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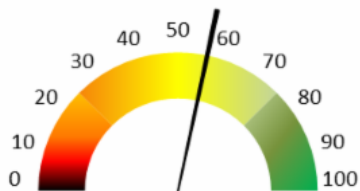
# BUSINESS MATTERS

## Trade Ally Newsletter



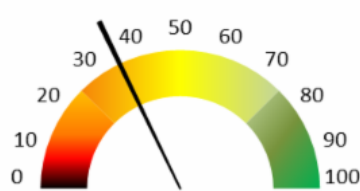
### 2017 Business Energy Efficiency Program Status

#### Electric Incentives



57 % Reserved

#### Natural Gas Incentives



36 % Reserved

## Year to Date Top Trade Allies

### New Trade Ally Portal

Coming this month is a new Trade Ally website with an improved project tracker feature.

Watch your email for your company login information and an invitation to a September webinar on using the new portal.

### Save the Date

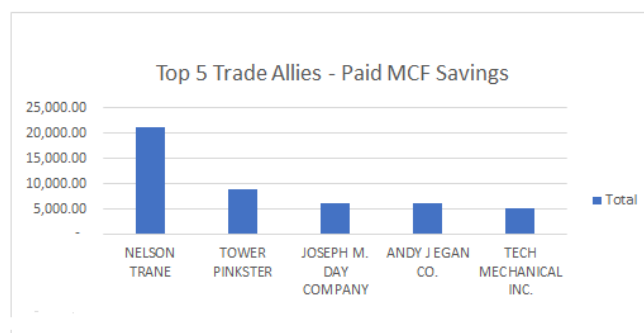
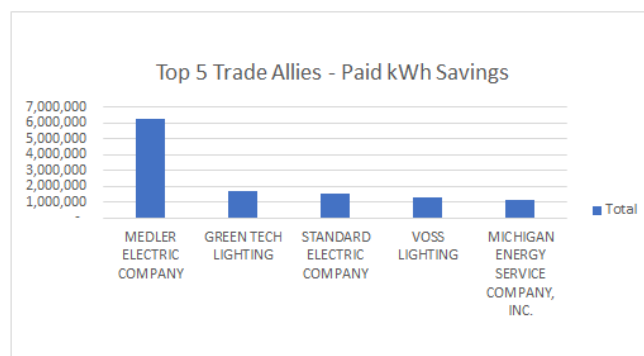
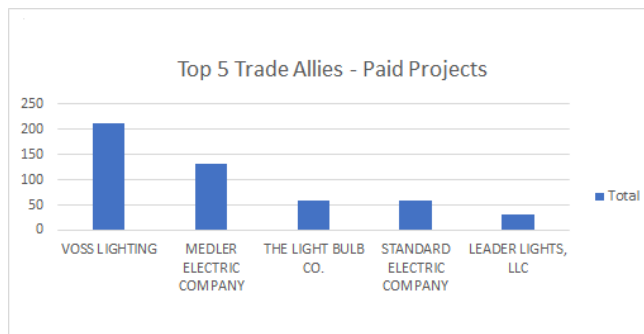
Mark your calendars. The 2018 program launch is scheduled for Nov. 7 in Grand Rapids and Nov. 9 in Lansing. Details and registration information will be sent out soon.

### Incentive Caps Increased

Effective Aug. 1, 2017 the incentive cap for natural gas projects has been increased to 1 million dollars per customer and the incentive cap for electric projects has been increased to 2 million dollars per customer, for a total of 3 million dollars per customer annually.

For additional information on this change please contact your Trade Ally advisor listed at the bottom of this email.

### Selling Energy Effectively Training returns September 12





If you seek shorter sales cycles and higher closing ratios for your efficiency projects, Consumers Energy invites you to Learning to S.E.E. (Sell Efficiency Effectively)™, a one-day workshop focused on selling efficiency. If you missed the training last year this is your chance to learn from one of the leading experts on how to sell energy efficiency and close more deals. Mark Jewell is a subject matter expert, coach, speaker and best-selling author focused on overcoming barriers to implementing projects.

Whether you're selling efficiency solutions or seeking project approvals, understanding what factors play a role in the decision-making process and knowing how to build rapport with key stakeholders vastly increase your odds of success. Learning to S.E.E. will provide you with the insights, focus, and skills you need to grow your market share, revenues, and profitability.

