



LEARNERS LIVE



Expanded from Bill Attardi's EnergyWatch.com

January 2026

<http://attardimarketing.com/>
<http://learnerslive.com/>
<https://www.youtube.com/@BillAttardi>



[AULD LANG SYNE by Sissel - YouTube \(youtube-nocookie.com\)](https://www.youtube.com/watch?v=...)

Something to Think About... *Launch of LearnersLive.com in 2025 -
Now the Plan for 2026 - A Passion for Learning by Bill Attardi*

WELL, WE DID IT! We are now live on YouTube: <https://www.youtube.com/@BillAttardi>
And also on e-Learning Showcase: <https://learnerslive.com/education-showcase/>

As promised we posted a virtual learning session every month in 2025:

1. [Effective Sales Presentation Skills – Learning Session #1, #2, #3](#)
2. [Selling in the Executive Suite](#)
3. [SWOT Analysis and Generative AI](#) (Sponsored by SATCO)
4. [Customer-Centric in the Digital Age](#) (Sponsored by Amerlux)
5. [Innovation in the Digital Age](#) (Sponsored by naturaLED)
6. [STP is Customer-Centric Marketing](#) (Sponsored by FSG)
7. [You Write it / AI Fine-Tunes it!](#) (Sponsored by Amerlux)
8. [Competent Individual to Inspirational Leader](#)
9. [The Value Exchange – LearnersLive](#)
10. [Leadership - Transactional vs. Transformational by Thomas Farrell](#)
11. [Guerrilla Marketing When You Want High Impact at Low Cost](#)
12. [Just Three Things to Remember for a Dynamic Presentation](#)

Make a contribution, send me a video of yours, and we will post on both sites...

Something you may not know!

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 and talent. In management, many times, not of your choosing, you get a diversity of high achievers, good performers, weak contributors, and those that do not contribute a dime to the performance of the team. I call them *the deadbeats!*

Live as if you were to die tomorrow.

Learn as if you were to live forever.

Mahatma Gandhi

Learn as if you were to live forever... 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.

Learners are just highly competent individuals that influence change in an organization and, in turn, as leaders, allow others to adapt to that change. As an Educator, my ambition here is to express my view that education, the learning process, is not a one-time event but rather, something you do right 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.....remember that? I believe learning is something you do all the time!

Most educators agree that the most effective learning process in business is the case study method. In my undergraduate classes and certainly in my graduate classes in Marketing and Management at Monmouth University, my work in developing and analyzing actual business case studies lessons is the core learning process for my students. My hope always is that they learn something from the actual experiences of both successful and unsuccessful companies.

Time to share.....with you. The plan for 2026 is to post a business case study every month for your pleasure and learning experience. I promise you that the case studies I plan to cover will make you smarter. You will learn from decisions made by the most successful businesses we all know and, in some cases, why they eventually failed. In January we will start with the one that I start every one of my classes: Montgomery Ward. Why did they succeed and why did they fail...great learning lessons that could apply to your business today.



What do you think? Need your help with any suggestions you may have to make this effort meaningful as an ongoing contributor to your personal learning activities.

Something you may not know!

Did you know...

Why Use AI – 5 Reasons besides making us smarter:

1. **Efficiency and Automation:** AI can automate repetitive tasks... saves time and reduces human effort
2. **Data Processing:** AI excels at analyzing large datasets quickly... uncovers patterns and insights that humans might miss
3. **Scalability:** AI systems can handle growing workloads... without a proportional increase in costs or resources
4. **Accuracy:** AI can perform tasks with high precision... reducing errors in areas like diagnostics or forecasting
5. **24/7 Availability:** AI tools can operate continuously... improving productivity and customer support

