



## Consumers Energy for Business Trade Ally Newsletter June 2020

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As we all start to emerge from our homes and return to work, we want to remind you safety is the number one priority in everything that we do. We established a rigorous daily health and safety protocol to keep you and our customers safe.

Serving you and our customers is also a top priority. While most of us will continue to do so working remotely, our Energy Advisors are getting back into the field and look forward to safely seeing you in person. Please be reassured that our entire team is doing everything we can to minimize the disruption to your anticipated rebates.

To help stimulate the market, below you will see several offerings including the extended bonuses for Q3 and Q3 incentive changes with a continued focus on saving energy and money. We truly believe these unique offers will assist in getting our customers and you, our Trade Allies, back to reducing Michigan's carbon footprint like we have together for the past 10 program years!

More than ever we want you and our customers to know that you can "Count on Us"! If you have questions or need further instructions, please contact your [Energy Advisor](#) directly.

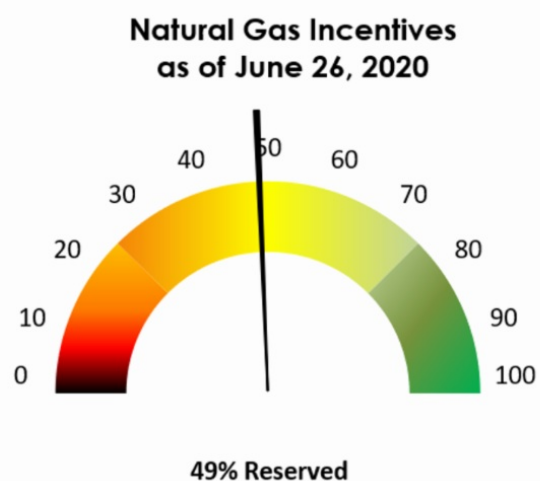
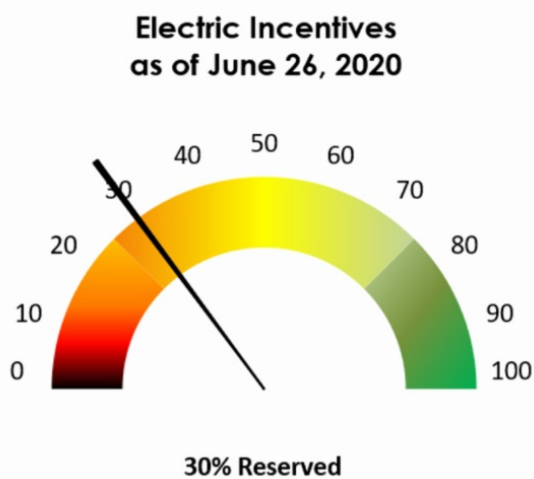
Stay safe and well,



Thomas Quasarano  
Consumers Energy, Operations Manager

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## EXTENDED: Exterior Lighting Bonus

In an effort to quickly and safely boost your business and lower our customers' energy costs, we are offering a huge Exterior LED Lighting bonus, a measure that can be implemented while practicing social distancing.



We are keeping the bonus for Q3 at **\$0.70** per watt reduced. This bonus is extended through Sept. 30, 2020. It is capped at 75% of the project cost.

See the [2020 Measure Bonus Incentives](#) rules for more details.

Note on the Q2 LT201 bonus: Any project containing measure LT201 submitted between April 27, 2020 - June 30, 2020 are eligible for the 90% cap, provided all other program rule and requirements were met.

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## EXTENDED to Q3: Incentive Bonuses

To help our Trade Allies and customers, we've extended all the Q2 bonuses through Sept. 30, 2020! The bonus will be calculated and applied at the application finalization. Click [here](#) to see all the bonuses and review the official rules or contact your [Energy Advisor](#). These bonuses are capped at 75% of the project cost.

We are still available to assist you with any application or customer questions. Please contact us if you have any concerns or questions.

