive.com/>

Mark Twain

- *Twenty years from now, you will be more disappointed by the things that you didn't do than by the ones you did do.*
 - *Plan for the future, because that is where you are going to spend the rest of your life.*
-

Something to Think About...

Learning to Get Better by Bill Attardi - Learners possess certain attributes that distinguish them from the learned. They anticipate rather than react to change. Some call that vision. They become essential facilitators of change within their altered environment. They can skillfully communicate the new and technically esoteric with a clarity that leads to understanding and advocacy. Organizations that don't value learning and the change that springs from learning will struggle to stay relevant in this fast-paced ever-changing marketplace.

As an Educator, my ambition here is to express my view that education, the learning process, is not a onetime event but rather, something you do all the time. Sounds a lot like Vince Lombardi when he talked about doing things right, not once in a while but all the time, right? Winning is everything..... remember that?

In every environment, in every company, in every department, in every office, in every classroom, on every team, there are inequities. Men and women come in all sizes, all levels of acumen, all degrees of competency, skill and talent.....

Many times in any organization and often, not of your choosing, you get a diversity of high performers, good performers, weak performers, and those that do not contribute a dime to the performance of the team. In my undergraduate classes, especially when they are mostly seniors, and certainly in my graduate classes at Monmouth University, I congratulate them for the progress they have made so far in their collegiate work and no matter the future, as they receive that degree, each and every one of them has earned the right to be called a *highly competent individual*. There's a but: *that's only the beginning, do you have the dedication to learning to get better...*

Something you may not know!

Did you know...



What Do the Colors on Bread Tags Mean? – On a lighter note, these color-coded tags indicate the date the bread was baked and packaged. Now that you know that the color-coded tags actually mean something, how can you remember which color means which day? Luckily there is an easy way to remember the schedule. The colors correspond to weekdays in alphabetical order: Blue (Monday), Green (Tuesday), Red (Thursday), White (Friday), then Yellow (Saturday). Maybe you just learned something you did not know.....

Market News

1. ***Amazon Is on the Cusp of Using More Robots Than Humans in Its Warehouses*** - The e-commerce giant, which has spent years automating tasks previously done by humans in its facilities, has deployed more than one million robots in those workplaces, Amazon said. That is the most it has ever had and near the count of human workers at the facilities. One of Amazon's newer robots, called Vulcan, has a sense of touch that enables it to pick items from numerous shelves. Amazon has taken recent steps to connect its robots to its order-fulfillment processes, so the machines can work in tandem with each other and with humans. For some Amazon workers, the increasing automation has meant replacing menial, repetitive work lifting, pulling and sorting with more skilled assignments managing the machines. Amazon is also rolling out artificial intelligence in its warehouses, Chief Executive Andy Jassy said recently, "to improve inventory placement, demand forecasting, and the efficiency of our robots." Amazon said it will cut the size of its total workforce in the next several years. [Exclusive | Amazon Is on the Cusp of Using More Robots Than Humans in Its Warehouses - WSJ](#)
2. ***How A Lighting Firm Is Quitting China for Cambodia*** - Lucidity Lights, a maker of lamps and other lighting products, accelerated its production shift from China to Cambodia in response to rising tariffs and changing global trade dynamics. Company officials said trade policies in President Donald Trump's first term served as a wake-up call to move production. Lucidity has now moved 70% of its manufacturing to Cambodia and plans to fully exit China. Until last year, his company's products—lamps and other lighting goods sold to retailers including Walmart and Home Depot—had been made in China. The transition has allowed Lucidity to secure new retailer contracts and boost revenue this year despite ongoing logistical and supply chain challenges in Cambodia. The Wall Street Journal

Something you may not know!

