

Carisma Family (2", 3")



Amerlux's Carisma series of architectural linear luminaires light up a space with elegant edge-to-edge lenses and deliver maximum lumens per watt without glare. The LED linear family is available in 2- and 3-inch aperture sizes and can be specified to the nearest eighth of an inch with various mounting options: surface, wall, recessed and pendant with direct and direct/indirect distribution. Each delivers seamless lines of light in continuous rows or patterns, ideal for any commercial, institutional or retail project.

Made entirely of extruded aluminum, the product line has a unique optical system incorporating high-performance, full-lit lens surface illumination and efficiency that exceeds all Design Lights Consortium (DLC) requirements. Choose from four color temperatures (2700K, 3000K, 3500K and 4000K).

Market Observer

1. U.S. Economy Shows Remarkable Resilience in Face of Trade Turmoil - The world's most powerful economy is showing remarkable resilience in the face of enormous pressure. Employers [added more jobs](#) than many economists expected last month, and the low unemployment rate held steady. [The U.S. economy contracted](#) in the first quarter, but the result was distorted by a rush of imports that offset generally solid demand. The stock market rallied sharply from its April lows. Yet real turmoil is threatening that strong foundation. President Trump's ever-changing tariff policies, government cuts and immigration restrictions are disrupting trade and sparking deep unease among consumers, businesses and investors. Trump's 145% tariffs on Chinese imports are causing cargo shipments from China to plummet, prompting major retailers to warn of [likely price hikes](#) and even shortages of some goods. In early April, economists forecast the likelihood of a recession in the coming year to be twice as high as it was at the start of the year. At the moment, however, things are still looking surprisingly good. [U.S. Economy Shows Remarkable Resilience in Face of Trade Turmoil - WSJ](#)

2. Energy Storage Industry Commits \$100B to American-Made Grid Batteries - On April 29th, the [American Clean Power Association \(ACP\)](#), on behalf of the U.S. energy storage industry, announced a historic commitment to invest \$100 billion into building and buying American-made grid batteries. This investment is expected to fuel the creation of 350,000 jobs across the battery energy storage industry and transform the United States into a global battery manufacturing leader. This announcement aligns with actions taken by the Trump Administration to unleash American energy and develop critical minerals in the United States. The industry's investment will advance a manufacturing expansion in the United States with the aim of enabling American-made batteries to meet 100% of domestic energy storage project demand. [Energy Storage Industry Commits \\$100B to American-Made Grid Batteries – electrifiED](#)

3. **NEMA Make It American™ BABA Resource Center** - NEMA has developed the **Make It American Program** to help members confidently offer BABA-compliant products to the market. The Bipartisan Infrastructure Law —a once in a generation investment in our nation's infrastructure—included a provision known as the **Build America, Buy America (BABA)** Act, with the intent of ensuring American tax dollars are spent supporting America's workers, communities, and businesses. This policy, commonly referred to as "BABA", **sets stringent domestic content requirements** for iron and steel products, manufactured products, and construction materials in all infrastructure projects receiving federal funding with the goal of **increasing domestic manufacturing**. [Make It American™ - NEMA](#)



4. **NEMA Urges Passage of Critical Mineral Legislation** - A Senate committee unanimously approved the Critical Mineral Consistency Act, legislation aimed at boosting the development of reliable critical mineral supply chains. NEMA Senior Vice President of Public Affairs Spencer Pederson thanked the committee for quickly advancing the legislation and urged lawmakers and President Trump to turn the bill into law. "The advancement of [the bill] through Committee brings us one step closer to reaching our goals by removing dependence on unreliable foreign sources like China for the raw materials that are essential to the electroindustry and will help bolster supply chains," Pederson said. [NEMA urges passage of critical mineral legislation](#)

5. **Tariff Tracker, May 12: An Agreement with China** - The temporary agreement is seen as a potential breakthrough for negotiations with multiple countries. In what is being described as a major trade breakthrough, the U.S. and China have agreed to slash tariffs for 90 days while both sides negotiate a new agreement. The decision has pushed stocks up on Monday, and is a solid beginning to what may be a long-term agreement. Chris Kuehl, Managing Partner and Co-Founder of Armada, tells us that while some questions remain, a long-term agreement will go a long way toward helping American manufacturing. [Tariff Tracker, May 12: An Agreement With China – electrifED](#)