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## New! Q3 Incentive Increases

To help even further we've increased select measures for Q3 found in the July 2020 edition of the Incentive Application:

Measure	2020 Original Incentive	Q3 2020 Incentive
Constant Volume AHU to VAV AHU with Hydronic Reheat (AE101a)	\$0.70	\$1.25
Optimal Start on Air Handling Units (BA103a)	\$0.15	\$0.30
Critical Zone Supply Air Reset Control (BA107)	\$20.00	\$25.00

Demand Control Ventilation (BA206a)	\$0.13	\$0.30
Demand Control Ventilation and Occupancy Sensors for HVAC (BA208a)	\$0.20	\$0.40
Infrared Heaters (HV311)	\$7.00	\$10.00
Auto Sash Closer (LB101a)	\$80.00	\$100.00
Reach-In Refrigerated Case Doors - Medium Temp. (RL203a)	\$60.00	\$100.00
Reach-In Refrigerated Case Doors - Low Temp. (RL204a)	\$120.00	\$200.00

Contact your [Energy Advisor](#) with questions. You can find an updated application (July 2020 edition) on the [Trade Ally Website](#). Incentive changes end Sept. 30, 2020.

We are still available to assist you with any application or customer questions. Please contact us if you have any concerns or questions.

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## Program Spotlight

### **\$1,000 BONUS for referring customers to Retro-commissioning programs!**

We are offering a \$1,000 referral bonus to Trade Allies who refer a customer to the RCx programs who completes the RCx program process by the end of the 2020 program year.

Additionally, the following program level incentives are available for the customer:

- **Building Tune-Up:** 10% bonus, up to \$1,000, for projects completed by the end of the 2020 program year.
- **Defined Actions:** 10% bonus, up to \$2,000, for projects completed by the end of the 2020 program year.
- **Facility IQ:** \$2,000 bonus for projects completed by the end of the 2020 program year.

Retro-commissioning programs offer a comprehensive diagnostic review of the entire buildings system to determine opportunities to implement improvements to improve comfort, building efficiency and prolong life spans of equipment.

These bonuses and incentives are only offered for a limited time and will be paid to eligible business owners and Trade Allies until allocated funds are exhausted.