For more information and to sign up for the course visit the [website](#). If you have any questions, please contact your trade ally energy advisor.

## Trade Ally Bonus Programs

### Boiler Tune-up Bonus

The Boiler Tune-up Bonus pays up to \$250 for each tune-up performed to the participating Trade Ally. The program runs until Nov. 30, so schedule your tune-ups now and take advantage of the program.

### Top Performer Bonus

Boiler tune-ups are also eligible for a top performer bonus! Any trade ally who submits 20 or more tune-up applications will receive 4 premium tickets to a local sporting event. And on top of that the first two trade allies to bring in 10 new tune-ups (new customers who haven't gotten a tune-up rebate before) will also receive 4 premium tickets to a local

sporting event.

### 2017 Trade Ally Bonus

The 2017 Consumers Energy Business Energy Efficiency Trade Ally Bonus program started on Jun. 1. All projects that have paid incentives greater than \$1,000 between Jun. 1, 2017 through Nov. 30, 2017 will be eligible for a 2% bonus. For example, a project that received a \$150,000 incentive would be eligible for a \$3,000 bonus.

For more information on the bonus programs contact your Trade Ally Energy Advisor.

## Consumers Energy Business Energy Efficiency Programs Training Center Course Offerings

### [Compressed Air Challenge Level 2: Advanced Management of Compressed Air Systems](#)

This is an intensive two-day training that provides in-depth technical information on troubleshooting and making improvements to industrial compressed air systems. This training is designed to help end users as well as industry solution providers learn how to:

- Collect and use data and tools to assess the efficiency and cost-effectiveness
- Develop and use a system profile
- Implement a system maintenance program
- Address air quality, highest pressure requirements and high-volume intermittent applications
- Understand complex control system strategies
- Align the supply side to demand side operation
- Explain the value of heat recovery
- Successfully sell compressed air improvement projects to management

Training dates are Wednesday, Oct. 11, 2017 and Thursday Oct. 12, 2017  
All training will be held at our training center in Okemos, MI and run from 8 AM to 5 PM.  
Lunch will be provided as part of the training.

To register please click on the following link:

[Compressed Air Challenge Level 2: Advanced Management of Compressed Air Systems](#)

### [Supplemental Building Operators Training Classes](#)

These are stand-alone classes that are not offered as part of the regular Building Operators Certification (BOC). These classes are offered for those that have already taken the BOC level I course AND for those who have never taken BOC classes. The purpose of offering these classes are to:

1. Provided opportunity for those needing continual education units for Level I credential

2. Providing opportunity for anyone needing professional development hours
3. Providing additional relevant energy efficiency education on topics not covered in Level I series

Please follow the links below to register. You may register for one or all. Remember, this is for any Consumers Energy customers regardless of if they have or have not attended previous BOC training classes.

[Aug. 16 - BOC 1008 - Operations & Maintenance Practices for Sustainable Buildings](#)

[Oct. 18 - BOC 1107 - Energy Efficient Ventilation Strategies and High Performance HVAC Equipment](#)

[Dec. 13 - BOC 1012 - High Performance HVAC Equipment and Energy Savings from Energy Recovery](#)

All training will be held at our training center in Okemos, MI and run 8 AM to 4 PM.

## Trade Ally Training Schedules

The upcoming monthly Trade Ally/Contractor Orientation training sessions are offered at our Consumers Energy Business Energy Efficiency Programs Training Center, in Okemos, MI. Each session covers the same important topics so you only need to attend one session in order to learn about all our cost saving programs and application process. Sessions run from 9 AM - 11:45 AM A complimentary continental breakfast will be served.

[August 15th, 2017](#)

[September 19th, 2017](#)

[October 17th, 2017](#)

If you have any questions, please feel free to contact J.D. Gonzales via [email](#) or phone at 877-607-0737 ext. 1980.

## Trade Ally Advisors

Western Michigan - Aaron Prince 616-633-8686

Central Michigan - Gordon Plourde 517-375-0506

Eastern Michigan - David Kirk 517-896-5830

Northern Lower Michigan - Jim Minthorn 231-633-5467

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# WE'RE HERE FOR YOU!

CHOOSE THE MOST CONVENIENT METHOD TO CONTACT US.



Online



Email



877-607-0737

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