Market News

1. ***Baird Research: Distributors Expect Growth in 2026*** - In the exclusive *tED* magazine/Baird research for the 2025's third-quarter, [NAED](#) distributors point to indications of “healthy mid-single digit” growth for next year. 18 distributor companies representing more than \$7 billion in annual sales responded to the third quarter survey, which showed revenue growth in the third quarter and a rise in pricing trends. Respondents say they expect to see a 5.4% growth rate in electrical next year, along with a 4.5% growth rate in Datacomm. Those forecasts are generally in line with the broader distribution industry, which anticipates a 4.7% growth rate next year. [Baird Research: Distributors Expect Growth In 2026](#)
2. ***Register for the 20th Anniversary Edition of LEDucation*** - Now celebrating its 20th year, LEDucation is expected to have more than 400 exhibitors and 40 educational sessions. Registration is now open for LEDucation 2026 in New York, NY, on April 14-15, 2026. This year's event will feature the debut of “Designer Hours” on Tuesday, April 14, which will give lighting designers exclusive access to the exhibition halls from 9 am through 11:30 am so they can beat the crowds and visit manufacturer booths for efficient, in-depth engagement. Eligible attendees for [Designer Hours](#) include lighting designers, architects, interior designers, landscape architects and engineers. Virtual sessions will be held April 9-10. [Click here to register for this year's event.](#)
3. ***How AI Is Ushering in a New Nuclear Age*** - Atomic energy is back, thanks to the ravenous demands of AI, favoritism from Trump, and the zeal of young entrepreneurs raising billions to build mini-reactors. The upside is unlimited. So far in 2025, venture capitalists, stock market investors, billionaires, the DOE and others have poured more than \$4 billion into these and other new U.S. nuclear ventures, versus closer to \$500 million in 2020, per PitchBook. Tens of billions more will be needed if nuclear power is to make a comeback. Sure, lots of folks still oppose nuclear reactors, particularly in their own backyard. But support is now both broad-based and top-down. [The Nuclear Power Entrepreneurs Getting Rich From AI](#)

Something you may not know!

4. Google and Siemens Invest in Electrical Training to Support Future Infrastructure Needs by Tom Zind - Google and Siemens are investing heavily in electrical training programs to combat a looming shortage of skilled electrical workers. **Key Takeaways:**

- Google plans to fund training for 130,000 total electrical workers and apprentices, leveraging AI and virtual reality to modernize education.
- Siemens aims to add 200,000 electricians and manufacturing experts by 2030 through expanded partnerships and digital training tools.
- Both companies emphasize the critical role of industry collaboration and innovative training methods to address future workforce shortages.
- These efforts highlight a proactive approach to workforce development in response to industry growth and technological advancements.

[Google and Siemens Invest in Electrical Training to Support Future Infrastructure Needs | EC&M](#)

5. U.S. Regular Gasoline Prices (dollars per gallon)

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

	12/08/25	12/15/25	12/22/25	week ago	year ago
U.S.	2.940	2.895	2.841	-0.054	-0.183
East Coast (PADD1)	2.892	2.842	2.820	-0.022	-0.125
New England (PADD1A)	2.944	2.925	2.887	-0.038	-0.091
Central Atlantic (PADD1B)	3.035	3.012	2.964	-0.048	-0.107
Lower Atlantic (PADD1C)	2.789	2.716	2.714	-0.002	-0.145
Midwest (PADD2)	2.720	2.690	2.605	-0.085	-0.330
Gulf Coast (PADD3)	2.493	2.492	2.443	-0.049	-0.204
Rocky Mountain (PADD4)	2.644	2.547	2.492	-0.055	-0.395
West Coast (PADD5)	3.956	3.851	3.768	-0.083	-0.007
West Coast less California	3.608	3.501	3.422	-0.079	-0.005

- 6. DOE Taps TVA, Holtec for \$800M in Early SMR Deployment Funding** - The U.S. Department of Energy (DOE) announced the selection of the Tennessee Valley Authority (TVA) and Holtec Government Services to support early deployments of advanced light-water small modular reactors (SMRs) in the United States. The project teams will receive up to \$800 million in federal cost-shared funding to advance initial projects in Tennessee and Michigan, while also facilitating additional follow-on projects and associated supply chains. . “President Trump has made clear that America is going to build more energy, not less, and nuclear is central to that mission.” [DOE taps TVA, Holtec for \\$800M in early SMR deployment funding](#)

Something you may not know!