3. U.S. Regular Gasoline Prices (dollars per gallon – lowest since 2021) full history [XLS](#)

	<u>06/16/25</u>	<u>06/23/25</u>	<u>06/30/25</u>	<u>week ago</u>	<u>year ago</u>
<u>U.S.</u>	<u>3.139</u>	<u>3.213</u>	<u>3.164</u>	<u>-0.049</u>	<u>-0.315</u>
<u>East Coast</u>	<u>2.983</u>	<u>3.072</u>	<u>3.031</u>	<u>-0.041</u>	<u>-0.358</u>
<u>New England</u>	<u>2.956</u>	<u>3.079</u>	<u>3.050</u>	<u>-0.029</u>	<u>-0.398</u>
<u>Central Atlantic</u>	<u>3.106</u>	<u>3.212</u>	<u>3.217</u>	<u>0.005</u>	<u>-0.309</u>
<u>Lower Atlantic</u>	<u>2.912</u>	<u>2.983</u>	<u>2.911</u>	<u>-0.072</u>	<u>-0.379</u>
<u>Midwest</u>	<u>3.026</u>	<u>3.087</u>	<u>3.051</u>	<u>-0.036</u>	<u>-0.364</u>
<u>Gulf Coast</u>	<u>2.735</u>	<u>2.844</u>	<u>2.739</u>	<u>-0.105</u>	<u>-0.332</u>
<u>Rocky Mountain</u>	<u>3.114</u>	<u>3.177</u>	<u>3.175</u>	<u>-0.002</u>	<u>-0.176</u>
<u>West Coast</u>	<u>4.127</u>	<u>4.162</u>	<u>4.109</u>	<u>-0.053</u>	<u>-0.127</u>
<u>West Coast less CA</u>	<u>3.800</u>	<u>3.855</u>	<u>3.835</u>	<u>-0.020</u>	<u>-0.077</u>

[Gasoline and Diesel Fuel Update - U.S. Energy Information Administration \(EIA\)](#)

4. ***Energy Secretary Announces Updated NEPA Procedures*** - The U.S. Department of Energy (DOE) announced new updates to the Department's National Environmental Policy Act (NEPA) procedures. As part of a government-wide effort to restore common sense to permitting, DOE published an [interim final rule](#) rescinding all NEPA regulations and published new NEPA guidance procedures for the Department of Energy. The Council on Environmental Quality coordinated a historic, interagency effort to simplify NEPA compliance, lower construction costs, eliminate years-long delays, and ensure environmental reviews can no longer be used to stall American energy production and infrastructure development. This action fulfils President Trump's *Executive Order 14154, Unleashing American Energy*, and implements reforms enacted by Congress under the 2023 BUILDER Act. These reforms will enable the deployment of more efficient technologies and the better environmental outcomes that they provide. [Energy Secretary Announces Updated NEPA Procedures – electrified](#)

5. ***GE Appliances Moves Washing Machine Production from China to Kentucky with \$490 Million Investment*** - GE Appliances announced a nearly half-billion-dollar project Thursday that it says will create 800 new jobs and shift production of clothes washers from China to its massive manufacturing complex in Kentucky. GE Appliances says nearly all the steel used in its U.S. manufacturing for its appliances comes from American steelmakers. The redesigned factory will become its most advanced manufacturing plant for clothes washing production, the company said, featuring the latest in automation, robotics and material-handling technologies including automated guided vehicles and autonomous mobile robots. [GE Appliances shifting washing machine production from China to Kentucky | AP News](#)

Something you may not know!

6. ***US Labor Market Remains Resilient, Unemployment Rate Falls*** - The job gains were significantly larger than expected and the unemployment rate ticked down in May. U.S. employers added 147,000 jobs in June and beat economists' expectations of fewer than 118,000 new jobs as the American labor market continues to show surprising resilience despite uncertainty over President Donald Trump's economic policies. The unemployment rate ticked down to 4.1% from 4.2% in May, the Labor Department said Thursday. [US Labor Market Remains Resilient, Unemployment Rate Falls – tEDmag](#)

7. ***China Is Quickly Eroding America's Lead in the Global AI Race by Liza Lin, Josh Chin, Raffaele Huang*** - Chinese artificial-intelligence companies are loosening the U.S.'s global stranglehold on AI, challenging American superiority and setting the stage for a global arms race in the technology. In Europe, the Middle East, Africa and Asia, users ranging from multinational banks to public universities are turning to large language models from Chinese companies such as startup DeepSeek and e-commerce giant [Alibaba](#) as alternatives to American offerings such as ChatGPT. OpenAI's ChatGPT remains the world's predominant AI consumer chatbot, with 910 million global downloads compared with DeepSeek's 125 million, figures from researcher Sensor Tower show. American AI is widely seen as the industry's gold standard, thanks to advantages in computing semiconductors, cutting-edge research and access to financial capital. The competition, some industry insiders say, has set the world on the path toward a technological Cold War in which countries will have to decide to align with either American or Chinese AI systems. [China Is Quickly Eroding America's Lead in the Global AI Race - WSJ](#)