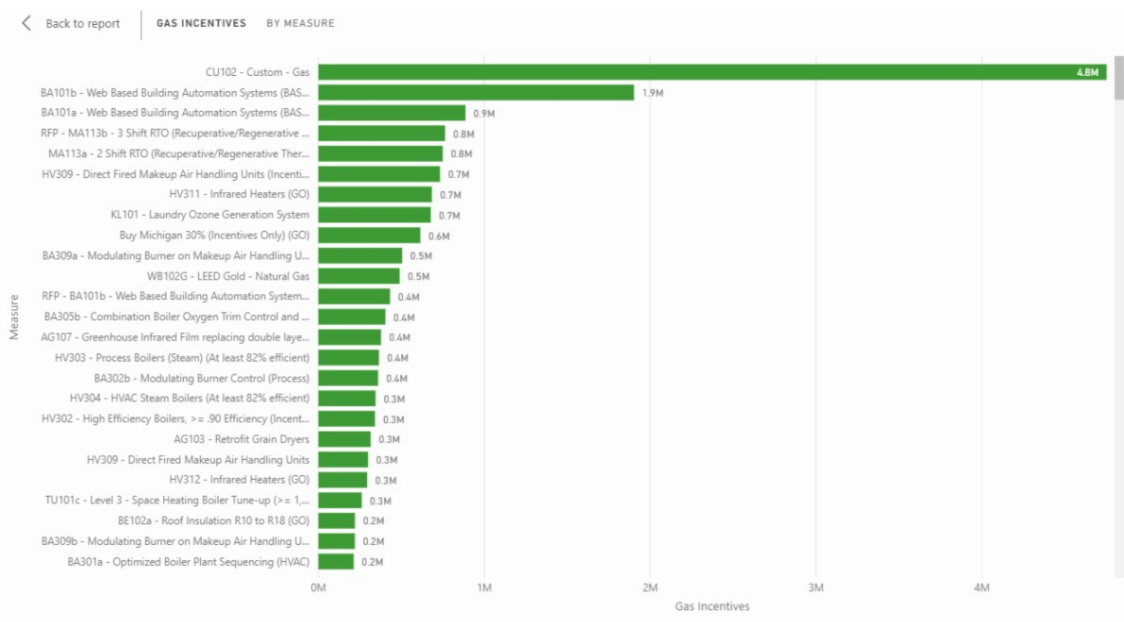
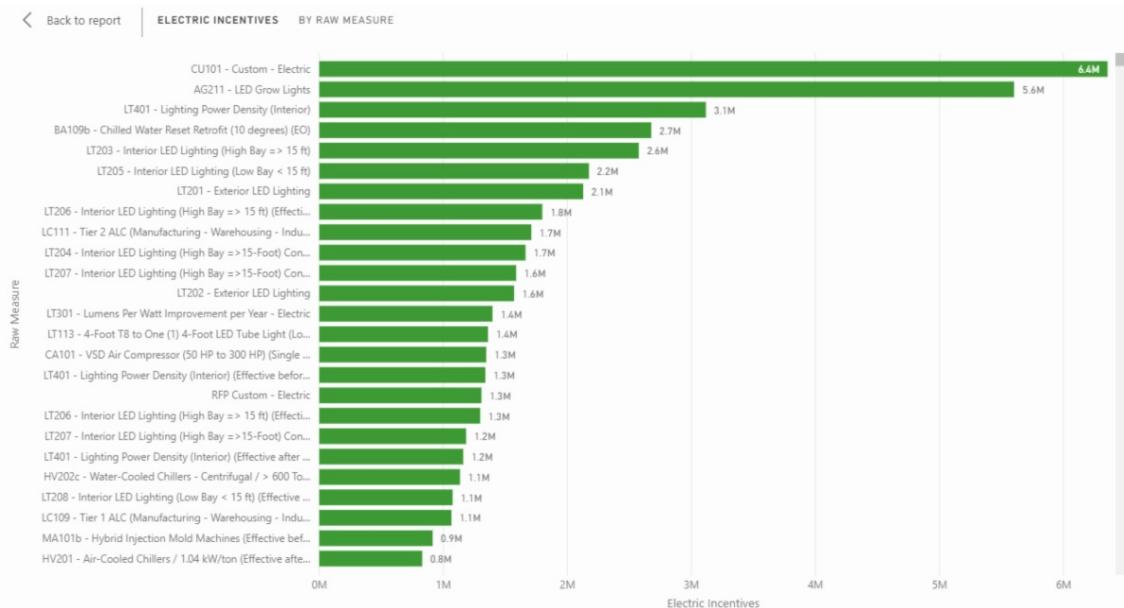
Get your bonus now by learning more from your [Energy Advisor](#)!

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# Market Hot Spots

## Top 2020 Measures by Electric and Natural Gas Incentives



Contact your [Energy Advisor](#) for a deep dive into the opportunity in your industry and county.

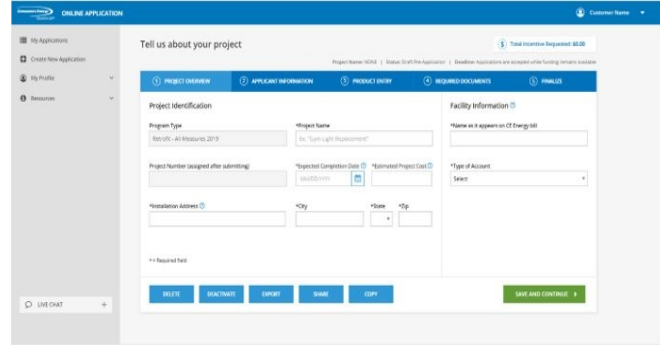
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## Upcoming Program Enhancements

### Online Application

We are in the testing phase of the new and improved online application! If you are

interested in testing it, reach out to [Michelle Felde](#). You can help us fine-tune so when it is launched it meets all your needs. It is scheduled to be live in August!



