

**This Week's Top Story | July 3, 2026**

AN UPDATE FROM THE NATIONAL ADVISORY COUNCIL (NAC) **Building Awareness Today. Supporting Tomorrow's Workforce.**

How EFC's National Advisory Council is Building Awareness Today to Attract and Support Tomorrow's Workforce

As Canada's electrical industry continues to navigate economic uncertainty, including the impacts of tariffs and a slowing economy, the National Advisory Council (NAC) remains committed to advancing EFC's strategic priorities while adapting to the industry's most pressing needs. Building on the progress made in 2025, the Council will continue to focus on strengthening awareness of the electrical industry by connecting industry, students, and young professionals. This work remains a key priority as we expand opportunities to showcase the industry's career potential and foster stronger connections between future talent and EFC members. At the same time, the Council will continue supporting outreach efforts in Western Canada by working collaboratively with regional associations, including BCEA and AEA, to create mutual value for members and strengthen industry engagement across the region.

While promoting the electrical industry to attract and retain young and mid-career professionals remains an important long-term objective, current economic conditions have required a shift in emphasis. Rather than leading with broad talent attraction initiatives, the Council will focus on building greater awareness of the industry, recognizing that increased visibility and engagement today will help support future workforce development as market conditions improve.

[Learn more about the National Advisory Council](#) | [Read the full newsroom post](#)

Industry News

EFC's Business Sections Welcomes New Chair and Vice-Chair to the Technical Advisory Committee (TAC) – [View the LinkedIn post](#)

Annual Federation Cup Golf Tournament | August 19 – Join industry colleagues on August 19, 2026, at Deer Creek Golf Course in Ajax, ON for the 24th Annual Federation Cup Golf Tournament. Enjoy a day of networking, friendly competition, and celebration on the course. New this year, is a redesigned networking reception and dinner format. With only 288 spots available, registration is expected to fill quickly, so reserve your spot today. [Register now](#)

Federation Cup Sponsorship Opportunities Available – Showcase your company at one of the electrical industry's premier golf events and connect with key industry leaders throughout the day. Contact Nathalie Lajoie at nlajoie@electrofed.com to explore a variety of sponsorship options.

RECAP: Atlantic LobsterFest – Rain may have dampened the weather, but it certainly didn't dampen the atmosphere at the Shore Club for the 2026 edition of EFC Atlantic's LobsterFest on June 23. To kick off the event, members gathered for a networking reception before enjoying an authentic Nova Scotia lobster supper at one of Atlantic Canada's most iconic venues. The event also served as a fundraiser for YPN Atlantic programming, and thanks to the incredible support of our members, sales of a limited-edition YPN Shore Club hat raised more than \$1,000. Thank you to everyone who attended and helped make this signature YPN Atlantic event a success. [View the LinkedIn post](#) | [Go to the photo gallery](#)

RECAP: Ontario YPN Celebrates National YPN Day – Ontario YPNs gathered at Woodbine Racetrack on June 25 to celebrate National YPN Day. The evening brought together young professionals from across the province for networking, meaningful conversations, great food, entertainment, and a vibrant social atmosphere. [View the LinkedIn post](#)

Hammond Power Solutions Completes Acquisition of AEG Power Solutions – [View the LinkedIn post](#)

Leviton Announces Viscor Leadership Changes – [Press release](#)

Mitsubishi Electric US, Inc. Announces Structural Reorganization of United States Business – [Read more](#)

Leviton | Certolux | Visioneering Welcomes Nathalie Tousignant as New Eastern Regional Sales Manager – [Read more](#)

Canada's Energy Transition Depends on a Next-Generation Grid – [Read the CEW article](#)

UL Solutions is an EFC Corporate Sponsor

AI Is Driving Demand for Energy Storage Systems, and Manufacturers Are Stepping Up - AI-driven data center growth is increasing demand for electricity, prompting battery manufacturers and other companies to accelerate production of energy storage systems. [Read more](#)

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Paying Employees in Crypto? Not as "Far Out" as You Think – As digital assets become more common in retail payments and cross-border transactions, some employers are exploring whether crypto can play a role in employee compensation – not only as an alternative payment mechanism, but also as a potential recruitment and retention tool. [Read more](#)