



Consumers Energy for Business Trade Ally Newsletter Q2 2019

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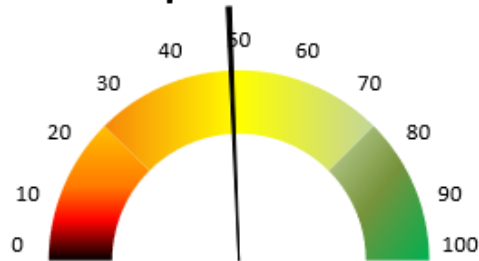
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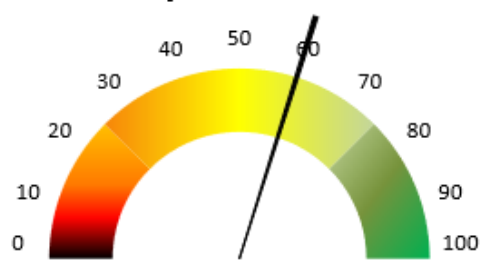
April 2019



49% Reserved

Natural Gas Incentives

April 2019



60% Reserved

Large Business Program Updates

1. Starting now, we are excited to announce a limited time **20% bonus to customers on the Exterior Lighting measure (LT 201)**! This bonus is applied to LT 201 only and is only payable to the customer. See your Energy Advisor for more details.
2. In addition, effective April 1, we are bringing Business Instant Discount Program (BIDP) measures back into the main incentive application, including 3-foot LED Tubes, Cogged V-Belt Drives, Night Covers and High Efficiency Furnaces. For a complete list of all program changes, please visit our Change Log and the new Incentive Application on our [website](#)!

Measure	2019 Incentive	April 2019 Updates
Exterior Lighting	\$0.25/kWh	\$0.25/kWh with a 20% incentive bonus
3-foot LED Tubes	BIDP	\$2.00/lamp
Cogged V-Belt Drives	BIDP	\$2.50 - \$5.00/unit
Night Covers	BIDP	\$6.00/Linear Foot
High Efficiency Furnaces	BIDP	\$225.00 - \$350.00/Furnace

3. We made changes to align to your needs in the Small Business Program and Business Instant Discount Program (BIDP), see the changes in their respective sections below.



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Small Business Updates

Based on last quarter's review, we are pleased to announce some changes to the Small Business Trade Ally Program, effective Monday, April 15, 2019.

The chart reflects the changes made to the following incentives:

Measure	2019 Incentive	April 2019 New Incentive
Exterior Lighting	\$0.13/kWh	\$0.15/kWh
LED Screw In	-	\$0.10/kWh
Occupancy Sensors	\$0.16/kWh	\$0.20/kWh

Please note that any projects currently in process through the Small Business Trade Ally Program will be ineligible for the new incentive rates. We will verify each proposal submitted and ineligible proposals will be denied.

With your feedback, we were able to work to provide these program updates to incentives. We look forward to a continued relationship and providing outstanding customer service! We are committed to promoting energy efficiency to as many new customers as possible and these changes will help make that possible. Thank you for your continued support in helping make our energy efficiency programs a success. If you have any questions, please contact us at 1-877-607-0737.

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](#) or visit ConsumersEnergy.com/smallbusiness.

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Business Instant Discount Program Updates

Want to Offer Instant Discounts to your Customers?

LED tubes are now available for an instant discount! Customers quickly receive the discount and you no longer need to fill out a pre or final application for them. Go to a participating distributor's location and help your customers save at the point of sale. LED tubes can still be found on the Incentive Application. Please note, if you receive an instant discount, the product is not eligible for a rebate through the Incentive Application.

Instant discounts are as follows:

2ft LED Tube - \$2

3ft LED Tube - \$3

4ft LED Tube - \$4

8ft LED Tube - \$5



To see a list of participating distributors, become one, or for more information, please visit ConsumersEnergy.com/instantdiscount or contact [Nick Rudofski](#).