8. ***Data Center Construction Continues to Grow by Tom Zind*** - How do you paint a rosy picture for a construction market sector that's been in the dumps and shows scant signs of a quick change of fortune? There's one way: Stretch the definition, and throw in a category that's come so far so fast that standard market indices haven't been able to catch up. That's what FMI Corp., does in the second-quarter installment of its [2025 North American Engineering and Construction Industry Outlook](#) Reasonably, it lumps data centers into the office component of its non-residential construction analysis, yielding a bullish four-year forecast for the sector that beats nine of 10 others. Citing forecasts of data center demand growing 34% in 2025 and 18% next year, FMI sees office construction growing every year between 2026 and 2029 at an average of about 7% annually. Data centers may be the office of the future, housing the infrastructure enabling higher productivity that could be a driving force for the economy for decades to come. [Data Center Construction Continues to Grow | EC&M](#)

9. ***Global Semiconductor Sales Increase 19.8% Year-to-Year in May*** - The [Semiconductor Industry Association \(SIA\)](#) today announced global semiconductor sales were \$59.0 billion during the month of May 2025, an increase of 19.8% compared to the May 2024 total of \$49.2 billion and 3.5% more than the April 2025 total of \$57.0 billion. The growth is driven by increased demand in various sectors, including AI, cloud infrastructure, and advanced consumer electronics. [Global Semiconductor Sales Increase 19.8% Year-to-Year in May – electrified](#)

Something you may not know!

- 10. *New Trade Pacts Confirmed, Tariff Changes Delayed to Aug. 1*** - US negotiators have reached new trade agreements with several nations, Commerce Secretary Howard Lutnick and Treasury Secretary Scott Bessent each said Sunday, adding that President Donald Trump has moved the start date for all tariff changes from Wednesday to August 1 to provide additional negotiating time with more countries. Countries without a deal by then will see tariffs return to April 2 levels, Lutnick and Bessent said. [Lutnick Says Trump's Tariffs Will Take Effect on Aug. 1 - Bloomberg](#)
- 11. *ABC: Construction Adds 15K Jobs in June*** - The construction industry added 15,000 jobs on net in June, according to an [Associated Builders and Contractors](#) analysis of data released by the U.S. Bureau of Labor Statistics. On a year-over-year basis, industry employment has increased by 121,000 jobs, or 1.5%. The construction unemployment rate fell to 3.4% last month. Unemployment across all industries declined from 4.2% in May to 4.1% in June. June's employment report, coupled with recent inflation data, indicate that the U.S. economy continues to demonstrate solid momentum, stable unemployment and declining inflation. Construction added jobs for a second consecutive month. [ABC: Construction Adds 15K Jobs in June – tEDmag](#)
- 12. *Industry Leaders Rave About the Tax Cuts in Trump's Megabill*** - The One Big Beautiful Bill Act, signed into law on July 4, preserves the 21% corporate tax rate and creates new expensing opportunities for manufacturers looking to expand. It provides a host of changes to the U.S. tax code, including extensions to parts of the 2017 Tax and Jobs Act and new provisions that allow for enhanced expensing for manufacturers looking to expand operations or invest in research and development. While most manufacturing groups expressed support for the bill in the days leading up to its passage, opponents have raised concerns over its cuts to non-military government programs such as SNAP and Medicaid, as well as its curtailing of certain clean-energy tax credits. Industry leaders rave about the tax cuts in Trump's megabill | [Manufacturing Dive](#)
- 13. *Wyoming's First New Coal Mine in Decades to Extract Rare Earths*** - The developer of what would be the first new coal mine in Wyoming in decades is launching a potentially half-billion-dollar effort to extract rare earth metals from the fossil fuel that is crucial for tech products and military hardware. The only operating U.S. rare earths mine is at Mountain Pass in California. Nearly all of the nation's supply comes from China, the source of nearly 90% of the world's supply. [Wyoming's First New Coal Mine in Decades to Extract Rare Earths – electrifiED](#)
- 14. *Apple Just Gave This Rare-Earth Company \$500m*** - It's been a long time since an expensive magnet has been able to sport a "Made in America" sticker, but recent massive investments in one private company could change all that. Apple announced yesterday that it would commit to a \$500 million deal with the only US-based rare-earth producer, MP Materials. The company was founded in 2017 to bring production back to Mountain Pass Rare Earth Mine in Southeast California, about 50 miles south of Las Vegas, Nevada, which is the second largest rare-earth mine in the world—and the only one operational in the US. MP Materials' stock has skyrocketed almost 500% since going public in 2020.
Morning Brew crew@morningbrew.com

Something you may not know!

