



Consumers Energy for Business Trade Ally Newsletter September 2019

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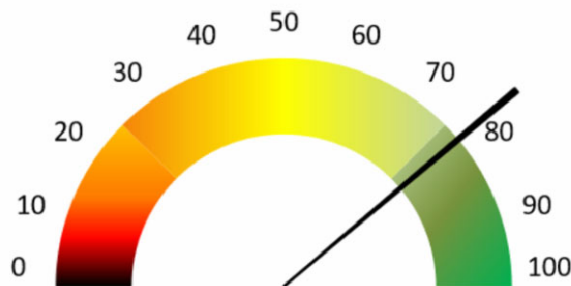
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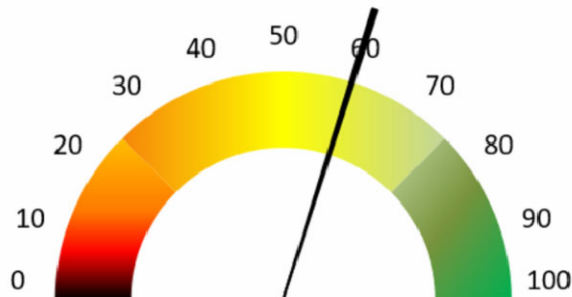
[Trade Ally Advisors](#)

Electric Incentives as of Sept. 1, 2019



78% Reserved

Natural Gas Incentives as of Sept. 1, 2019



60% Reserved

Program Spotlight

1. Incentive Bonuses! The table below is updated reflecting the accurate measure bonuses, please disregard the earlier newsletter. We want to help you sell more projects and to finish the year strong so we have provided bonus incentives for the following measures now through Nov. 30:

Measure Type*	Current Incentive	Bonus per Unit	Total New Incentive
LC101 - Interior Lighting Occupancy Sensors (Per Sensor)	\$ 15.00	\$ 7.50	\$ 22.50
LT101 - 2-Foot T12 to 2-Foot LED Tube Light	\$ 2.50	\$ 1.25	\$ 3.75
LT102 - 2-Foot T8 to 2-Foot LED Tube Light	\$ 1.00	\$ 0.50	\$ 1.50
LT103 - 4-Foot T12 to One (1) 4-Foot LED Tube Light	\$ 5.00	\$ 1.25	\$ 6.25
LT104 - 4-Foot T8 to One (1) 4-Foot LED Tube Light (Low Bay)	\$ 3.00	\$ 0.75	\$ 3.75
LT105 - 4-Foot T8 to One (1) 4-Foot LED Tube Light (High Bay)	\$ 4.00	\$ 2.00	\$ 6.00
LT107 - 4-Foot T5 to One (1) 4-Foot LED Tube Light (High Bay)	\$ 4.00	\$ 2.00	\$ 6.00
LT108 - 8-Foot T12 to Two (2) 4-Foot LED Tube Light	\$ 10.00	\$ 1.50	\$ 11.50
LT114 - 4-Foot T12 to One (1) 4-Foot LED Tube Light	\$ 5.00	\$ 1.25	\$ 6.25
LT115 - 4-Foot T8 to One (1) 4-Foot LED Tube Light (Low Bay)	\$ 3.00	\$ 0.75	\$ 3.75
LT116 - 4-Foot T8 to One (1) 4-Foot LED Tube Light (High Bay)	\$ 4.00	\$ 2.00	\$ 6.00
LT118 - 4-Foot T5 to One (1) 4-Foot LED Tube Light (High Bay)	\$ 4.00	\$ 2.00	\$ 6.00
LT119 - 8-Foot T12 to Two (2) 4-Foot LED Tube Light	\$ 10.00	\$ 1.50	\$ 11.50
LT201 - Exterior LED Lighting	\$ 0.25	\$ 0.12	\$ 0.37
LT203 - Interior LED Lighting (High Bay ≥ 15-ft)	\$ 0.30	\$ 0.15	\$ 0.45
LT204 - Interior LED Lighting (High Bay ≥ 15-Ft) Continuous Operation	\$ 0.60	\$ 0.30	\$ 0.90
LT205 - Interior LED Lighting (Low Bay < 15-ft)	\$ 0.30	\$ 0.05	\$ 0.35
LT206 - Interior LED Lighting (Low Bay < 15-ft) Continuous Operation	\$ 0.60	\$ 0.30	\$ 0.90
CA101 - VSD Air Compressor (50 HP to 300 HP)	\$ 150.00	\$ 20.00	\$ 170.00
CA102 - VSD Air Compressor (50 HP to 300 HP)	\$ 100.00	\$ 10.00	\$ 110.00
RF116 - LED Lighting for Refrigeration Cases	\$ 10.00	\$ 5.00	\$ 15.00
VF101 - VFD on HVAC Supply Fan up to 100 HP	\$ 70.00	\$ 35.00	\$ 105.00
VF102 - VFD on HVAC Return Fan up to 100 HP	\$ 50.00	\$ 25.00	\$ 75.00
RF 202A - Reach-In Refrigerated Case Doors - Medium Temperature	\$ 60.00	\$ 40.00	\$ 100.00
RF 202B - Reach-In Refrigerated Case Doors - Medium Temperature	\$ 45.00	\$ 25.00	\$ 70.00
RF203A - Reach-In Refrigerated Case Doors - Low Temperature	\$ 120.00	\$ 80.00	\$ 200.00
RF203B - Reach-In Refrigerated Case Doors - Low Temperature	\$ 100.00	\$ 50.00	\$ 150.00
AE110 - Refrigeration Waste Heat Recovery	\$ 150.00	\$ 50.00	\$ 200.00
*See the April 2019 Application and Catalog for full measure details.			

