



Consumers Energy for Business Trade Ally Newsletter January 2019

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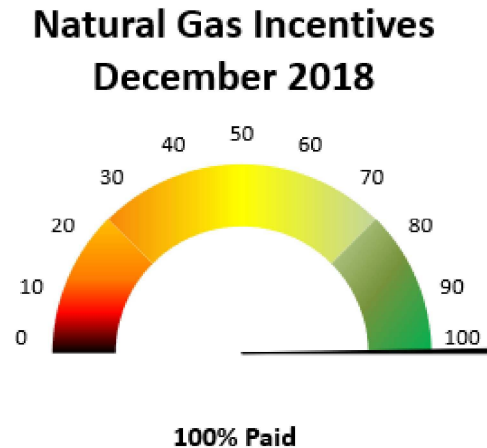
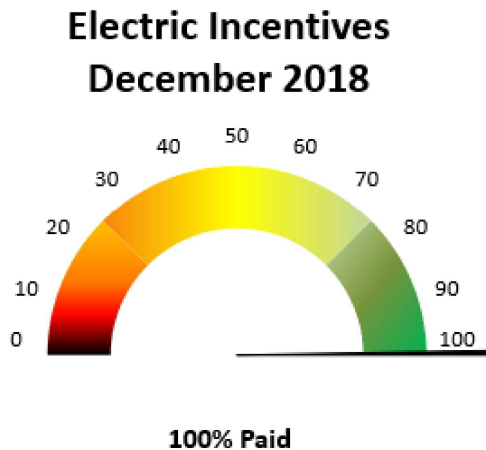
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Congratulations on all your hard work contributing to a record setting 2018! As I reflect on everything we have accomplished over last year, we could not have been successful in this program without our valued Trade Allies. We surpassed our savings goals, built up our resources to enhance our communication with you and we had a few happy surprises along the way. We plan on continuing with the same velocity for 2019. We will continue to create fluid communication with you, we will surpass our goals (with your help) and we will definitely have a few happy surprises along the way! Check out the rest of this newsletter for a bunch of great 2019 updates! We look forward to celebrating the 10th business energy efficiency year with you!

Thomas Quasarano
Brand Manager
Consumers Energy
Business Energy Efficiency Programs



Program Updates

1. After reviewing market demand and our portfolio, we will not be making any incentive changes for the 1st quarter of the 2019 Program Year! Incentives will remain at their current levels and will be reassessed at the end of the quarter.
2. Trade Ally Bonus Checks and Boiler Tune-up Bonus Check will be delivered to you over next couple of weeks. These checks are an acknowledgement of your hard work and a token of our appreciation.
3. We are holding an Industrial Energy Programs Forum at Ford Field on March 27th from 8 a.m. - 3 p.m. You will learn about exciting new technologies and opportunities in Energy Efficiency markets throughout the country and how to take advantage. We will finish the day with some fun on the field! Please stay tuned on our [website](#) for more details.



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Project of the Year

It's back! We are now accepting submissions for Project of the Year. It gives you the opportunity to showcase your most successful and innovative projects from the 2018 Program Year. Trade Ally winners get \$5,000 and \$15,000 for your customer! Nominations must be submitted through our [online application](#) by March 1st.

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Business Instant Discount Program Updates

Want to Offer Instant Discounts to your Customers?

The Business Instant Discount Program (BIDP) offers instant discounts at the point of sale for products such as lighting, kitchen equipment and

steam traps. New in 2019, Trade Allies are able to sign up with BIDP to offer their customers instant discounts on furnaces and roof top units. By participating in BIDP, applications do not need to be submitted, as the process is now streamlined for efficiency!



If Trade Allies do not wish to sign up, no problem!

Go to one of the participating distributors' locations to receive an instant discount on products for your customers. By getting the discount from the distributor, an application or invoice does not need to be submitted, simply pass the savings onto your customer on their invoice. The process is that easy, purchase the equipment and receive the discount. Eligible products are found in the **2019 Applications**, see page 41.

To see a list of Participating Distributors, or for more information, please visit **ConsumersEnergy.com/instantdiscount** or contact **Nick Rudofski**.

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Training Center Updates

The Energy Efficiency Training Center is your go-to resource for business energy efficiency information, advice and technical training. Regularly scheduled courses and certification classes are available exclusively to Consumers Energy Trade Allies to increase knowledge and technical skills in energy efficiency to sell to your customers and diversify your offerings. Sign up today to reserve your spot!



Current course offerings for Trade Allies:

Advanced Lighting Control Systems Training - Feb. 27, 2019

Join us to learn about new Advanced Lighting Control technologies, how to save on energy use and experience a hands-on session to properly design a lighting layout for control systems.

Michigan Commercial Energy Code Training - Mar. 7, 2019

The School of Planning Design and Construction at Michigan State University will present training addressing the Michigan Energy Code for commercial buildings. The morning session will provide background on the code along with an emphasis on the envelope and lighting provisions. The afternoon session will present detailed changes to the HVAC provisions.

