



Consumers Energy for Business Trade Ally Newsletter September 2020

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To Our Trusted Trade Allies,

Can you believe it is already September? With only 106 calendar days and 69 work days remaining, I want to help you close 2020 in a position of strength. I also want to let you know we extended most of the bonuses, so now is the

time to get your project in!

You can find the list of Q4 bonuses [here](#). More information is provided below.

We are here to help you complete as many projects before the end of the program year, while keeping in mind that safety is the number one priority in everything that we do. We continue to practice rigorous daily health and safety protocol to keep you and our customers safe.

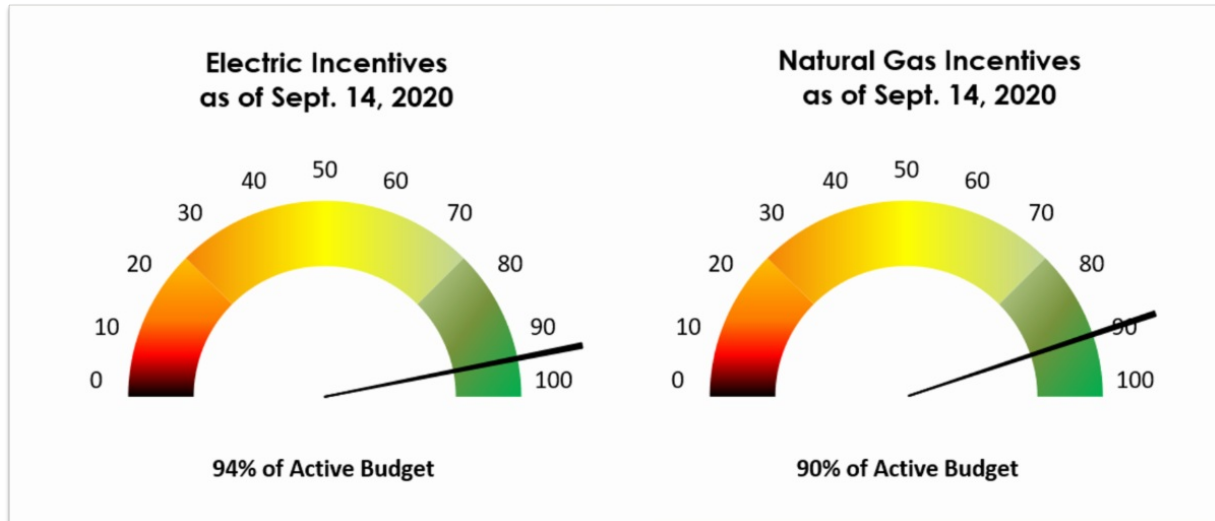
More than ever we want you and our customers to know that you can "Count on Us"! If you have questions or need further instructions, please contact your [Energy Advisor](#) directly.

Stay safe and well,



Thomas Quasarano
Consumers Energy, Operations Manager

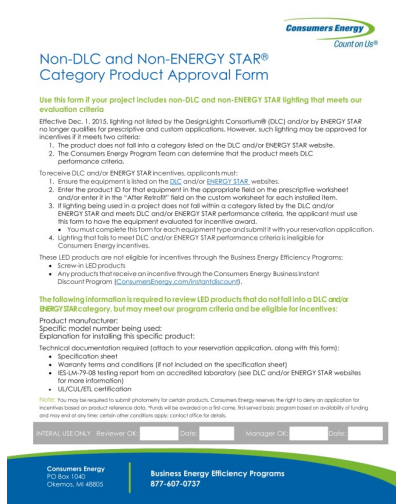
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NEW: Non-DLC & Non-ENERGY STAR® Exceptions [REVISED]

Finally some refreshing news for 2020! We are now incentivizing eligible non-DLC or non-ENERGY STAR lighting! You must fill out this [form](#) and lighting must meet the following criteria:



1. The product does not fall into a category listed on the DLC and/or ENERGY STAR website.
2. The product is not currently listed but meets the DLC and/or ENERGY STAR specifications.

