

CONSUMERS ENERGY FOR BUSINESS Trade Ally Newsletter October 2018



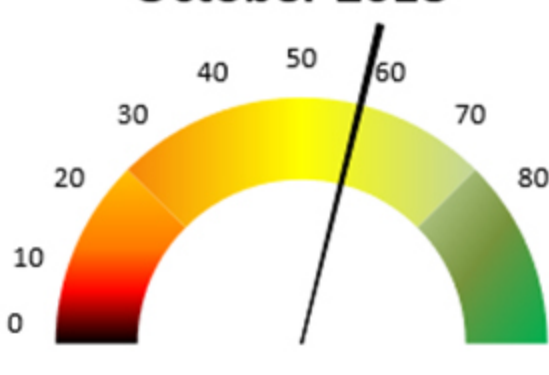
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Only one quarter to go in the 2018 program year! We've had a great year working with you to strengthen our program while reducing Michigan's carbon footprint. With only a couple months left, there is still more we can accomplish together for a strong finish in 2018. I look forward to seeing applications stack up as we close the year and I also look forward to seeing you in person on Nov. 8 at the Trade Ally Rollout.

Thomas Quasarano
 Brand Manager
 Consumers Energy
 Business Energy Efficiency Programs

Electric Incentives October 2018



58% Paid

Natural Gas Incentives October 2018



60% Paid

Program Updates

Few quick notes updating you on the remainder of the program year:

1. After reviewing the market demand and our portfolio, we are not making any incentive changes for the rest of the 2018 program year! Please continue to submit your applications in a timely manner as outlined in our Program's [Policy and Procedures Manual](#).
2. Furnace season is here and so are instant rebates! If you are a commercial business contractor become an authorized dealer for our Furnace Express Program by contacting Nick Rudofski at (517) 512-0144 or Nick.Rudofski@CMSenergy.com.
3. Another thank you to all those who attended this year's Trade Ally Golf Outing. The event was a great way to network and unwind from all the hard work that's gone into making this year so successful!
4. Tune-ups, Tune-ups, Tune-ups! As the cold weather approaches, it's a perfect time to pursue tune-ups on heating equipment. We're still running our Tune-up Bonus for Trade Allies through the month of November. Rebates up to \$500 and Bonuses up to \$250 per tune-up! See the chart below or contact your Trade Ally Energy Advisor for more details.

| Measure | Customer Rebate | Trade Ally Bonus |
|--------------------------------------|--------------------------|--------------------------|
| Level 3 Space Heating Boiler Tune-up | \$350 per boiler tune-up | \$150 per boiler tune-up |
| Level 6 Process Boiler Tune-up | \$500 per boiler tune-up | \$250 per boiler tune-up |

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Trade Ally Rollout

Just two weeks left before this year's Trade Ally Rollout on Thursday, November 8 at the Lansing Center. With another year (nearly) in the books, we've got more great milestones to celebrate! We're excited to unveil some new tools and resources to make your job easier and the application process quicker. We'll be covering several topics in this year's Rollout, but emphasizing Administration and Engineering processes and providing you with tips on how to streamline the application process and get your customers paid faster.

We are raffling off and giving away cool prizes. [Register now](#) to reserve your Yeti bottle and pick it up at the event!



Reminder: This year's Trade Ally Rollout is for Trade Allies only! If you are not currently a Trade Ally, or are concerned about your status, please contact your Trade Ally Energy Advisor to confirm.

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Business Instant Discount Program (BIDP)

BIDP is a new tool to the Consumers Energy Business Energy Efficiency Programs' toolkit, one that we're very excited about. BIDP takes certain streams from the rebate standard application and streamlines the rebate process. Instead of going through the normal application process, the rebate is applied at the point of sale for the customer and the contractor/distributor is refunded by the program at the end of the month. No more applications or paperwork, it's now an Instant Discount!



Did you know? Steam Trap maintenance is a quick and easy way to save energy and money! Steam trap replacements are available through BIDP and if the steam traps are "failed open", you can apply for additional rebates through the [Steam Trap Express](#) application. On top of that, be on the lookout for Michigan made steam traps to qualify you for the 30 percent Buy Michigan Bonus! For more information, please visit our website for a [list of distributors](#), or contact [Nick Rudofski](#) or your Trade Ally Energy Advisor.

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Trade Ally Energy Advisor Bio

Meet Nick Rudofski

Nick joined the Consumers Energy Business Energy Efficiency Programs in May 2017 and is the Business Instant Discount Program (BIDP) Manager. Nick graduated from Aquinas College with a degree in Sustainable Business and worked in Business Development for energy efficiency and renewable energy projects for Sustainable Energy Fund. Nick is married, has a dog and enjoys exploring Michigan, tintype photography and antiques.



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Trade Ally Advisors

Western Michigan - Aaron Prince 616-633-8686
 Southern Michigan - Gordon Plourde 517-375-0506

Eastern Michigan - David Kirk 517-896-5830

Northern Michigan - Jim Minthorn 231-633-5467

Industrial Advisor - Ryan Chambers 517-202-9218

Central Michigan - Mark Bates 517-220-8800

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