15. *Underwater Turbine is a Breakthrough for Tidal Energy by Jennifer McDermott -*



Submerged in about 40 meters (44 yards) of water off Scotland’s coast, a turbine has been spinning for more than six years to harness the power of ocean tides for electricity — a durability mark that demonstrates the technology’s commercial viability. Keeping a large, or grid-scale, turbine in place in the harsh sea environment that long is a record that helps pave the way for bigger tidal energy farms and makes it far more appealing to investors, according to the

trade association Ocean Energy Europe. Tidal energy projects would be prohibitively expensive if the turbines had to be taken out of the water for maintenance every couple of years. Tidal energy technologies are still in the early days of their commercial development, but their [potential for generating clean energy is big](#). Achieving six years in the water with constant operations is a “very significant milestone” that bodes well for the future of tidal energy. [Underwater Turbine is a Breakthrough for Tidal Energy – electrified](#)

16. *Westinghouse Plans to Build 10 Large Nuclear Reactors in U.S., Interim CEO Tells*

Trump - Westinghouse plans to build 10 large nuclear reactors in the U.S. with construction to begin by 2030. Westinghouse’s big AP1000 reactor generates enough electricity to power more than 750,000 homes, according to the company. Building 10 of these reactors would drive \$75 billion of economic value across the U.S. and \$6 billion in Pennsylvania. Trump issued four executive orders in May that aim to quadruple nuclear power in the U.S. by 2050. The U.S. has built only two new nuclear reactors over the past 30 years, both of which were Westinghouse AP1000s at Plant Vogtle in Waynesboro, Georgia. Westinghouse emerged from bankruptcy in 2018 and is now owned by Canadian uranium miner Cameco and Brookfield Asset Management. [Westinghouse plans to build 10 large nuclear reactors in U.S., interim CEO tells Trump](#)

17. *Trump Touts Billions in Investments to Create AI Hub in Pennsylvania* - Some of the world’s biggest companies pledged tens of billions of dollars to accelerate the development of artificial intelligence infrastructure in Pennsylvania, the latest splashy investments to draw praise from President Trump. Google said it would put \$25 billion into data centers needed to train AI models and related infrastructure in Pennsylvania and the surrounding region over the next two years. Private-equity firm Blackstone promised another \$25 billion. AI startup CoreWeave announced a \$6 billion investment. Power companies FirstEnergy and Constellation Energy are part of a group pouring billions more into increasing electricity generation in the area, according to the White House. [Trump Touts Billions in Investments to Create AI Hub in Pennsylvania - WSJ](#)

Something you may not know!

- 18. *A ‘Crypto Week’ Win: Congress Passes 1st Major Crypto Legislation in the U.S.*** - The House approved the GENIUS Bill with a 308-122 vote with significant Democratic support, adopting regulations for a type of cryptocurrency known as stablecoins that proponents believe will fundamentally change the world of commerce. It was a remarkable win for the crypto industry — and for President Trump, who campaigned on making the U.S. “the crypto capital of the planet.” The GENIUS Bill, which stands for “Guiding and Establishing National Innovation for U.S. Stablecoin” now heads to the president’s desk for his signature, since the Senate had already approved it last month. The new legislation will put more formal regulations around stablecoins, which is viewed by many as a safer type of cryptocurrency. That’s because companies selling stablecoins have to hold the equivalent dollars in reserve. So if you buy \$1 in stablecoin, the issuer that provided you with one has to keep \$1 in reserve. That means that when you want to cash it, you can get paid back promptly. Stablecoins are a hot emerging part of the crypto sector. Key industry players believe stablecoins will allow people and companies the ability to transfer money as digital currency anywhere in the world instantaneously, regardless of borders, without onerous and expensive bank or money transfer fees. They believe that the world of credit cards or wire transfers will be completely upended once they are adopted widely. More crypto legislation is expected to follow the GENIUS Act. [A ‘Crypto Week’ win: Congress passes 1st major crypto legislation in the U.S. | WBHM 90.3](#)
- 19. *How the United States Can Enhance Critical Minerals Supply*** - An action plan could help reduce the risk of market disruptions, enhance competitiveness, and reduce reliance on imports, fostering supply chain resilience. Of the 50 elements deemed critical to the American economy and national security by the U.S. Geological Survey, the United States is 100% dependent on foreign suppliers for 12 of them and is more than 50% reliant on non-domestic sources for another 29. The Trump administration has made critical minerals security a key component of its energy-focused strategy, evident by several recent executive orders. By following a targeted strategy and working with industry toward the achievement of a set of common objectives, the U.S. government can make tangible and measurable progress toward its goal to promote U.S. critical mineral security and move from being a primary consumer and price-taker in a nontransparent market to being a supply maker in a transparent and resilient market. [How the United States Can Enhance Critical Minerals Supply - WSJ](#)
- 20. *U.S. and Israel Pledge to Work Together to Unleash AI Innovation*** - The Memorandum of Understanding (MOU) highlights the transformative potential of AI to improve the security and resilience of America and Israel’s energy systems. The two countries further announced their intent to pursue cooperation in areas including analyzing the impact of rising energy demand due to data centers, opportunities for grid optimization, enhanced AI-enabled cybersecurity tools, sharing best practices on the use of AI in energy infrastructure, and the launching of bilateral pilot projects. [U.S. and Israel Pledge to Work Together to Unleash AI Innovation – electrified](#)

