



Consumers Energy for Business Trade Ally Update

Table of Contents

[FINAL 2020 BONUS: E10 Bonus -EXTENDED](#)

[Trade Ally Rollout -REGISTER NOW](#)

[2021 Application and Catalog -LIVE!](#)

[Reminder: Trade Ally Rewards](#)

[Trade Ally Advisors](#)

FINAL 2020 BONUS: E10 Bonus! EXTENDED!

We know the unprecedented challenges that our market has experienced during the 2020 program year. Due to these impacts on many of your projects, and the impact on completion, we are extending our E10 Bonus to Dec. 20, 2020. We hope that these additional 3 weeks will give you the additional time and financial boost needed to close out your 2020 projects.



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

All other measure bonuses ended on Nov. 30, 2020, if you feel you have a project that would still qualify for the Q4 Measure Bonuses, contact your Energy Advisor.

[Table of Contents](#)

2021 Trade Ally Rollout (Virtual) - Register Now!

On Dec. 9, 2020 from 9 am to 11am, 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](#)

[Table of Contents](#)

2021 Incentive Application and Catalog are LIVE!



[2021 Incentive Application](#) and [2021 Incentive Catalog](#) are live on Consumers Energy.com and CETradeAlly.com.

We will review the incentive changes in depth during the [Dec. 9 Trade Ally Rollout, register now!](#)

[Table of Contents](#)

Bonus: Trade Ally Rewards

We are increasing the cap from 225,000 to **400,000** for Large and Small Business Trade Allies and Distributors. Continuing earning until Dec. 31, 2020! Final points for this promotion will be deposited by Jan. 20, 2021. Points still expire on Feb. 28, 2021.



6pc SEATING GROUP

Item #: 6412016
Brand: CROSLEY
Points: 395,041



8FT BILLIARD TABLE

Item #: 4403115
Brand: MIZERAK
Points: 399,149



BONGO 13

Item #: 4028911A
Brand: RAVE SPORTS
Points: 377,799

Large Business Trade Allies are still earning double points for each incentive dollar during this bonus, 4 points instead of 2 points. This ends Dec. 31, 2020.

[Table of Contents](#)

Trade Ally Energy Advisors

Northern Region - Jim Minthorn231-633-5467
 West Region - John Russell616-432-7315
 Kent County - Chad Tefft517-449-4096
 West Central Michigan - Mark Bates517-220-8800
 East Central Michigan - Laurie Brenner517-706-7315
 Metro North Region - James Dail517-993-7486
 Southeast Michigan - Nathan Leindecker.....231-670-6918
 Southwest Michigan - Gordon Plourde517-375-0506
 Strategic West Michigan - Aaron Prince616-633-8686
 Strategic East Michigan - Dave Kirk517-896-5830
 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

[Table of Contents](#)

We're here for you!

Choose the most convenient method to contact us.

-  [Online](#)
-  [Email](#)
-  [877-607-0737](#)

@ 2020 Consumers Energy

[Privacy](#)

[Security](#)

[Terms of Use](#)

[Contact us](#)



This message was sent by Consumers Energy
One Energy Plaza, Jackson MI 49201