



## Consumers Energy for Business Trade Ally Update

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### Early Bird 10% Bonus!

Welcoming 2021 means welcoming 2021 bonuses and we are starting early this year! All new Pre-Notification Applications and/or new Final Applications submitted Jan. 21, 2021 through Mar. 31, 2021 will be bonused 10% of the total incentive, provided the application is paid during the original reservation period.



We expect this to be a popular bonus which may exhaust funds early, so be an early bird to cash in on this bonus.

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

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### 2020 Performance Bonus Increase



2020 hit businesses, Michigan and the world hard. We recognize this and since we are always looking for ways to give back to you, our Trade Allies, we are increasing the 2020 Performance Bonus payouts. **Your check is in the mail this week!**

The updated 2020 bonus structure:

Trade Ally Status	2020 Original Payout	2020 New Payout
Gold	2%	3%
Silver	1%	2%
Bronze	None	1%

Valid for the 2020 program year, 2021 program year Performance Bonuses remain at the original payout percentages.

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### Trade Ally Rewards - Points Expiration and 1099

Reminder, 2020 program year (Dec. 1, 2019 - Nov. 30, 2020) **points expire on Feb. 28, 2021**. They will be removed from your account on Mar. 1, 2021, if not redeemed. No exceptions. We will remind you a few more times before this date.

Points earned from the 2021 program year (Dec. 1, 2020 - Nov. 30, 2021) will remain in your account and not expire until Feb. 28, 2022. The 2021 program year points cap is back to 200,000 and at the normal points earning rates.

As mentioned during the Trade Ally Rollout, a **1099 tax form** will be sent to individuals that redeemed points valued at more than \$600, per the law. **You already received the request to complete a W9 form, if required. Please respond by Jan. 25.** We will reimburse you with a Visa gift card for the taxable amount to alleviate the tax burden to make this a no out of pocket money rewards program, for last year and future program years.

Connect with [Melissa Kelley](#) directly if you have questions about your points or the W9 form request.

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## Online Application for Quoting Projects



Tell us about your project Total Incentive Requested: \$0.00

Project Name: Test | Status: Draft/Final Application | Deadline: N/A

1 PROJECT OVERVIEW 2 APPLICANT INFORMATION 3 **PRODUCT ENTRY** 4 REQUIRED DOCUMENTS 5 FINALIZE

Use the [Online Application](#) for quoting projects. Simply login, click the Product Entry tab and use it to quote the project to see the available incentives and totals.

**Note:** Logging into the Online Application uses a different set of credentials than logging into the Trade Ally Portal or Rewards websites.

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## Win \$5,000!



### Submit your 2020 Project of the Year

Your annual opportunity to be honored with a \$5,000 prize for submitting your most innovative project in 2020! And the winning customer gets \$15,000!

[Submit your entry here](#) to compete for this award.

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## Outside the Application

The Business Instant Discount Program offers incentives on the most common lighting, HVAC and food service measures without filling out paperwork. Find your local distributor [here](#) to get your instant discount.

### Refer a Distributor

In 2021, we are offering an instant

discount on agricultural products. If you or a company you know is interested in becoming a distributor, contact one of our Energy Advisors listed below.

**Business Instant Discount East MI**  
Brandon Scott.....517-243-1070

**Business Instant Discount West MI**  
Todd Loheny.....517-512-0144

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## Agriculture Measures

Maximum Discount:

Engine Block Heater Controls.....\$60.00

Low-Energy Livestock Waterer.....\$125.00

### High Efficiency Unit Heater

at least 92% efficient.....\$2.25/MBH

at least 95% efficient.....\$2.75/MBH

### Agriculture Circulation, Exhaust or Vent Fans

24" - 35" Fan Blade Diameter.....\$30.00

36" - 47" Fan Blade Diameter.....\$55.00

48" - 71" Fan Blade Diameter.....\$100.00

Cogged V-Belt Drives.....\$75.00

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## Small Business Updates & Leads

2021 small business customer criteria:

Consumers Energy businesses that use 750,000 kWh or less, annually.

Customer annual project incentive cap is now \$30,000 per facility (up from \$20,000).

2021 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. Fill out [an application](#) or 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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## Upcoming Webinars

**ASHRAE COVID-19 and Solutions for Improving Indoor Air Quality**

Join the president-elect of ASHRAE West MI on [Tuesday, Jan. 26 from 11 a.m.](#)

[to 12 p.m.](#) to learn how HVAC systems impact the indoor environment and what technologies are available to improve indoor air quality.

Learn about:

- Filtration
- Ventilation
- Humidification
- Bipolar Ionization (BPI)
- Ultraviolet Germicidal Irradiation (UVGI)

Jan. 26, 11 a.m. to 12 p.m.



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### One-on-one with Network Lighting Controls (NLC) Team

Sign up for one of several one-on-one meetings with the NLC team. We will share our 2021 strategy to help you win projects and generate savings. All Trade Ally and Contractors can [sign up here](#). Include all of your relevant staff in this meeting.

Jan. 25 - Feb. 10 with multiple times available



Questions or want a different time for your meeting? Contact [Chris Valliere](#).

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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

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# We're here for you

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