



## Consumers Energy for Business Trade Ally Update, March 2021

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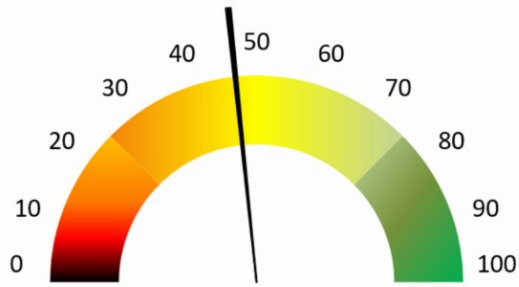
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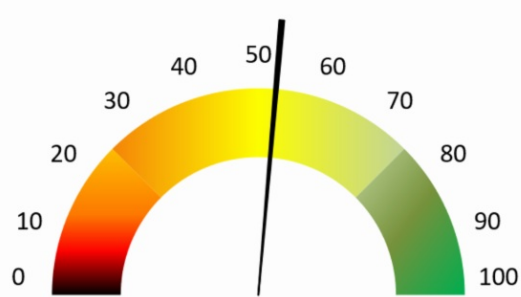
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### Electric Incentives as of Mar. 29, 2021



47% of Active Budget

### Natural Gas Incentives as of Mar 29, 2021



53% of Active Budget

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### ENDS SOON Mar. 31: Early Bird 10% Bonus!

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.



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

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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.

This bonus plays nice with the Early Bird 10% Bonus, which is paid to customers. **The LEEP Bonus is paid to the Trade Ally.** Both bonuses will be paid out to each party for any eligible overlapping paid final application.

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](#).

# Bonus Snapshot

Condition	Early Bird Bonus	LEEP Bonus
Bonus paid to	Customer	Trade Ally
Bonus %	10%	20%, 10%
Submit final application by	Mar. 31, 2021	July. 31, 2021 for 20% or Sept. 15, 2021 for 10%

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## Online Application Updates

PROJECT OVERVIEW | APPLICANT INFORMATION

**Project Identification**

Program Type: Retrofit - All Measures 2021

Project Number (assigned after submitting): [Redacted]

Installation Address: 6613 Center Industrial Dr

City: Jenison

Buttons: DELETE, DEACTIVATE, EXPORT, **SHARE**, COPY

Did you know you can share the Online Application with your customer and coworkers?

Simply:

1. Click Share.
2. Type the email of the person you want to receive it.
3. Select their level of engagement (can be changed by doing this sequence again).
4. Click Share again.

**Share Application**

Project Name: [Redacted]

Please update the list of users who have access to this application, by entering their email address and indicating whether you want to give them "read only" or "edit" access.

Email: [Redacted] **2**

Read Only **3**  
 Read/Write  
 Remove Access

CANCEL | **SHARE** **4**

**Note:** Each individual receiving a shared application must register with the Online Application to view it.

Start using the Online Application today at [ConsumersEnergy.com/easyapp](https://ConsumersEnergy.com/easyapp).

On Dec. 1, 2023 we will move exclusively to the Online Application with the discontinuation of our PDF version.

For more information contact your [Energy Advisor](#).

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Congratulations 2020 Project of the Year Winners!

#### Small Commercial Winner



With Trade Ally, Future Energy

#### Large Commercial Winner

Herbruck's

#### Industrial Winner



New for 2021 Project of the Year, submissions are open the whole year!

[Submit your entry here](#) to compete for the 2021 award.

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## Small Business Updates

NEW! Soon Small Business Trade Allies can receive incentive payments through electronic fund transfer (EFT).

Contact us at:

[ConsumersEnergySmallBusinessSolutions@cmsenergy](mailto:ConsumersEnergySmallBusinessSolutions@cmsenergy) for information on how to get your company started.



Questions? Contact:

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

### Lighting, Lighting Controls and the Michigan Energy Code

Join us on Tuesday, April 13 from 11 a.m. to 12 p.m. to learn how customers can save when upgrading their lighting and lighting controls.

April 13, 11 a.m. to 12 p.m.

 [Register Now](#)

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### Consumers Energy Retro-commissioning Tool (CERT)

Join us on Thursday, April 15 from 1 p.m. to 2 p.m. to learn about how CERT provides a fast and accurate way to estimate energy savings for 16 common retro-commissioning recommendations.

April 15, 1 p.m. to 2 p.m.

 [Register Now](#)

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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 Lohenry.....517-512-0144

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