



Consumers Energy for Business Trade Ally Update, April 2021

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Hello Trade Allies,

Spring has sprung, finally, and we see new growth all around us. Same goes for our energy efficiency programs. We've seen a **tremendous amount of program activity** just five months into our program year. A large portion of our program budget is active and reserved. We were excited to see so many of our Trade Allies take advantage of the Early Bird Bonus, jumpstarting your earnings in Q1.

Now, going forward with our **LEEP Bonus**, we are looking to reward you with a large bonus to complete larger projects. To take advantage of the extra funding, submit your projects on time by July 31st!

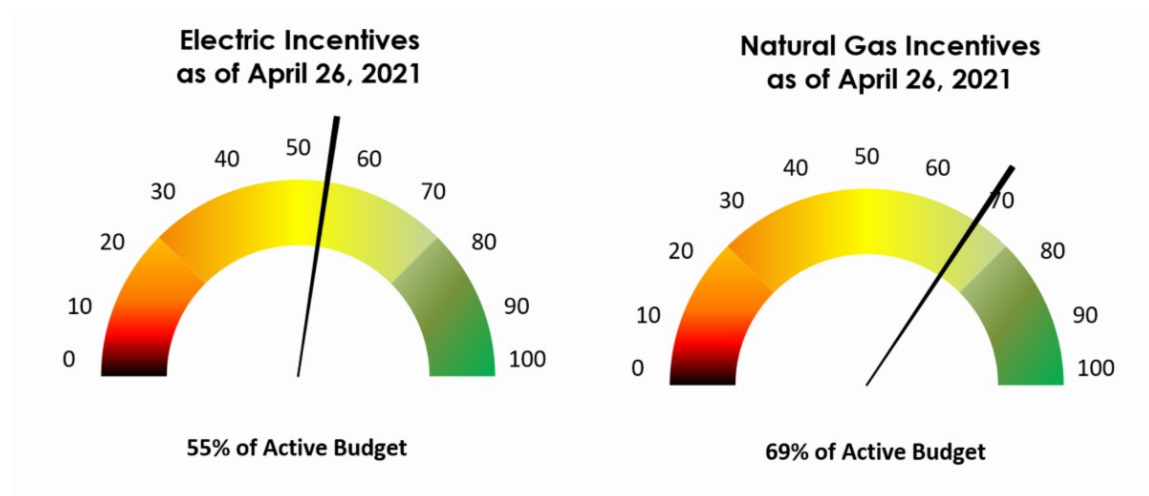
Since our program budgets are being reserved so quickly, we wanted to provide some insight into the most significant opportunities we see in the market. Using our EVOLVE™ data analytics tool, we were able to identify the **top 20 industries** and **top 20 measures** for both electric and natural gas savings that we believe will account for the majority of our remaining funds this year. Review the lists below and contact us if we can help you realize this potential in the energy efficiency market.

Forward together,



Wade Morehead

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LEEP Bonus

LEEP (Large Energy Efficiency Project) AHEAD! Get a **20% bonus** for submitting final applications over \$35,000 by July 31, 2021 or a 10% bonus for submitting the final application by Sept. 15, 2021.



The LEEP Bonus is paid to the Trade Ally.

Funds may exhaust early, so be one of the first to LEEP AHEAD and capture your bonus.

View the [official bonus rules here](#) or talk to your [Energy Advisor](#).

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Marketing Intelligence

The below Top 20 lists will help you find the most lucrative market opportunities by industry or measure category and by the energy type. For more information or to do a deeper dive, talk to your [Energy Advisor](#).