## Rewards Program

Launching July 1st! You will receive an email to create a registration this week. If you don't receive an email and would like to sign up for the rewards, contact [Melissa Kelley](#). This rewards platform is designed for you to earn points based on the incentives dollars you capture and redeem those points for desired goods. You already started earning points on Dec, 1, 2019, the start of the program year. When you log in for the first time your balance will reflect this and you can use your rewards points immediately!

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## Small Business Trade Ally Program

### New! Get to Free Initiative

Beginning July 1, 2020, the first 100 projects received may be eligible for 100% of the total project cost covered!\*

To qualify, the project update must be completed for the whole facility (interior, exterior, refrigeration) and:

- Trade Allies can partner to achieve the whole facility update by providing leads for other energy efficiency measures to the Energy Advisor in that territory.
- Be part of the following segment of customers:
  - Locally owned restaurants
  - Salons
  - Small offices
  - Small retail
- Materials for project are purchased from a participating BIDD Distributor (exceptions may apply).

\*Incentive capping rules still apply, \$20,000 for Tier 1 and \$30,000 for Tier 2

### Small Business Trade Ally Energy Advisors:

**Mindie Graszler** - East Side of Michigan - 517-388-8081

**Mike Olsen** - West Side of Michigan - 517-977-8273

**Michele Horstman** - Northern Michigan (lower peninsula) - 989-859-2828

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# Business Instant Discount Program (BIDP)

## LED Tube Incentive Increase - Extended Again!

BIDP is the easiest way to instantly save on your energy efficiency purchase, especially LED tubes since the higher discounts are sticking around for another quarter! The following are increased incentives for Q3 2020. We are also extending the K-12 limited time incentive (up to 88% cap):

BIDP Measure	2019 Original Incentive	2020 Limited Time Incentive	K-12 Limited Time Incentive
2 ft. LED Tube	\$2.00	\$3.00	\$4.50
3 ft. LED Tube	\$2.00	\$3.00	\$4.50
4 ft. LED Tube	\$4.00	\$5.50	\$7.00
8 ft. LED Tube	\$5.00	\$11.50	\$13.00

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## Training Center Updates

Current course offerings for Trade Allies:  
Trade Ally and Contractor Orientation  
[Webinar - Thursday, Aug. 6](#)



- Provides an overview of Consumers Energy Business Energy Efficiency Programs.
- Guides you through the whole process of filling out and submitting a project rebate application.
- Introduces all the Consumers Energy resources available for your business to generate more projects.

If you have questions about current courses or have an idea for future courses we could offer, please email [JD Gonzales](#).

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## New Zero Net Energy (ZNE) Program Manager

**Annie Koch, PE, LEED AP**

We welcome Annie Koch, senior engineer, as the new ZNE Program Manager. She specializes in technical assessments of high-performance and ZNE buildings and communities. She provides energy modeling training and reviews whole building design incentive applications for utility programs across the United States.

Over the past three years, she has aided in the design and implementation of the award-winning Consumers Energy's Zero Net Energy Pilot program and has recently accepted the role of program manager. Contact her at 619-717-0518 or [email her](#).



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## COVID-19

Has the coronavirus impacted your business? Let us know if you've experienced increased wait times for equipment or other business impacts. [Email us](#) to share your story.

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## Trade Ally Energy Advisors

Northern Region - Jim Minthorn .....	231-633-5467
West Region - John Russell .....	616-432-7315
Kent County - Chad Tefft .....	517-449-4096
West Central Michigan - Mark Bates .....	517-220-8800
East Central Michigan - Laurie Brenner .....	517-706-7315
Metro North Region - Chris Valliere .....	517-614-0552
Southeast Michigan - Dave Duda.....	734-604-5737
Southwest Michigan - Gordon Plourde .....	517-375-0506
Strategic West Michigan - Aaron Prince .....	616-633-8686
Strategic East Michigan - Dave Kirk .....	517-896-5830
National Account - David Keller.....	517-258-0616

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# We're here for you!

Choose the most convenient method to contact us.





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