This opportunity can be used on current unpaid projects by submitting the form and the required documentation, as outlined in the form. If you feel like you have a previously paid application that would have qualified for this incentive, contact your [Energy Advisor](#).

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Q4 Incentive Bonuses

To help our Trade Allies and customers, we extended **MOST** of our current measure bonuses through Nov. 30, 2020. The bonus will be calculated and applied at the application finalization. Click [here](#) to see all the Q4 bonuses and review the official rules or contact your [Energy Advisor](#).

Bonuses that END on Sept. 30, 2020:

Type	Expired Date	2020 Measure	Measure Text
Building Automation Systems	9/30/20	BA102a	Light Commercial Building Automation Systems (EG)
	9/30/20	BA103a	Optimal Start/Stop on Air Handling Units (EG)
	9/30/20	BA103b	Optimal Start/Stop on Air Handling Units (GO)
	9/30/20	BA206a	Demand Control Ventilation (EG)
	9/30/20	BA208a	Demand Control Ventilation and Occupancy Sensors for HVAC (EG)
	9/30/20	BA208b	Demand Control Ventilation and Occupancy Sensors for HVAC (GO)
HVAC Equipment	9/30/20	HV309	Direct Fired Makeup Air Handling Units
Tune-up / Maintenance	9/30/20	TU101c	Level 3 - Space Heating Boiler Tune-up (>= 1,200 MBH)
	9/30/20	TU102c	Level 6 - Process Boiler Tune-up (>= 1,200 MBH)

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: 2020 Boiler Tune-up Bonuses

Starting Sept. 1, 2020 - Nov. 30, 2020 boiler tune-up bonuses are back! Click [here](#) to see all the bonuses and review the official rules or contact your [Energy Advisor](#).

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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Current Program Enhancements

Online Application

We officially launched the improved online application! Go paperless and track the status of your application throughout the process. Know exactly when to expect your rebate check by using our online application. Apply for your rebate today at:

ConsumersEnergy.com/easyapp.

Rewards Program - BONUS POINTS

Launched on July 1st. Many of you have adopted the rewards program and 33 of you have already reached your 200,000 points cap! Don't forget to redeem all of your points by Feb. 28, 2021.

Announcing Reward Bonuses:

- Raising the cap to 225,000 - so everyone can continue to earn!
- Large Business points DOUBLE (4 points per dollar now)
- Starts for September paid applications and discounts!

If you are not enrolled in the rewards program, simply submit a project to our program in your name, get it paid and enjoy the rewards. Once enrolled, you will receive a welcome email and information on how to create a login. You can use your rewards points immediately and redeem for these awesome items or countless others!



APPLE iPad 32GB BUNDLE

Item #: 13482998A
Brand: APPLE
Points: 186,979



QUEEN AIR BED

Item #: 4764111
Brand: TEXSPORT
Points: 17,353



QUAD POD WITH BLIND

Item #: 4077815A
Brand: MUDDY
Points: 197,147

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Program Spotlight

EXTENDED - Submit Applications by NOV. 30:

\$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 and 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 and learn more by contacting the team at:

Retro-commissioning@cmsenergy.com.

Steam Survey Bonus

Get a \$200 bonus for each completed and paid [Steam](#)

[Application](#), along with the survey and itemized invoice!
Limited time only.

For more information on performing the steam survey,
view our on demand webinar, [here](#).