Top 20 Industries - Electric Savings

NAICS 2 Digit Classification	NAICS 4 Digit Classification	Potential kWh Savings
Manufacturing	Plastics Product Manufacturing	43,179,769
Public Administration	Executive, Legislative, and Other General Government	30,601,627
Retail Trade	Department Stores	22,549,914
Accommodation and Food Services	Restaurants and Other Eating Places	20,624,587
Manufacturing	Converted Paper Product Manufacturing	18,858,424
Manufacturing	Foundries	18,604,407
Manufacturing	Pharmaceutical and Medicine Manufacturing	15,758,780
Manufacturing	Dairy Product Manufacturing	13,444,175
Manufacturing	Other Nonmetallic Mineral Product Manufacturing	12,823,807
Real Estate and Rental and Leasing	Lessors of Real Estate	9,444,902
Wholesale Trade	Chemical and Allied Products Merchant Wholesalers	9,321,327
Manufacturing	Animal Slaughtering and Processing	9,287,896
Manufacturing	Coating, Engraving, Heat Treating, and Allied Activities	9,195,785
Manufacturing	Forging and Stamping	7,846,797
Transportation and Warehousing	Warehousing and Storage	7,327,356
Wholesale Trade	Grocery and Related Product Merchant Wholesalers	7,294,852
Manufacturing	Office Furniture (including Fixtures) Manufacturing	7,254,980
Utilities	Water, Sewage and Other Systems	6,680,271
Retail Trade	Gasoline Stations	6,227,108
Transportation and Warehousing	Pipeline Transportation of Crude Oil	6,044,557

Top 20 Industries - Natural Gas Savings

NAICS 2 Digit Title	NAICS 4 Digit Title	Potential MCF Savings
Professional, Scientific, and Technical Services	Scientific Research and Development Services	296,233
Utilities	Water, Sewage and Other Systems	287,026
Manufacturing	Coating, Engraving, Heat Treating, and Allied Activities	195,767
Manufacturing	Other Nonmetallic Mineral Product Manufacturing	180,743
Accommodation and Food Services	Restaurants and Other Eating Places	175,986
Manufacturing	Basic Chemical Manufacturing	165,343
Manufacturing	Motor Vehicle Parts Manufacturing	149,189
Educational Services	Colleges, Universities, and Professional Schools	142,584
Other Services (except Public Administration)	Religious Organizations	136,159
Public Administration	Executive, Legislative, and Other General Government Support	96,721
Real Estate and Rental and Leasing	Lessors of Real Estate	87,015
Manufacturing	Machine Shops; Turned Product; and Screw, Nut, and Bolt Manufacturin	68,831
Other Services (except Public Administration)	Automotive Repair and Maintenance	58,401
Retail Trade	Department Stores	53,754
Retail Trade	Grocery Stores	51,463
Manufacturing	Metalworking Machinery Manufacturing	45,033
Arts, Entertainment, and Recreation	Other Amusement and Recreation Industries	42,441
Manufacturing	Forging and Stamping	41,206
Health Care and Social Assistance	Offices of Physicians	37,893
Real Estate and Rental and Leasing	Offices of Real Estate Agents and Brokers	36,936

Top 20 Measures - Electric Savings

Measure Category	Measure	Potential kWh Savings
HVAC	Chilled Water Reset	86,931,397
Motors and Drives	Air Compressor	25,848,145
Motors and Drives	Pump	14,094,686
HVAC	Smart Thermostat	11,217,282
Motors and Drives	Fan	9,855,775
HVAC	Chiller Tune-Up	9,557,553
HVAC	Energy Management System - Optimal Start Stop	9,111,621
HVAC	Energy Management System	6,071,815
Refrigeration	Electronically Controlled Motors	5,685,604
Refrigeration	Floating Head Pressure Controls	5,144,995
HVAC	Air-Side Economizer	5,043,972
HVAC	Chiller - Air Cooled	4,931,725
Refrigeration	Anti-Sweat Heater Controls	3,536,443
HVAC	Energy Management System - HVAC Pump Controls	2,678,534
HVAC	Chiller - Water Cooled	2,400,064
HVAC	Constant to Variable Air Volume (CV to VAV)	2,341,712
HVAC	Demand Control Ventilation	1,805,551
Refrigeration	Strip Curtains	1,285,272
Compressed Air	Desiccant Dryer	1,109,612
HVAC	Energy Management System - Critical Zone Supply Air Reset	1,091,644

