



Consumers Energy for Business Trade Ally Newsletter November 2020

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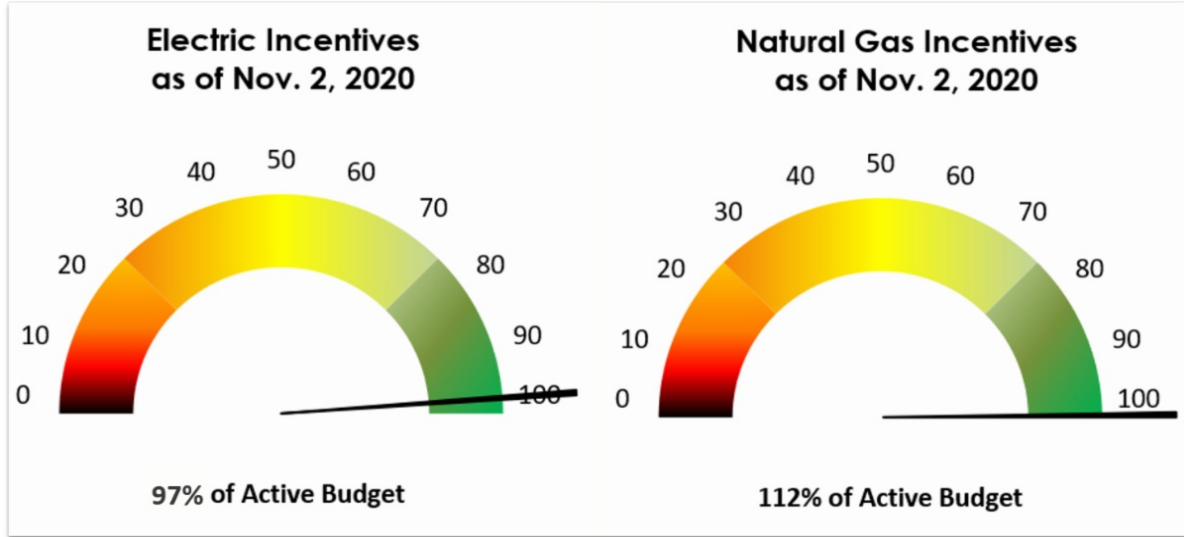
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FINAL 2020 BONUS: E10 Bonus!

We all want to make the best of 2020, so we are offering a final 2020 bonus, called E10! Get a 10% bonus on ALL electric incentives from Nov. 1 - 30, 2020. The bonus is capped at \$20,000 per project paid to the payee as stated in the Final Application.



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

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Year End Note



The final 2020 push to receive the most lucrative incentives and bonuses! The 2021 incentive changes will occur Dec. 1, 2020 and bonuses will end. It's time to turn in all remaining projects to cash in on the highest incentives possible.

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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.

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Mentioned in October's Newsletter: 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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Business Instant Discount Update

New measure added, based on your feedback. Wallpack lighting is added, below. Connect with Brandon or Todd if you have questions.

Measure	Incentive per Fixture
Wallpacks < 50 W	\$15.00
Wallpacks 50 - 99 W	\$30.00
Wallpacks 100 - 225 W	\$50.00
Wallpacks > 226 W	\$100.00

Reminder for the Rewards Program, caps are raised to 400,000 until Dec. 31, 2020. See the [Rewards Program section](#) above for all the details.

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Online Application

Reminder 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.

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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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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 Lohenry.....517-512-0144

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We're here for you!

Choose the most convenient method to contact us.

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