Trade Ally and Contractor Orientation Training - Mar. 19, 2019

Gain a solid overview of Consumers Energy Business Energy Efficiency Program. Trade Allies will be guided through the entire process of filling out and submitting a project rebate application and get an introduction to all Consumers Energy resources available to generate more projects.

To keep up on current courses being offered, please visit:

ConsumersEnergy.com/eetraining.

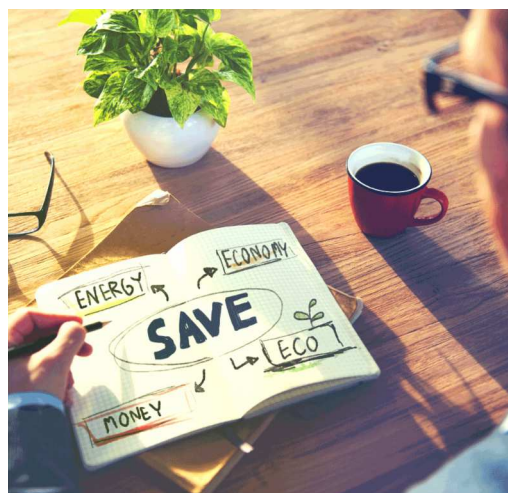
Questions about a course? Please email the Energy Efficiency Training Center at **EETraining@cmsenergy.com**.

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Powering the Future of Energy Savings

Got an idea? We want to hear about it!

Trade Allies can submit innovative energy efficiency ideas to our Pilot Origination and Design (POD) team. Our Pilot programs test emerging technologies and services that reduces energy and help save you money. Collaborating with businesses, like yours, helps us create new energy efficiency incentives for the Consumers Energy Business Energy Efficiency Programs. Let's work together to shape the future and see how energy efficient we can become.



Submit Idea

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Q1 Measure Spotlight

2019 Large Business Advanced Lighting Controls Incentive Updates

Consumers Energy is thrilled to announce an incentive increase for their Large Business Advanced Lighting Controls (LBALC) Program for the 2019 Program Year, with incentive amounts of \$0.18 and \$0.25 per kWh, based on facility type.

Consumers Energy understands that Advanced Lighting Controls are the way of the future and is where lighting market is heading. Consumers Energy is on the forefront of ALC incentive-based installations to be a utility leader in North America for this exciting technology.

Please reach out to [Aaron Kwiatkowski](#), the ALC Program Manager, with any questions or register for the [Advanced Lighting Control Systems Training](#) on Feb. 27, 2019. See how an ALC project can save your customers money and add another instrument to your growing energy efficient tool box.

Smart Buildings

The Smart Buildings Program has a lot to offer in 2019, but we wanted to highlight two exciting opportunities for Trade Allies to engage with, the **Smart Building IQ Program** and the **Smart Building Defined Action Program**.

1. **The Smart Building IQ Program** incorporates your request to offer a fully funded offering for commissioning studies up to \$40,000 per sites or \$120,000 across all facilities per customer. These studies use controls base practices which focus on low/no cost, controls upgrades and prescriptive incentives to increase opportunities for customers to save energy. Implementation requirements from the customer include 50 percent of the study cost which includes recommended low/no cost measures and capital measures eligible for incentives. **Focus Customers:** Finance, Education, Healthcare, Data Centers, Specialized Manufacturing and Commercial Real Estate.
2. **The Smart Building Defined Actions Program** utilizes the 11 defined building optimizations that show how minor changes can lead to big impacts for building optimization. Custom incentives are offered at **\$4.00/Mcf and \$0.05/kWh** for these facility improvement measures. **Focus Customers:** Smaller building eligibility including: High Schools, Libraries, Small Office and Small Business IQ Building Types.

For more information on these and all things Smart Buildings, please visit ConsumersEnergy.com/smartbuilding.

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Small Business Updates

We are excited for our 2019 Program Year and are off to great start! If you are not familiar with the Small Business Trade Ally Program, there is no better time to find out. The target market is any small or medium business customer with energy use at or below 400,000 kWh or less per calendar year. The Small Business Trade Ally Program offers incentives based on wattage reduction, along with the hours of operation for the facility. The advantage of this program is incentives are paid directly to you as the Trade Ally, reducing the total project cost for the customer. The customer does not pay for the entire project upfront, they only pay the remaining customer portion after the project is completed.

The Small Business market is becoming more educated and proactive to find ways to make their facilities more energy efficient and save on energy costs. The opportunity for our approved Small Business Trade Allies to be highly visible to customers, be competitive and win projects is at an all-time high. Lighting is our most utilized measure, but we also offer a variety of refrigeration measures, as well. We are looking to grow our refrigeration Trade Ally network to meet the growing demand for efficient refrigeration systems and in turn, offering incentives to customers.

If you are interested and would like to learn more about becoming part of the Small Business Trade Ally program network, please contact [Mindie Graszler](#), [Mark Pruchniewski](#) or visit ConsumersEnergy.com/smallbusiness.

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Southeast Michigan - David Duda	734-604-5737
Northern Michigan - Jim Minthorn	231-633-5467
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WE'RE HERE FOR YOU!

CHOOSE THE MOST CONVENIENT METHOD TO CONTACT US.

Consumers Energy



Online



Email



877-607-0737