Something you may not know!

21. *Trump Announces 'Massive' Trade Deal with Japan with 15% Tariffs* by Lim Hui Jie -

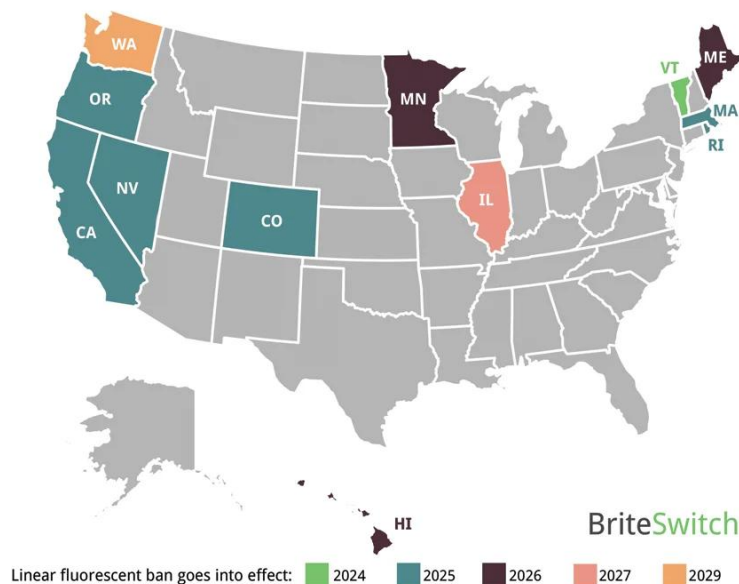
President Donald Trump on Tuesday stateside announced that he had made the "largest Deal ever" with Japan, that involves "reciprocal" tariffs of 15% on the country's exports to the U.S.

- Trump said that Japan will invest \$550 billion into the United States, adding that the U.S. will "receive 90% of the Profits."
- He also said Japan will "open their Country to Trade including Cars and Trucks, Rice and certain other Agricultural Products, and other things."
- The U.S. president added that the deal would also create "Hundreds of Thousands of Jobs." [Trump announces 'massive' trade deal with Japan with 15% tariffs](#)

22. *LED-to-LED Upgrades: Emerging Well of Opportunity?* - As the market for replacing traditional light sources with LED becomes more challenging, a new market is developing around upgrade of early-generation LED installations. This presents an opportunity to achieve greater energy savings, enhance lighting quality, and integrate advanced lighting controls. Supported by a small number of new commercial lighting rebates that are likely to expand in availability, this trend appears certain to grow. [LED-to-LED Upgrades: Emerging Well of Opportunity?](#)

23. *Fluorescent Tube Bans and the Effect on Lighting Rebates* - Fluorescent tubes have long been a staple in the American lighting landscape, illuminating warehouses, offices, and public buildings across the nation for decades. However, recent legislative actions in several states signal a significant shift in lighting technologies. **Twelve states have passed legislation that will prohibit the sale of fluorescent tubes in the next few years.** Most of these states also restrict integrated compact fluorescent lamps (CFL-i), pin-based CFL-ni lamps, and high-CRI linear fluorescent, although they may go into effect at different times. In states with no legislation affecting the sale of fluorescent lamps, rebate availability will likely remain the same. [Fluorescent Tube Bans and the Effect on Lighting Rebates](#)

Statewide Linear Fluorescent Lamp Bans



Something you may not know!