7. ***2-Minute LED Fix*** - A growing number of states are enacting legislation to phase out fluorescent tube lighting, signaling a decisive shift away from older, mercury-containing technologies toward modern, energy-efficient alternatives. This regulatory transition creates an immediate, nationwide demand for fast, compliant, and cost-saving replacement solutions. Edge LED [LED Lighting Source - Edge LED](#) announced the broad availability of its Light Labor Retrofit LED Flat Panel product. This innovative system allows facility teams to complete a full fixture upgrade in just over two minutes per fixture, eliminating the pain points of traditional, disruptive upgrades. The solution is specifically designed to retrofit common recessed lighting systems, accommodating 1'x4', 2'x4', and 2'x2' fixture sizes. To ensure facilities nationwide can secure compliant replacements immediately, Edge LED has partnered with REXEL, a global leader in the distribution of electrical supplies, to make Light Labor available through its extensive distribution network. [\[News\] As Legislation Dims Fluorescent Bulbs, Edge LED's Light Labor Retrofit Panel Offers a 2-Minute LED Fix - LEDinside](#)
8. ***AI Startup Anthropic Announces \$50 Billion Data Center Investment*** - Anthropic, which was launched in 2021 by former staff of OpenAI and is known for its "Claude" platform, said it plans initial sites in Texas and New York. Artificial intelligence startup [Anthropic](#) announced Wednesday a \$50 billion drive to build new data centers in a partnership with British venture Fluidstack. Tech companies have been on a building spree for additional data centers, which provide the computing storage and processing power required by artificial intelligence. [AI Startup Anthropic Announces \\$50 Billion at Center Investment | IndustryWeek](#)
9. ***Study: Self-Powered Data Centers Can Speed Grid Connection*** - Data centers with on-site power sources, such as natural gas turbines, solar panels and batteries, can connect to the grid up to five years faster than those relying solely on utilities, according to a study from Princeton University's ZERO Lab, Camus Energy, and encoord. The study notes that self-powered data centers can reduce demand stress during emergencies, with Google funding the research to explore the benefits of more flexible data centers. Full Story: [Utility Dive](#)
10. ***NEMA Commends House on Passage of Urgent Electrical Supply Chain Legislation*** - "NEMA commends the House for passing the Electric Supply Chain Act ([H.R. 3638](#)) championed by Rep. Bob Latta (R-OH). This legislation represents a critical step toward securing America's energy infrastructure and strengthening our nation's global competitiveness. "As artificial intelligence, advanced manufacturing, and data centers drive once-in-a-generation electricity demand growth, this bill ensures electrical manufacturers have the supply chain visibility needed to support American energy reliability and affordability. Enabling grid component manufacturers and supply chain vendors to provide greater transparency into current and future production capacity, investment needs, and potential constraints gives the energy sector the ability to plan, grow, and strengthen supply chain resilience. [STATEMENT: NEMA Commends House on Passage of Urgent Electrical Supply Chain Legislation - NEMA](#)

Something you may not know!



11. SpaceX Plans 2026 IPO - SpaceX CEO Elon Musk called reports of a planned IPO by SpaceX “accurate” on X, setting the stage for what could be a massing financial infusion for the company. Analysts are speculating the IPO could draw at least \$800 billion to the company. Musk says a key strategy for SpaceX will include data centers in space, and the IPO will help fund the potential project. The per share price is expected to begin at \$421. If the IPO happens next year, it could make SpaceX the most valuable company in the world. [Business News Today – tEDmag](#)

12. DOE Advances Investments in AI for Science - [The U.S. Department of Energy \(DOE\)](#) has announced over \$320 million in investments to rapidly advance the Genesis Mission’s artificial intelligence (AI) capabilities. These awards are in accordance with President Trump’s Working Families Tax Cut and other DOE appropriations to advance “AI for science” initiatives at the DOE. The awards will begin building the integrated American Science and Security Platform, a discovery engine designed to double the productivity and impact of American science and engineering investments within a decade. To view the full list of projects and awards, please click [here](#). [DOE Advances Investments in AI for Science – electrified](#)

13. Microsoft, Google among 24 firms joining US AI 'Genesis Mission' by Courtney Subramanian - Two dozen top artificial intelligence companies have signed on to join the federal government’s “Genesis Mission,” an effort by the Trump administration to boost the use of the emerging technology for scientific discovery and energy projects. OpenAI, Microsoft Corp., Nvidia Corp., Amazon Web Services and Alphabet Inc.’s Google were among the firms that have either already signed memorandums of understanding with the government, have existing projects with the Energy Department or national laboratories, or have expressed interest in joining the effort, according to a White House statement. The mission will harness the computing resources of the Energy Department’s national labs to tap federal datasets and enable more experiments utilizing AI, Michael Kratsios said at the time. He predicted the effort would help shorten the timeline for scientific discoveries. [Microsoft, Google among 24 firms joining US AI 'Genesis Mission'](#)