Top 20 Measures - Natural Gas Savings

Measure Category	Measure	Potential MCF Savings
Custom	Custom Process Improvement	899,798
HVAC	Energy Management System	408,748
Custom	Regenerative Thermal Oxidizer	373,373
HVAC	Smart Thermostat	278,478
HVAC	Demand Control Ventilation	214,629
HVAC	High Efficiency Boiler	175,971
HVAC	Boiler Tune-Up	170,795
HVAC	Energy Management System - Optimal Start Stop	72,812
Domestic Hot Water	Ozone Laundry	70,906
HVAC	Combination Oxygen Trim Control and Linkageless Boiler Control	69,076
Agriculture	Greenhouse Infrared Film	54,236
HVAC	Infrared Heater	42,880
HVAC	Steam Trap	41,924
HVAC	Direct Fired Makeup	26,385
HVAC	Ceiling/Roof Insulation	26,106
HVAC	Constant to Variable Air Volume (CV to VAV)	22,974
HVAC	Greenhouse Infrared Film	21,867
HVAC	Boiler Stack Economizer	20,233
Miscellaneous	Grain Dryer	15,662
HVAC	Energy Recovery	13,638

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Cobranding with Consumers Energy

All Trade Allies and distributors can apply to use cobranding badges.

Benefits of Cobranding:

- Generate more sales income
- Increase customer trust
- Enhanced recognition by association with Consumers Energy

[Apply for Cobranding, now!](#)

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**Preferred Trade Ally,
Distributor and Vendor
Marketing Kit**



Online Application Update

New! Submit your Custom Application through the Online Application. Start a new application, select #3 Product Entry, then Custom:

The screenshot displays the 'PRODUCT ENTRY' step of an online application process. At the top, a green navigation bar contains five steps: 1. PROJECT OVERVIEW, 2. APPLICANT INFORMATION, 3. PRODUCT ENTRY (highlighted with a red box), 4. REQUIRED DOCUMENTS, and 5. FINALIZE. Below the navigation bar, the main content area is titled 'Search by category or product' and includes a search input field with the placeholder text 'Search for a product by typing at least 3 characters'. To the right of the search field is a 'RESET' button. Below the search field, there are two sections: '1. Product category' with a 'Custom' button, and '2. Category' with three buttons: 'Custom - Combo', 'Custom - Electric', and 'Custom - Gas'. At the bottom of the form, there are four buttons: 'DELETE', 'DEACTIVATE', 'SHARE', and 'COPY'. On the right side of the bottom bar, there are 'BACK' and 'SAVE AND CONTINUE' buttons.