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Project of the Year

Congratulations to our 2018 winners! The award ceremony was held on April 10th in Lansing. Trade Ally winners received \$5,000 and customers received \$15,000! The winners are:

Small Commercial: Burnham & Flower Insurance Group with Trade Ally RW LaPine

Large Commercial: Ionia Public Schools with Trade Ally Honeywell

Industrial: Core Choice Mason Division of Greif (formerly Michigan Packaging Company) with Trade Ally Wirostek Lighting

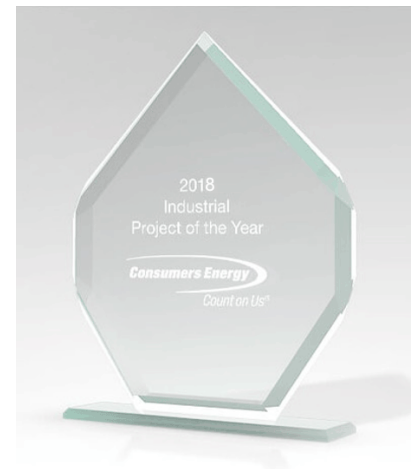


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Training Center Updates

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:

[Trade Ally Orientation - Gaylord](#), Tuesday, May 8

[Trade Ally Orientation - Grand Rapids](#), Wednesday, Aug. 7

[Trade Ally Orientation - Okemos](#), Wednesday, Oct. 9

These trainings provide an overview of the Consumers Energy Business Energy Efficiency Programs. We will also guide you through the process of filling out and submitting a project incentive application and learn about resources to help you 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 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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Tools and Events!

Mobile Training Unit (MTU)

This tool is used to educate customers and Trade Allies about our programs and is available to travel to events throughout the State of Michigan. We unveiled it at the Trade Ally Engagement Forum at Ford Field on Mar. 27. Stay tuned for a list of upcoming MTU visits!



Trade Ally Website Chat

In a continuous effort to connect with you, we recently launched a chat feature on cetradeally.com! Instantly connect with us to get all your program and project questions answered immediately.



Trade Ally Engagement Forum

We held an industrial energy management based engagement forum at Ford Field on Mar. 27 with great attendance, conversation, food and fun. We will continue to invite you to these unique events, keep an eye out! Check out all the event photos [here](#)!



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Staffing Updates



Stephanie Kenney, Market Influence Manager

Stephanie joined the Energy Waste Reduction programs at Consumers Energy in 2009 as an administrator and quickly became the Administration Manager, leading and developing the team of experienced and knowledgeable administrators that you know and work with today. Under Stephanie's leadership, the administration team was able to cross-train all roles within the team, allowing the team to flawlessly fulfill each role.

Stephanie will be taking her experience into her new role as the Market Influence Manager. In this new role, she will research the market, identify untapped territories and find ways to bring program awareness and potential savings to those areas and customers. Additionally, she will own the process and management of our new Mobile Training Unit (MTU). Stephanie will also use the MTU to connect with Michigan associations, townships and chambers to solidify and deepen those relationships.



Marina Escobar, Trade Ally Engagement Manager

Marina Escobar joined the Energy Waste Reduction programs at Consumers Energy in 2010 as an administrator and developed into the Small Business Program lead in 2015, eventually taking over as the Small Business Program Manager in late 2016. Under Marina's leadership, the Small Business Trade Ally Program has grown year after year and over-achieved program goals.

Marina will continue to manage the Small Business Program, but we are ecstatic to announce that she has taken on a new role as the Trade Ally Engagement Manager. In her new role, she will be utilizing her experience in program management and putting it into growing all the Trade Ally Programs. Marina will be working to align the two separate networks of Trade Allies (large and small business) and making them one harmonious collaboration. You can look forward to seeing her at our Trade Ally events and in your offices.



Jennifer Alvarado, C&I Special Initiatives Manager

Jennifer Alvarado has 20-years of experience in the sustainable energy industry. As the Executive Director of the Great Lakes Renewable Energy Association, she assisted in the passing of Michigan's first renewable energy and energy efficiency standard in 2008. She joined Energy Waste Reduction programs in 2012 to lead outreach in the implementation of business and residential efficiency

programs for Michigan's municipalities. In 2017, she crossed over to Consumers Energy Energy Waste Reduction programs, and this year, Jennifer will help grow our Business Instant Discount Program, National Accounts participation and our Customer Care Center in her new role as Commercial & Industrial Special Initiatives Manager.

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Trade Ally Advisors

West Michigan - Ryan Chambers	517-202-9218
Southwest Michigan - Gordon Plourde	517-353-0506
Southeast Michigan - David Duda	734-604-5737
Northern Michigan - Jim Minthorn	231-633-5467
Northeast Michigan - Michele Horstman	989-859-2828
West Central Michigan - Mark Bates	517-220-8800
East Central Michigan - Jon Somerville	517-974-7773
Strategic East Michigan - David Kirk	517-896-5830
Strategic West Michigan - Aaron Prince	616-633-8686

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WE'RE HERE FOR YOU!

CHOOSE THE MOST CONVENIENT METHOD TO CONTACT US.

Consumers Energy



Online



Email



877-607-0737

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