14. Mobile Robots Future-Proofing Supply Chains by Michael Murphy - Tariff implications and geopolitical tensions impact global supply chains, forcing manufacturers to think about how they manage inventory and minimize the effects of inflation. To address these conditions, manufacturers are turning to innovations, including mobile robots, that can offer more predictability for warehouse operations. Robots can work continuously to keep the flow of goods moving. With the ability to move hundreds of cases an hour, they can ensure that daily goals are met even as order-fulfillment demands increase. Automating this inbound process can alleviate several challenges for manufacturers. [Mobile Robots Future-Proofing Supply Chains | advancedmanufacturing.org](#)

Something you may not know!

e-Learning Showcase

15. Just Three Things to Remember for a Dynamic Presentation –

[Just Three Things to Remember for a Dynamic Presentation - Learners Live](#)

1. Creative Opening - your first impression
2. Meaningful Content - sharing what you know
3. Compelling Close - your lasting impression

You owe your audience a good performance and it's directly related to your preparation. If you give a dynamic performance, you have nothing to worry about but if you give a terrible performance, you have two things to worry about...

[HILARIOUS: Mike Goodwin - There are only two Things to worry about](#)



The plan for 2026 is to post a business case study every month for your pleasure and learning experience. I promise you that the case studies I plan to cover will make you smarter. You will learn from decisions made by the most successful businesses we all know and, in some cases, why they eventually failed. In January we will start with the one that I start every one of my classes: Montgomery Ward. Why did they succeed and why did they fail...great learning lessons that could apply to your business today.

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Education Resources

- 16. *Unlocking Smart Efficiency: Your Guide to AI-Ready Buildings*** - Discover how AI can optimize energy, comfort, and operations and how you can lead smarter, more sustainable



buildings. Navigate the transition to AI-ready buildings. This whitepaper sponsored by Schneider Electric offers insights into energy optimization, alarm management, sustainability reporting, and predictive maintenance. Gain actionable strategies, real-world case studies, and

a clear roadmap to harness AI for smarter, more efficient, and future-proof building operations. [Unlocking Smart Efficiency: Your Guide to AI-Ready Buildings | Buildings](#)

- 17. *Future-Ready Campuses: From Classroom Wellbeing to Climate Resilience*** - A field guide to classrooms and campuses that perform: sound control, visual comfort, resilience and compliance, rapid retrofit tactics, and products ready for education projects. From acoustics that improve comprehension to fast-track LED lighting retrofits that cut costs without disruption, today's education projects demand solutions that elevate student outcomes and campus resilience. This cross-brand eHandbook curates our best recent coverage from Architectural Products, BUILDINGS, and interiors+sources to help architects, interior designers, and facilities professionals plan, spec, and operate smarter learning spaces across K-12 and higher education. Round out your due diligence with real-world case studies and a curated product guide spanning acoustical ceilings and lighting, writable surfaces, modular tables, power and data, security, flooring, and more—everything needed to turn design intent into measurable performance. [Future-Ready Campuses: From Classroom Wellbeing to Climate Resilience | Buildings](#)

- 18. *NEMA's 2025 Guide to the Electroindustry*** - NEMA's 2025 Guide to the Electroindustry provides an in-depth analysis of the electroindustry, underscoring its vital role in the economy, grid reliability, and powering the future. The electroindustry is a powerful force. We contribute a full 1% of U.S. GDP and directly provide over 580,000 American jobs. NEMA's world-class market insights offer a look at the electroindustry's economic footprint on a state-by-state level, including detailed analyses of local impact and perspectives on the industry's future. State and district-level data break down the industry impact at more local levels. [Industry Impact - NEMA](#)

Publications of Learning

- 19. *LIGHTING PICKS from Electrical Contractor*** –
[Subscription - Electrical Contractor Magazine](#)
[Lighting Affects Hospital Workers' Well-Being](#) by Katie Kuehner-Hebert
[LED-to-LED Upgrades: Benefits, rebates and other considerations](#) by Craig DiLouie
[Better Lighting Benefits Workers Returning to the Office](#) by Lori Lovely
[Adhering to a New Code: Notable changes come to California](#) by Craig DiLouie
[DLC Introduces Toolkit to Facilitate Integration of NLCs and HVACs](#) by Susan DeGrane
[Study Identifies Six Opportunities for Energy Savings From Commercial Lighting](#) by Lori Lovely

Something you may not know!