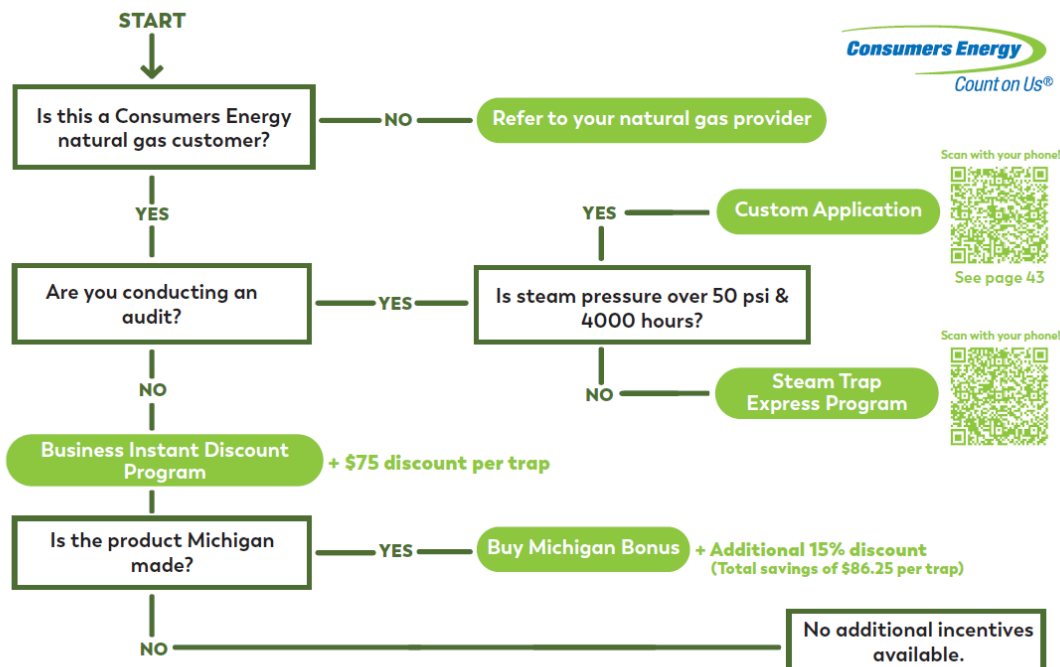
Reminder: The PDF version of the application will retire at the end of the 2022 Program Year. The Online Application will be the way to submit rebates in the 2023 Program Year. Contact your [Energy Advisor](#) with questions or feedback.

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Service Offering Updates

1. **Consumers Energy Retro-Commissioning Tool (CERT)** training recording [HERE](#). Learn about and get access to an Excel based calculation tool to help you quickly calculate RCx savings, all RCx offerings can be found [here](#).

2. **Steam Trap** offerings are plentiful, figure out the most lucrative way for customers to save using the decision tree below.



Contact one of our program experts for more information:

Ben DeRocher
Steam System Optimization Lead
248-675-9772
BenDeRocher@cmsenergy.com

Todd Loheny
West Michigan Energy Advisor
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Todd.Loheny@cmsenergy.com

Brandon Scott
East Michigan Energy Advisor
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Small Business Update



We are targeting non-participants within the Automotive Repair and Maintenance industry this is a:

Statewide opportunity with 1,000 customers that have never participated before!

Connect with your small business energy advisor, below, for details.

Become a Small Business Trade Ally! Why?

- [Cobrading](#) with Consumers Energy.
- [Trade Ally Rewards](#), redeem for incredible goods.
- Receiving leads from our Energy Advisors, below.
- Getting an incentive check paid (or electronic fund transfer) directly to you, the Trade Ally, instead of incentives being paid to the customer.

These are just some of the many benefits of becoming a Small Business Trade Ally. [Apply today!](#)

Questions? Contact an Energy Advisor:
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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Upcoming Webinars

Building Envelope, Window Film, High Speed Doors, High Performance Windows and Cool Roofs and the Michigan Energy Code

Join us on Tuesday, May 4 from 11 a.m. to 12 p.m. to learn how customers can save when applying energy efficiency practices.

May 4, 11 a.m. to 12 p.m.

 Register Now

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Trade Ally Orientation: Commercial and Industrial Programs

Get an overview of our programs. You and your team will learn the process of efficiently filling out and submitting a project rebate application and be introduced to resources for your business to help generate more projects.

May 6, 9 a.m. to 11 a.m.

 Register Now

Color Tuning & the Michigan Energy Code

Join us on Tuesday, May 18 from 11 a.m. to 12 p.m. to learn about the possibilities and potential benefits of this technique of adjusting the color of electric lighting in a space.

May 18, 11 a.m. to 12 p.m.

 Register Now

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Trade Ally Energy Advisors




Northern Region - Jim Minthorn231-633-

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 Lohenry.....	517-512-0144

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We're here for you

Choose the most convenient method to contact us.

-  Online
-  Email
-  877-607-0737



This message was sent by Consumers Energy
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