6. **Supply Chain Bill Passes the House** - On April 28, the House of Representatives passed the [Promoting Resilient Supply Chains Act of 2025](#), sponsored by Rep. John James (R-MI). The bill establishes a Supply Chain Resiliency Program within the Department of Commerce, using AI and quantum computing to anticipate and mitigate supply chain disruptions from natural and man-made disasters. It includes an Early Warning System, fosters public-private collaboration, and incentivizes domestic manufacturing to reduce reliance on adversarial nations like China. [Supply Chain Bill Passes the House – tEDmag](#)

7. **N.J. Explores Nuclear Strategy for Energy Goals** - New Jersey is projected to need as much as 10 gigawatts of clean, firm energy capacity by 2035 to maintain system reliability and meet the state's clean electricity goals. The New Jersey Board of Public Utilities has initiated a request for information to evaluate the possible role new nuclear power plants could have in meeting the state's energy objectives. The RFI seeks insights into how nuclear can support growing energy demands, particularly from large consumers like AI data centers. [New Jersey BPU eyes potential for new nuclear | Utility Dive](#)

8. **Energy Department Proposes to Cut 47 Rules in 'Largest Deregulatory Effort in History' by Rachel Frazin** – The Energy Department plans to ax a long list of efficiency regulations, including those pertaining to stoves, ovens, showerheads, clothes washers, dishwashers and microwaves. The rules also apply to a smattering of other policies ranging for guidelines under which the department buys oil for the Strategic Petroleum Reserve to nondiscrimination requirements for grant recipients. [Energy Department proposes to cut 47 rules in 'largest deregulatory effort in history'](#)

9. **NAED Statement on House Ways & Means Committee Reconciliation Bill** – Wes Smith, President and CEO of the National Association of Electrical Distributors, provided the following statement: The businesses we represent—located in every state and Congressional district—have seen firsthand how the Tax Cuts and Jobs Act (TCJA) has fueled growth across the electrical distribution industry, from small enterprises to large distributors. By lowering marginal tax rates, enhancing expensing provisions, increasing the estate tax threshold, and establishing the 20% small business deduction under Section 199A, the TCJA has been a powerful catalyst for economic progress. We applaud the pro-business, pro-growth tax provisions, including the Section 199A deduction, enhancements to the 179 expensing, modifications to the Estate Tax, and the temporary restoration of Bonus Depreciation. [NAED Statement on House Ways & Means Committee Reconciliation Bill – tEDmag](#)

10. **Gasoline and Diesel Fuel Update** - U.S. Regular Gasoline Prices (dollars per gallon)

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

	04/28/25	05/05/25	05/12/25	week ago	year ago
U.S.	3.133	3.147	3.120	-0.027	-0.488
East Coast (PADD1)	2.987	2.998	2.947	-0.051	-0.544
New England (PADD1A)	2.948	2.959	2.953	-0.006	-0.630
Central Atlantic	3.112	3.113	3.090	-0.023	-0.561
Lower Atlantic)	2.918	2.935	2.856	-0.079	-0.512
Midwest (PADD2)	2.992	3.027	2.978	-0.049	-0.456
Gulf Coast (PADD3)	2.686	2.722	2.692	-0.030	-0.476
Rocky Mountain (PADD4)	3.134	3.118	3.137	0.019	-0.264
West Coast (PADD5)	4.192	4.156	4.224	0.068	-0.470
West Coast less CA	3.757	3.721	3.760	0.039	-0.550

11. **US, Saudi Arabia Agree on Energy & Critical Mineral Deals** - The MOU also highlights the intent to collaborate in various fields including petroleum refining and refined products trading, electricity generation technologies and energy storage systems, and artificial intelligence projects to accelerate deployment of energy-driven innovations. The two sides also outlined areas for cooperation on civil nuclear energy, including safety, security, and nonproliferation programs; vocational training and workforce development; U.S. Generation III+ advanced large reactor technologies and small modular reactors; uranium exploration, mining, and milling; and safe and secure nuclear waste disposal. The signings coincided with President Trump's announcement that he secured a \$600 billion investment commitment from Saudi Arabia. [US, Saudi Arabia Agree on Energy & Critical Mineral Deals – electrified](#)