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Market Hot Spots

Top Market Segments for Electric and Natural Gas Incentives

NAICS 4-digit Classification	kWh Consumption	Participation Ratio (Consumption-weighted)	Count of Non-Participants	Untapped Consumption	Participant Savings Ratio (adjusted)	Potential kWh Savings
Building Material and Supplies Dealers	164,576,131	0.40	1,102	98,676,580	0.55	54,073,377
Elementary and Secondary Schools	661,337,392	0.55	2,287	295,447,832	0.17	50,947,029
Executive, Legislative, and Other General Government ...	591,340,018	0.33	10,307	393,992,256	0.08	30,467,704
Grocery Stores	394,873,848	0.45	1,312	217,595,242	0.13	27,772,480
Chemical and Allied Products Merchant Wholesalers	194,124,931	0.03	102	187,971,618	0.12	22,579,698
Restaurants and Other Eating Places	485,719,298	0.47	3,432	258,108,061	0.07	18,089,120
Religious Organizations	222,574,333	0.54	5,202	102,383,300	0.17	17,575,825
Department Stores	419,515,688	0.60	134	166,341,029	0.10	16,730,291
Lessors of Real Estate	209,061,231	0.32	8,161	141,496,178	0.12	16,561,520
Automobile Dealers	252,980,311	0.70	1,162	77,027,375	0.19	14,760,031
Offices of Physicians	160,540,644	0.29	1,730	114,572,425	0.12	13,422,150
Gasoline Stations	121,949,506	0.32	738	82,649,563	0.16	13,296,814
Other Support Services	103,581,473	0.35	5,081	66,881,929	0.17	11,258,272
Motor Vehicle Parts Manufacturing	1,228,142,706	0.90	248	127,570,748	0.08	9,889,508
Other Amusement and Recreation Industries	132,931,057	0.43	2,339	75,493,284	0.12	8,932,231
Automotive Repair and Maintenance	104,431,869	0.49	2,910	53,359,252	0.16	8,610,181
Converted Paper Product Manufacturing	375,590,799	0.42	76	218,928,702	0.04	8,296,446
Other Crop Farming	59,708,141	0.21	2,521	47,310,491	0.17	8,211,771
General Freight Trucking	44,316,950	0.30	836	31,111,370	0.25	7,815,294
Traveler Accommodation	202,434,003	0.46	1,414	108,373,128	0.07	7,256,420
Iron and Steel Mills and Ferroalloy Manufacturing	212,770,480	0.40	44	127,719,826	0.06	7,206,105
Colleges, Universities, and Professional Schools	282,196,261	0.76	403	67,462,254	0.10	6,943,249
Offices of Real Estate Agents and Brokers	91,464,118	0.41	3,177	53,978,842	0.13	6,847,377
General Medical and Surgical Hospitals	518,104,874	0.77	471	116,759,582	0.06	6,838,951

NAICS 4-digit Classification	MCF Consumption	Participation Ratio (Consumption-weighted)	Count of Non-Participants	Untapped Consumption	Participant Savings Ratio (adjusted)	Potential MCF Savings
Elementary and Secondary Schools	6,553,504	0.36	1,752	4,211,531	0.18	758,499
Automobile Dealers	5,431,524	0.48	809	2,851,512	0.23	649,279
Lessors of Real Estate	1,853,770	0.05	3,008	1,763,652	0.28	487,327
Motor Vehicle Parts Manufacturing	5,371,806	0.40	554	3,217,431	0.15	482,008
Religious Organizations	2,694,344	0.26	3,623	1,996,953	0.12	248,548
Administration of Economic Programs	974,735	0.21	299	771,204	0.22	173,470
Machine Shops; Turned Product; and Screw, Nut, and ...	1,258,884	0.06	493	1,187,899	0.14	161,954
Warehousing and Storage	872,343	0.28	313	629,344	0.20	124,461
Coating, Engraving, Heat Treating, and Allied Activities	4,057,446	0.06	224	3,812,067	0.03	119,426
Offices of Physicians	841,578	0.12	1,743	743,750	0.16	118,297
Restaurants and Other Eating Places	4,046,099	0.22	3,855	3,165,452	0.03	104,854
Offices of Real Estate Agents and Brokers	788,884	0.10	1,455	710,062	0.14	101,880
Drycleaning and Laundry Services	532,406	0.27	317	387,342	0.26	100,376
Metalworking Machinery Manufacturing	965,378	0.12	815	852,935	0.11	97,369
Executive, Legislative, and Other General Government ...	1,644,697	0.32	1,965	1,123,029	0.07	79,949
Architectural, Engineering, and Related Services	1,041,974	0.64	815	370,248	0.21	77,211
Grocery Stores	1,034,729	0.13	1,007	895,117	0.08	72,595
General Medical and Surgical Hospitals	2,405,912	0.61	344	931,450	0.07	64,566