Example: Complete a lighting project using 100 lamps of measure LT118. The previous incentive would be \$400. The new incentive is now \$600!

Continue to use the April 2019 version of the application and catalog. The bonus will be calculated and applied at the application finalization. Click [here](#) for official rules or contact your Energy Advisor.

2. Bonus alert! Sign up now. We just launched a Trade Ally bonus for natural gas and electric projects over \$5,000, see the chart below for more details:

TRADE ALLY PERFORMANCE REWARD STRUCTURE	
INCENTIVE PAID	PERFORMANCE REWARD
\$5,000 - 9,999	5%
\$10,000 - 19,999	7.5%
\$20,000+	10%

You must sign and send the Bonus Agreement. [Sign up now!](#) The deadline to sign up is now Sept. 16. Contact your Energy Advisor with questions.

3. Boiler and Furnace Tune-up Bonus

Heating season is right around the corner, meaning it's time for boiler tune-ups. You and your customers can get bonuses for each tune-up:

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

Grab our express [application](#) and head to your customers. Ask your Energy Advisor for more information.

4. **The Small Business Trade Ally Program** is raising incentives from \$0.15/kWh to \$0.17/kWh and we are offering a \$200/project completion bonus. See [below](#) for full details.

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2020 Trade Ally Rollout

[Register now](#) for the 2020 Trade Ally Rollout held on Wednesday, Nov. 6, 2019 at the Breslin Center in East Lansing. We will equip you with all the information, tools and resources for a prosperous new year with our programs and staff.



This event also counts as your Trade Ally training credit if you are new to our programs or need to renew your training.

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2019 Project of the Year Submissions



Time to start reflecting on the impact you made this year and/or complete some more impressive projects ahead of the 2019 Project of the Year application submission, opening Nov. 1, 2019.

You will have the opportunity to submit your top 2019 energy efficiency projects performed for a Consumers Energy

customer to win one of three \$20,000 prizes (\$15,000 for your customer and \$5,000 for your company). The award dinner will be held in East Lansing on March 11, 2020. More details to come.

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Small Business Trade Ally Program

Two updates! Starting Sept. 9, all finals will receive a \$200 bonus to the Trade Ally at the time of payment. This limited time offer ends Oct. 31, submit your projects now.

We are also raising the following incentives from \$0.15/kWh to \$0.17/kWh effective September 9, 2019.

Measure	2019 Current Incentive	September 2019 New Incentive
Interior Lighting	\$0.15/kWh	\$0.17/kWh
Exterior Lighting	\$0.15/kWh	\$0.17/kWh

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Business Instant Discount Program (BIDP)

It's almost furnace season. Customers may be looking to upgrade their furnaces, so offer an instant discount with BIDP participating distributor.

Furnace

92% AFUE.....up to \$275

95% AFUE.....up to \$350

Hassle free discounts with no need to fill out paperwork!
Contact [Nick Rudofski](#) or [visit us](#) for more information.

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Training Center Updates

Current course offerings for Trade Allies:

[Steam Trap 101](#)

Kalamazoo, Tuesday, Oct. 1

[Advanced Lighting Controls Systems](#)

Grand Rapids, Tuesday, Oct. 8

[Trade Ally Orientation](#)

Okemos, Wednesday, Oct. 9



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

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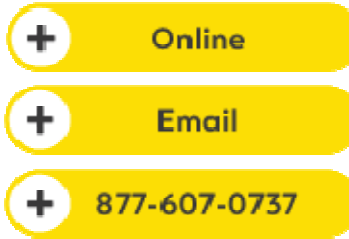
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