12. **Streetlight Claims 250 Lm/W** - Chinese manufacturer, EXC Technology, claims to have surpassed the 250 lumens per watt (lm/W) efficiency barrier—a significant milestone in the pursuit of more energy-efficient outdoor lighting. The company, based in Shenzhen, unveiled its MYS4C/MLS6C module, reporting a luminous efficacy of 250.5 lm/W. EXC attributes this high efficiency to a combination of advanced optical design, high-quality LED chips, and precision manufacturing processes. [Streetlight Claims 250 Lm/W | LightNOW](#)

13. **Big Tech's Next AI Bet Is a 'Watershed Moment,' Analyst Says — And a \$1 Trillion Opportunity by Shannon Carroll**

- At the core of this strategy is a growing alliance between Gulf governments and U.S. technology companies. The Middle East could rapidly become the next major frontier for artificial intelligence, and U.S. tech giants are lining up to cash in. Nvidia, Microsoft (MSFT), Amazon (AMZN), Alphabet (GOOGL), Palantir (PLTR), and Tesla (TSLA) are all positioning themselves in the region to be key players in what could be full-throttle AI buildout. In what Wedbush analysts are calling a “watershed moment” for Big Tech, recent developments in the region mean the AI boom might be rapidly shifting its center of gravity. A wave of investment in AI infrastructure across Saudi Arabia and the United Arab Emirates is signaling an acceleration in U.S. tech companies' expansion abroad. According to a Monday note from analysts led by Dan Ives, the region is poised to become one of the most important global markets for AI over the next decade, potentially adding over \$1 trillion. [Big Tech's next AI bet is a 'watershed moment,' analyst says — and a \\$1 trillion opportunity](#)

14. **Americans in Their 80s and 90s Are Redefining Old Age** by Amy Dockser Marcus - Dementia rates are down, recovery rates are up. Many are thriving mentally and physically deep into their later years. According to research at the Stanford Center on Longevity, older Americans report higher levels of emotional well-being and lower levels of negative emotions compared with young adults. By 2034, for the first time in U.S. history, adults 65 and older will outnumber people under 18. Although more older Americans are living with chronic disease such as arthritis, high blood pressure or diabetes, Lachs said these statistics say little about the quality of these lives. No one now disputes the role that regular exercise, good sleep and a healthy diet play in lengthening lives and improving their quality. The market for more radical interventions for boosting health and longevity, including supplements and off-label drugs, is robust and growing. [Americans in Their 80s and 90s Are Redefining Old Age - WSJ](#)

15. **Announcing Grok 3 and Grok 3 Mini on Azure AI Foundry** - Microsoft and xAI are thrilled to unveil the availability of Grok 3 and Grok 3 Mini into the Azure AI Foundry Models, marking a significant milestone in AI accessibility and innovation. This collaboration combines xAI's cutting-edge models with Azure's enterprise-ready infrastructure, giving developers access to Grok 3's advanced capabilities in a secure, scalable environment. Grok models enable a range of enterprise scenarios with advanced capabilities in reasoning, coding, and visual processing. [Announcing Grok 3 and Grok 3 Mini on Azure AI Foundry | Azure AI Foundry Blog](#)

Industry Resources

16. **Innovation in the Digital Age** by Bill Attardi [Innovation in the Digital Age.mp4](#)

New product development is essential to survival in this dynamic global economy. This e-learning session ups the ante to INNOVATION. We have never seen change at this level of velocity and with the emergence of AI, it will speed up. Clayton Christensen when he was at Harvard University detailed three (3) essential forms of innovation in his book: The Innovator's Dilemma. Worth reading.....my goal with this virtual learning session is to cover his essential points in order to encourage you to research this subject in more detail. Jack Welch said it best: If the rate of change outside is greater than the rate of change inside, the end is near.