24. *U.S. Reaches Trade Deal with Europe* - The European Union and the United States agreed on Sunday to a broad-brush trade deal that sets a 15 percent tariff on most goods, including cars. In addition:

- The European Union had agreed to purchase \$750 billion of American energy
- EU to increase its investment in the United States by more than \$600 billion above current levels.
- EU would buy military equipment
- No tariffs would be imposed on some goods.

The agreement will “rebalance, but enable trade on both sides,” Ursula von der Leyen, the president of the European Commission said. The European Union last year accounted for nearly \$610 billion of the \$3.3 trillion in goods imported by the United States.

[U.S. Reaches Trade Deal With Europe - The New York Times](#)

25. *One in 20 Supply Chain Managers Will Oversee Robots by 2030* - Eighty percent of



humans will engage with smart robots on a daily basis, and one in 20 supply chain managers will manage robots, rather than humans, by 2030, according to Gartner, Inc. Organizations are placing greater emphasis on enhancing the capabilities of their existing workforce by supplementing with robotics due to factors like labor scarcity and rising costs. Smart robots have been identified by chief supply chain officers (CSCOs) as an important investment area, though many acknowledge their organization lacks internal robotics expertise to

maximally leverage these innovative technologies. While it won't be necessary for supply chain managers to have the engineering skills required to build robots, they will need a general technical understanding of what the robots can do and how they work together with other robots and people. This knowledge will be crucial for understanding the business problems robots can reasonably address and provide this guidance to business leaders [One In 20 Supply Chain Managers Will Oversee Robots By 2030](#)

26. *DOE Announces Data Center Site Selection on Federal Lands* - DOE has selected four sites—Idaho National Laboratory, Oak Ridge Reservation, Paducah Gaseous Diffusion Plant and Savannah River Site—to move forward with plans to invite private sector partners to develop cutting edge AI data center and energy generation projects. The announcement supports the Trump administration's goals of utilizing Federal lands to lower energy costs and help power the global AI race. The chosen locations are well-situated for large-scale data centers, new power generation, and other necessary infrastructure. . More details regarding project scope, eligibility requirements, and submission guidelines at each site will be available with the site-specific releases. These solicitations are expected to be released in the coming months, and partners could be selected by the end of the year. [DOE Announces Data Center Site Selection on Federal Lands – electrified](#)

Something you may not know!

e-Learning Showcase

27. *You Write It, AI Fine-Tunes It!*

You Write it / AI Fine-Tunes it! - Learners Live

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No matter your job or position, your ability to communicate – whether in writing or speaking – at the highest level of your capability will determine your relationships and your success in those relationships. Competency to communicate effectively is a continuing learning process. It's a critical skill for success. The more you do it, the more competent you become. Enter artificial intelligence... AI's full impact on education—and life—is just beginning to unfold. But one thing is already clear: it can enhance everything we do. Start with your original ideas. Use AI to refine, elevate, and clarify. You write it, AI fine-tunes it! Practice this consistently, and you'll do more than just communicate better. You'll *think* better. You'll *learn* faster. You'll *work* smarter. And ultimately, you'll *succeed* in ways you never thought possible.



Next month – Competent Individual to Inspirational Leader

I'm sure you, like me, have read many books over the years about leadership. This virtual learning session is about two:

1. **Good to Great by Jim Collins**
2. **Extreme Ownership by former U.S. Navy SEALs Jock Willink & Leif Babin**

Something you may not know!

Education Resources

28. DOE: Why Tunable? A Look at Schools Using Tunable Lighting - LED technology enables dynamic lighting solutions that can adapt to the occupants, tasks, and daylight in a space. Tunable lighting systems can alter the intensity and/or spectral characteristics (color) of the source. As more schools across the U.S. transition from fluorescent to LED technology, many are likely to consider tunable lighting. This case study aims to help decision-makers by looking at past and current tunable lighting projects.

- 1) Why did schools choose tunable lighting?
- 2) What features were selected?
- 3) How was tunable lighting implemented?
- 4) What was the teacher feedback?