New Technologies

20. **SATCO|NUVO's Plus Series Commercial Downlights - With and Without Emergency Backup | Square & Round** SATCO|NUVO's Plus Series LED Commercial Downlights deliver exceptional performance and versatility for today's remodel or new construction commercial environments. Offered in 4, 6, 8 and 10-inch round or square configurations, these downlights feature field-selectable wattage and CCT settings, 90 CRI illumination, and dual dimming for optimal flexibility. The series includes both standard and pre-wired emergency battery backup models, with emergency versions equipped with a long-life lithium-ion battery, integrated test indicator button light, Self-Diagnostic functionality and a 90-minute runtime. Each fixture includes a white-painted aluminum regressed baffle and frosted lens for enhanced comfort and reduced glare. Field-installable trim accessories are also available in black, bronze, or silver. [Plus Series Commercial Downlights With and Without Emergency Backup SN1918 Std EM Dual Dim Comm DL PI 11-4-25.pdf](#)



21. **Keystone Solutions for Data Center Lighting** - With rising demand from AI, cloud hosting, co-location facilities, and edge-network buildouts, these facilities operate 24/7 and draw significant power. While most of that energy feeds servers and HVAC systems, data center lighting still plays a crucial role in uptime, safety, and efficiency. Choosing the right fixtures isn't just a matter of visibility—it's a matter of performance and sustainability. Lighting strategies in data center environments must support high performance and minimal disruption: [XFit Linear High Bays with OpticSwap™](#)



- **High-temperature durability** in hot-aisle conditions and continuous-run environments
- **Vertical and horizontal illumination** so techs can read rack labels and navigate aisles safely
- **Smart controls, zoning, and automation** to prevent lighting empty rooms for half the day
- **Retrofit-friendly designs** to upgrade legacy lighting without scheduled downtime – especially since the center needs to continue operation through all maintenance activities.

Keystone offers other solutions engineered for the specific demands of data center lighting. [Solutions for Data Center Lighting | Keystone Technologies](#)

22. **Modular International's Tunable White LED Modules Can Be Used in More Than 400,000 Product Combinations** - Modular International's Tunable White LED modules allow independent control of both the intensity of the light and the color of the light separately. Featuring color tuning from 2700K to 6500K and intensity tuning from 100% to 0.1%, the modules also exceed industry averages for lumens per watt efficiencies across a range of wattages and delivered lumen packages in 70mm and 90mm diameters. Standard dimming protocols and control options with these modules include 0-10V (0.1%), DALI-2 Type 8 (0.1%, and 1% with Lutron LD2 drivers), and DMX (0.1%). [Custom Lighting Solutions - Modular International](#)



Something you may not know!

LearnersLive Special Feature

The Boss Has a Message: Use AI or You're Fired by *Lindsay Ellis* - At companies big and small, employees have feared being replaced by AI. The new threat: Being replaced by someone who knows AI. Rank-and-file employees across corporate America have grown worried over the past few years about being replaced by AI. Something else is happening now: AI is costing workers their jobs if their bosses believe they aren't embracing the technology fast enough. From professional-services firms to technology companies, employers are pushing their staffs to learn generative AI and integrate programs like ChatGPT, Gemini or customized company-specific tools into their work. They're sometimes using sticks rather than carrots. Anyone deemed untrainable or seen as dragging their feet risks being weeded out of hiring processes, marked down in performance reviews or laid off. Companies are putting their workers on notice about their AI skills amid a wave of white-collar job cuts. Some companies are training people in how to use the tools—but leaving it up to them to figure out what to use them for. There are countless possibilities for how to deploy AI. Some businesses have required training classes or set up help desks to coach employees on how to incorporate AI into their work. Others are putting the onus on staff to think creatively about how to make money or save time with the tech. That can prompt exciting innovations—or it may come at the expense of getting work done. Or both.

[The Boss Has a Message: Use AI or You're Fired - WSJ](#)



Something you may not know!