Innovation in the Digital Age
Clayton M. Christensen
Professor, Harvard University

All Customer-Centric

- **Disruptive – discontinuous market shift from the few to the many**
- **Sustaining – continuous replacement of old products to new better products**
- **Efficiency – reduce the cost of making and distributing existing products**

Next month – STP is Customer-Centric Marketing - Sponsored by FSG:

1. **Segmenting**
2. **Targeting**
3. **Positioning**

17. **BriteSwitch: LED-to-LED Upgrades and Rebates** - Early adopters who first transitioned from fluorescent and HID to LED lighting a decade ago are discovering that it's time to replace their early-generation fixtures. Traditionally, rebate programs haven't supported LED-to-LED upgrades, but that's starting to change. As LED technology has evolved, both light quality and efficacy have significantly improved. One effective way to measure these advancements is by examining the [Design Lights Consortium's \(DLC\)](#) technical requirements. Increased efficacy basically means that new LED fixtures have to use fewer watts to get the same light output, providing an opportunity to realize additional energy savings. [RebatePro](#) makes it easy to sort through all the rebates in the US and Canada. [LED-to-LED Upgrades and Rebates](#)

18. **DALI Alliance and IES Collaborate for Lighting Standardization and Education** - The [DALI Alliance](#) and the [Illuminating Engineering Society \(IES\)](#) are pleased to announce a strategic collaboration aimed at advancing the development, adoption, and harmonization of educational initiatives around global lighting standards. Through this collaboration, the DALI Alliance and IES will coordinate on activities such as education and training programs, and outreach to designers, engineers, and specifiers. The goal is to create greater alignment across lighting technologies and accelerate the deployment of intelligent and sustainable lighting solutions worldwide. [DALI Alliance and IES Collaborate for Lighting Standardization and Education – tEDmag](#)

Articles of Interest:

19. **AI Changes Search Game for Marketers** - In a matter of months, artificial intelligence has begun to change how people search for things online in ways that alarm some marketers. Consumers who use traditional search engines like Google and Bing are now greeted atop their search results by AI-generated summaries of the topics at hand. OpenAI said last month that ChatGPT will soon roll out a shopping button that redirects users to a merchant's website, where they can buy the product they were researching. OpenAI says ChatGPT now processes roughly one billion searches a week, but Google handles 5 trillion searches each year, or around 100 times that total, according to its most recent figures. "This is not big for us yet, but it could be," Joy Howard said of LLM searches. [Q1i1BIXWfajcTTkzC3B2-WSJNewsPaper-5-12-2025.pdf](#)

20. **Google to Fund NECA Training Program** - Google is announcing a new paper and support for an effort to train 100,000 electrical workers and 30,000 new apprentices in the United States. This is Google's news release: AI presents the United States with a generational opportunity for extraordinary innovation and growth. The deployment of AI will grow the American economy, create jobs, accelerate scientific advances and more. Fully realizing these opportunities requires an effort to rapidly increase the capacity of the nation's existing, sometimes antiquated energy system. This in turn requires accelerating innovation and investment in advanced energy technologies; optimizing use of the existing grid and unlocking construction of new transmission infrastructure; and developing the labor force needed to build new energy infrastructure. Through shared public and private efforts to introduce and support training programs like this one, the U.S. can develop a model for training the next generation workforce. [Google to Fund NECA Training Program – electrified](#)

Monthly Feature:

Intimidated by AI? Here's How to Get Started by Nicole Nguyen - It's 2025, and generative AI is only getting bigger. If you've been too intimidated to get into the chatbot game, now's your chance.

Key Points

- Generative AI is transforming many aspects of life, and using the tools can help you understand how it's changing the world.
- Chatbots are massive troves of information that you can access by typing or speaking plainly, and each bot has its own strengths and weaknesses.
- To get the best results from AI, be specific with prompts, add context, ask for citations and format the response.

If you have a friend, child or co-worker who won't shut up about ChatGPT or some other generative-AI chatbot, but you've been too embarrassed to ask where to start, this is for you. The buzzy, mysterious tech is transforming every aspect of our lives, from [high-school English](#) to [pharmaceutical discovery](#). At the very least, by using these tools, you'll understand how generative AI is changing our world. And you might discover some productivity hacks for your own life in the process. Recent breakthroughs in image generation create impressive pictures within minutes. And voice chats and other advanced tools are now available in free accounts.