This case study examines tunable lighting installations at eight school districts across the United States. [Why Tunable? A Look at Schools Using Tunable Lighting](#)

29. Welcome to the NEMRA Lighting Division - NEMRA Lighting Division is dedicated to empowering independent lighting representatives and their manufacturing partners. Membership in NEMRA Lighting Division connects you to a powerful network of professionals, programs, and resources powered by three core pillars: Advocacy, Education, and Networking. NEMRA Lighting champions the voice of independent lighting agencies and manufacturers, empowers members by building capabilities, and fosters connections for strong partnerships. Through Advocacy, Education, and Networking, your NEMRA Lighting Division membership equips you with professional development, relationships, and business strategies to give you a competitive advantage. NEMRA Lighting Division

30. Electrical Wholesaling's 2025 Market Planning Guide - Forecasting can be a tricky business. Your winning bet to succeed boils down to a rather simple, three-step approach:

1. Work with your management team to gather all the facts you can find about your market of interest
2. Develop forecasts for which way you think the market is headed
3. Figure how to maximize the revenue potential

That's a pretty basic strategy that works most of the time – until the basic facts in your forecast change and need be updated. That's where we are at right now with the electrical wholesaling industry. It looked like 2025 might be year of moderate growth a point or two better than inflation for the electrical market – until tariffs came on the scene and scrambled some basic assumptions about material costs. We don't know when or if tariffs will dramatically impact electrical product pricing, but we do expect the electrical industry to get hit by some degree of tariff-induced prices increases, along with the rest of the U.S. economy. To manage your way through this uncertainty, it helps to have a consistent, tried-and-true planning tool to develop a realistic growth. [Electrical Wholesaling's 2025 Market Planning Guide | Electrical Wholesaling](#)

Something you may not know!

Publications of Learning

31. *The DLC's Horticultural Lighting QPL- What You Need to Know by Kasey Holland -*

Valued at \$7.8 billion last year, the global controlled environment agriculture (CEA)



market is expanding at a compound annual growth rate of 12.2% and expected to reach \$22 billion by 2033, according to a recent market research [report](#). With lighting as the largest operational cost in CEA facilities, opportunities abound for indoor growers to save energy and reduce expenses with the right lights. The average efficacy of listed products has increased by nearly 25% since the

DLC launched its [horticultural lighting qualified products list \(QPL\)](#) in 2019. There are now over 1,375 products from nearly 150 manufacturers on the Horticultural QPL – a more than 54% increase in listed products since 2020. The DLC's Horticultural QPL offers CEA lighting specifiers and contractors increasing product variety, and CEA growers ample opportunities for savings. The DLC's Horticultural Lighting Program aims to accelerate widespread adoption of high performance, energy-saving LED technology in the horticultural lighting sector. The Horticultural QPL is a key tool in advancing that goal. Accessing the QPL is simple – just create a free [My DLC](#) account to start searching. [The DLC's Horticultural Lighting QPL- What you need to know | EC&M](#)

32. *Gaining an AI Edge in Electrical Design by Ellen Parson -* No longer a theoretical concept, AI is a practical tool that's increasingly becoming embedded in the workflows of top consulting specifying engineers. Despite this momentum, AI's rise in the electrical design realm — and the greater construction industry as a whole — remains somewhat tempered. From the research I've seen so far, AI is not poised to replace engineering expertise but rather to enhance and augment it, streamlining repetitive tasks, supporting design decisions/options, and enabling a range of capabilities that have yet to be discovered. Although the future of AI is obviously yet to be fully realized, let alone fully imagined, as adoption grows — and trust in the tools improves — I think we can expect broader and deeper integration into the full life cycle of electrical system design and delivery. [Gaining an AI Edge in Electrical Design | EC&M](#)

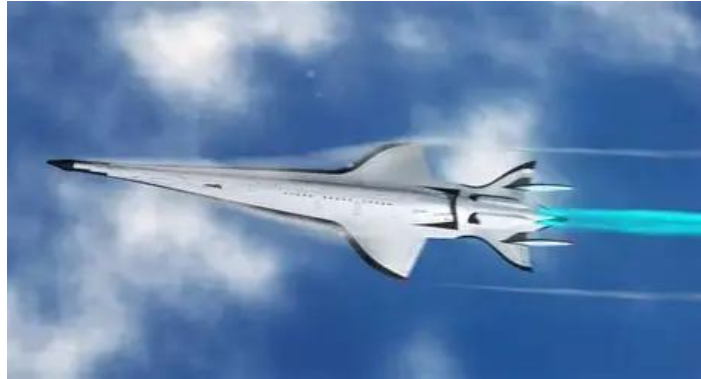
33. *A Fossil-Fuel Boom in the Americas by Walter Russell Mead -* Of all the goals President Trump has set in his norm-shattering second term, the goal of restoring what he calls America's "energy dominance" may be the closest to realization. More new oil and gas production is likely to come from Canada, Guyana, Argentina and Brazil than from the U.S. Energy abundance is headed our way. Mr. Trump wanted to derail the push against fossil fuels and enhance America's influence in world energy markets. With unexpected support from Canada, Argentina, Guyana and Brazil, his chances of success look good.

