



## Consumers Energy for Business Trade Ally Newsletter October 2020

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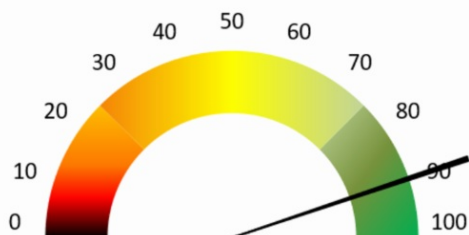
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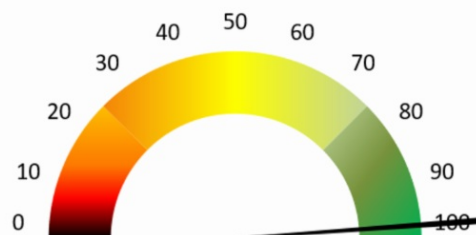
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### Electric Incentives as of Oct. 8, 2020



90% of Active Budget

### Natural Gas Incentives as of Oct. 8, 2020



98% of Active Budget

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## BIG ANNOUNCEMENT: Cobranding!

You asked for it and we are finally able to deliver! Cobranding, the ability to use the Consumers Energy logo with yours while identifying you as a valued preferred contractor, will be granted in 2021! We will share all the details at the Trade Ally Rollout, on Dec. 9, so [register now](#).

Your cobranding tier will be determined by your paid projects as of Nov. 30, 2020 (see below), so make sure you turn in all your projects (or a few extra!) to get to the next tier before the end of the program year on Nov. 30, 2020.

Cobranding Tier	Paid Project Requirements
Gold	25 or more projects at or above 300MWh or 10,000 Mcf
Silver	10 or more projects at or above 50MWh or 1,000 Mcf
Bronze	All other Trade Allies

You will receive your 2021 badge and usage guidelines following the Trade Ally Rollout. The badges will be labeled with 2021 and designate you as a Gold, Silver or Bronze participant with our Energy Efficiency Programs. We will reissue badges annually, based on your Cobranding Tier status. More details to follow during the Rollout!

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## 2021 Trade Ally Rollout (Virtual) - Register Now!

On Dec. 9, 2020 we will host our 2021 Trade Ally Rollout where you will learn about program changes, incentive updates, marketing and outreach tools and so much more!

We ask you for your mailing address at registration so we can ship you a gift *after* you attend the event. Everyone that attends will receive a free gift. We will also raffle off some other giveaways during the event and ship it to your mailing address, if you win! Must be present at the virtual conference to win.



[Register](#)

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## Q4 HVAC Incentive Bonuses

To help our Trade Allies and customers, we added the following HVAC incentive 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 started on Sept. 30, 2020:

HVAC Measure	Current Incentive	Bonus Incentive	New Incentive
HV301 - Boiler Level 1	\$0.75	\$0.75	\$1.50
HV302 - Boiler Level 2	\$0.90	\$1.10	\$2.00

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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## 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](https://ConsumersEnergy.com/easyapp).

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## Small Business Leads!

We have small businesses that need a Trade Ally to help them complete their energy efficiency projects! If you or a trusted contractor is looking for more work, we can help supply it!



You must be a Small Business Trade Ally to receive leads. Contact one of our Small Business Energy Advisors for details:

**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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## COVID-19 Related HVAC Upgrades

We know customers may have some challenges around reopening and reestablishing their business, especially if facility upgrades are necessary before employees and customers can return.

That's why we developed a flyer for you to use in helping those customers upgrade their HVAC systems while capturing rebates. Click [here](#) to download the flyer.

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There's no accounting of all the ways you can be a green building. Consumers Energy helps make your business greener and more sustainable by providing a variety of services to help you reduce energy costs and improve your bottom line. Consumers Energy can help by offering HVAC-related tips and services to help you save energy and money.

Our experienced energy advisors, who follow CDC safety guidelines, will analyze your energy needs and identify energy efficiency upgrades that can save you money. Together, we can save energy through the process. We'll be there to answer any safety hazard questions that apply to you.

Contact your Green Business Account Manager to get started at 1-800-870-0100.

**Upgrades that can help your facility save energy and money:**

- Replace heating units (HVAC)
- Soft system cooling (HVAC)
- Fixed valves will not change pressure, used to measure the amount of air that is being pushed through.
- Airflow management: the HVAC control valve balances cooling and heating requirements.
- Refrigerant and compressor units are replaced by more efficient (HVAC)
- High performance doors (HPSDs) & doors (HSDs)

Health and safety of employees and customers are directly impacted by the operation of an HVAC system. Relative humidity levels greater than 60% promote mold and mildew growth. Humidity above 60% can also lead to poor indoor air quality. Relative humidity below 30% can lead to dry skin and irritation. Humidity above 60% can also lead to poor indoor air quality and reduce the number of employees that are able to work in the facility. Humidity above 60% can also lead to poor indoor air quality and reduce the number of employees that are able to work in the facility.

Have you called for your HVAC-related?  
Evaluate your HVAC system by connecting with a Business Account Manager.  
**Call us at 1-800-870-0100 or visit [myce.com/energy](http://myce.com/energy)**

## Trade Ally Survey about COVID-19 Impacts

Consumers Energy would like your feedback on how COVID-19 has impacted business operations and how Consumers Energy can help.

You will receive an email inviting you to complete a 10-minute survey later this week. To thank you for your time, we will send you a \$25 Meijer, Amazon or Target gift card (your choice!).



The email invitation will be from EMI Consulting with the subject of: "Consumers Energy Is Offering \$25 for Your Feedback on COVID-19 Business Impacts". We thank you in advance for your valuable feedback!

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## Training Center Updates

Current virtual course and conference offerings for Trade Allies:

- Trade Ally and Contractor Orientation [Webinar - Wed, Oct. 28](#)
- 2nd Annual Net Zero Conference (Moderated by David Gard, MEECA): [Oct. 21, 7:45 pm](#)
- Michigan Energy Summit, Zero Net Energy Session: [Oct. 22 10:40-11:30am](#)
- Telecommunication webinar series:
  - [Rightsizing HVAC, Oct. 21](#)
  - [Environmental Optimization, Nov. 4](#)



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

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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 Accounts - 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
Business Instant Discount East MI - Brandon Scott.....	517-243-1070
Business Instant Discount West MI - Todd Loheny.....	517-512-0144

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## Contact us



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One Energy Plaza, Jackson MI 49201