First, a primer. If you're wondering which bot to use and how all this is different from searching the web, welcome, you're in the right place.

Choose your bot

Don't think of a "chatbot" as a conversational buddy. It's a massive trove of information and "learning" that you can access by typing or speaking plainly. Each bot has a different personality and a different way of surfacing information. While they were all trained on books, websites and other media—gazillions of words, images and sounds—each one has its own strengths and weaknesses.

- OpenAI's [ChatGPT](#) was first on the scene and is the most well-known. It has the most features—including a (subscribers-only) video generator.
- [Microsoft Copilot](#), powered by a mix of OpenAI and Microsoft MSFT 2.32% increase; green up pointing triangle tech, has an approachable interface for beginners.

- Google's [Gemini](#) brings search into the mix and can export data to Docs.
- Anthropic's [Claude](#) markets itself as "safety-first" AI. It currently doesn't have image or voice tools.

And there are many others, including [Meta AI](#) and xAI's Grok. You can try most free through a web browser or mobile app, often with an account sign-up. Free accounts tend to limit how far you can go, and premium accounts typically cost \$20 a month.

How—and why—to prompt

Generative AI can save you time. A chatbot can synthesize a relevant answer in seconds, instead of sending you down a [15-minute search rabbit hole](#). Once you get the hang of it, you can consult it as a thought partner for more-creative pursuits. The technology can still make mistakes, known as hallucinations, but it is maturing. And its responses often provide the starting point you're looking for.

It all starts with a prompt—a specific instruction or question for the AI. Think of it as shaping your request to coax a better response. For best results, follow these guidelines:

- Undo your search brain. Instead of searching "bikes under \$500," provide more detail. I'm looking for a bike under \$500. What kind of materials and components should I consider to balance quality and performance with affordability?
- Be specific. AI will fill in details you leave out, so add as much context as you can. The wordier your prompt, the more personalized the response.
- Add a reference. Adjust its tone by asking something like "Write in the style of The Wall Street Journal's Nicole Nguyen." (But please don't.) You can also specify the role it should play by starting with "You are a foreign language tutor" or "You are an interior decorator."
- Make it up. Want to dream up something that doesn't exist? AI can generate all-new stories, poems or images. (You can also upload your own image for AI to play with.)
- You want a cute puppy pic that doesn't exist? Ask AI to make it for you. Create an image of a happy black Lab puppy in San Francisco's Alamo Square Park in the style of 1990s anime.
- Keep it focused. Bots sometimes spew words, so impose a limit: "List three pros and cons" or "summarize a concept in two paragraphs." To prevent confusion, avoid unrelated questions in the same prompt.
- Ask for citations. If you're worried about credibility, ask the AI to cite its sources. The bot will link to source material from, for example, government websites or peer-reviewed studies. To be extra careful, check those sources.
- Follow up. Unsure about the response? Say "walk me through how you arrived at this conclusion, step by step." You can also prompt the bot to elaborate or rewrite the reply.
- Format the response. Say "give me a bullet list" or "put this into an easy-to-read table." You can also ask for a downloadable, printable PDF response.

Ready to level up?

Tinker with these newer features. I specify which chatbot to try here, because availability varies.

- Web search: It's handy for shopping, recipes and how-to's. Use ChatGPT, Copilot, Claude or Perplexity. You can press a button or flip the "web search" switch for [more real-time info](#).
- ChatGPT's voice mode lets you talk to your bot naturally. You can adjust AI's accent and personality in settings.
- Voice mode: You can [talk to your bot](#), even practice a foreign language. Use ChatGPT, Copilot or Gemini. Hit the mic and ask away.
- Deep research: To have the bot sift through huge amounts of public information and generate a tidy report, select "deep research." Use ChatGPT or Claude. The bot can take anywhere from a few minutes to a half-hour to compile.

AI is powerful but imperfect. Always fact-check critical information and keep [private and personal information](#) confidential. And remember: In an emergency, you should still call 911—don't just ask AI! Write to Nicole Nguyen at nicole.nguyen@wsj.com

[A Late Adopter's Guide to AI: From Picking a Chatbot to Crafting Smarter Prompts for Better Answers - WSJ](#)