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

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Business Instant Discount Program (BIDP) [REVISED]

ENDS THIS MONTH - LED Tube Incentive Increase

BIDP is the easiest way to instantly save on your energy efficiency purchase! The 2020 Incentive increase are still active but the K-12 increased incentives end Sept. 30, 2020:

BIDP Measure	2019 Original Incentive	2020 Limited Time Incentive (Continues)	K-12 Limited Time Incentive (ENDS 9/30/2020)
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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Small Business Trade Ally Program

Get to Free Initiative

Beginning July 1, 2020, the first 100 projects received may be eligible for 100% of the total project cost covered!* We have 23 approved applications so far!

To qualify:

- Customers are:
 - Locally owned restaurants
 - Salons
 - Small offices
 - Small retail
- Materials for project are purchased from a participating BIDP Distributor (exceptions may apply).

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

Marketing Efforts for this Initiative: This week we are launching a website update, social media and digital ad campaign and postcard mailed to eligible customers, in hopes of increasing participation.



Now more than ever, we're here to help you save energy and money. Your business may qualify for FREE energy efficiency products and installation.



Get to FREE Program

Your business could qualify for FREE energy efficiency equipment and installation!

As Michigan starts to get back on its feet, we created a special program to help your small business.

This is a limited time offer for the first 100 small businesses to apply with qualifying projects.

To qualify, the whole facility must be addressed (interior, exterior and refrigeration, if applicable). Small business facility capping rules apply.

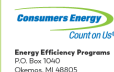


Get started!

ConsumersEnergy.com/smallbusiness or call us at:

Mike Olsen - East & West Side of Michigan - 517-977-8273

Michele Horstman - Northern Michigan - 989-859-2828



Small Business Trade Ally Energy Advisors:

Mike Olsen - Western Michigan - 517-977-8273

Charles Jarvis - Eastern Michigan - 517-525-1545

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

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Training Center Updates

Current course offerings for Trade Allies:

- Trade Ally and Contractor Orientation [Webinar - Wed, Oct. 28, 2020](#)
- Telecommunication webinar series:
 - [Network Optimization, Oct. 7, 2020](#)
 - [Rightsizing HVAC, Oct. 21, 2020](#)
 - [Environmental Optimization, Nov. 4, 2020](#)

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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Trade Ally Rollout Save the Date

This year we will hold a **VIRTUAL** Trade Ally Rollout on Wednesday, Dec. 9. Please mark your calendar for this event to learn about, 2021 incentive changes, program enhancements, innovative insights and a chance to win giveaway prizes and so much more!

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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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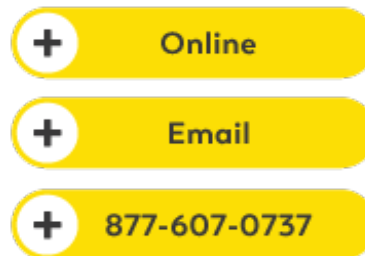
Trade Ally Energy Advisors

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 - James Dail	517-993-7486
Southeast Michigan - Nathan Leindecker.....	231-670-6918
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
Agriculture - Duane Watson.....	517-749-6668
Agriculture - Tom Gallagher.....	734-358-8826
Indoor Agriculture - Rachel Fredrickson.....	517-899-5570
Network Lighting Controls - Chris Valliere.....	517-614-0552

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