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Something you may not know!

New Technologies

- 34. Incredible Hypersonic Plane Could Make London-New York in 45 Minutes** - A futuristic hypersonic airliner could cut London–New York flight times to just 45 minutes. The A-HyM Hypersonic Air Master, designed by Spanish visionary Oscar Viñals, would fly at Mach 7.3 (over 5,600 mph) using hydrogen-fuelled engines. Built to carry 170 passengers, it features heat-resistant materials, virtual windows, and a noise-reducing system to lessen sonic booms—bringing ultra-fast, eco-friendly global travel a step closer to reality. [Incredible hypersonic plane could make London-New York in 45 minutes | Watch VIDEO...](#)



- 35. WAC SMART LIGHTING SYSTEM** - The WAC HOME smart lighting system allows users to control lighting with a tap or a voice command. They can adjust the color temperature or brightness of a single light, set up groups or manage an entire home's lighting, inside and outdoors. The system is engineered with smart WAC- Mesh technology and the MyWAC app for enhanced control and connectivity to manage and monitor lighting from anywhere worldwide. Users can schedule luminaires according to dates/times, special events, and scenes within the comfort of their home. They can set custom CCT and intensity ranges or choose from a selection of presets for a personalized experience in every room. [Wac Home](#) | [WAC Lighting](#)



- 36. Lumileds LUXEON 7070 HE Delivers Extreme Performance for Outdoor Lighting Applications** - Lumileds' newest LUXEON 7070 HE delivers more than 1500 lumens and over 190 lm/W, simplifying the development of outdoor lighting applications that require very high light output levels, such as high-mast, high-bay, and flood lights. LUXEON 7070 HE is tested and specified at 8W and delivers 2500 lumens at its rated power of 15W. LUXEON 7070 HE is available in both 12V and 36V packages and is hot color targeted for 85°C for color accuracy and consistency. At 700mA, 4000K LUXEON 7070 HE delivers typical 1565lm and 191 lm/W. <https://lumileds.com/>



LUXEON 7070 HE

Thermal Resistance	0.42 °C/W
Power Rating	Tested at 8W, up to 15W
Light Output	1565 lumens @4000K, 700mA
Luminous Efficacy	191 lm/W @4000K, 700mA
Forward Voltage	11.7V / 35.3V
Project Lifetime (85°C, 900mA)	L90 (17khrs) = 74,000 hrs L80 (17khrs) = 157,000 hrs L70 (17khrs) = 251,000 hrs
Color Consistency	3-, 5-step MacAdam Ellipse
CCT Range	2200K – 6500K

Something you may not know!

LearnersLive Special Feature

Company Unveils Head-Turning EV Battery That Can Fully Charge in Under 20 Seconds — Here's How It Could Impact the Future of Cars by Craig Gerard - Consumers are increasingly choosing [electric vehicles](#) for their next cars. In fact, some optimistic estimates forecast that [electric cars](#) could make up [50% of all vehicle sales](#) in the United States by 2030.

There are many factors contributing to this massive surge in popularity, but rapidly developing [technology](#) is certainly helping. One such mind-blowing innovation was just announced in the field of [electric car](#) batteries. A United Kingdom-based company, RML Group, just unveiled its [VarEVolt](#) battery pack, according to Interesting Engineering. Incredibly, the battery pack touts the ability to be fully charged in just 18 seconds. In even better news, the quickly charging battery pack also allows the cars to drive long ranges at high speeds. And this is only the latest incredible technological breakthrough in the field of [electric vehicles](#) and batteries.

[24M Technologies](#) recently unveiled a car battery that can provide 1,000 miles on a single charge. And researchers at the National University of Singapore are developing a battery that [lasts 10 years longer](#) than current ones. These types of technological innovations help take away some of the fears of switching to electric cars. Quick-charging batteries with long ranges operate just as good as traditional gas guzzlers without the negative effects. [Company unveils head-turning EV battery that can fully charge in under 20 seconds — here's how it could impact the future of cars](#)



Something you may not know!