

Consumers Energy

Count on Us®

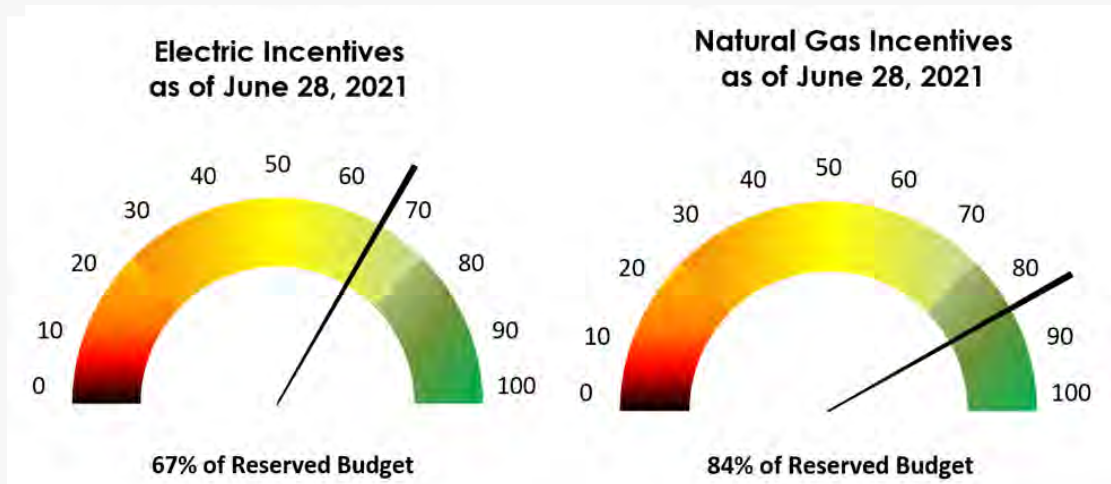


Consumers Energy for Business

Trade Ally Update, June 2021

This edition contains the following updates: Reserved Budget Meters, LEEP Bonus, Compressed Air Spotlight, Online Application, Business Instant Discount, Small Business Trade Ally, Upcoming Webinars and We Are Hiring.

Reserved Budget Meters



These meters represent the amount of funds already paid and reserved for large business projects this year. Meaning we have **33% of electric funds** and **16% of natural gas funds available** for you to capture before the end of the program year.



Deadline Soon: LEEP 20% BONUS

July 31st is the deadline to cash in on the LEEP (Large Energy Efficiency Project) 20% Bonus!

Submit a final application for **over \$35,000** and get a **20% bonus**.

Have a big project, but need a little more time? Submit an application for more than \$35,000 by Sept. 15, 2021 and get a 10% bonus.

The LEEP Bonus is paid to the Trade Ally. View the [official bonus rules](#) here or talk

to your Energy Advisor.

REMINDER: Submit LEEP eligible and all other applications to the official inbox: ConsumersEnergyBusinessSolutions@cmsenergy.com sending it only to an engineer or energy advisor will cause delays and missed deadlines for bonuses.

Compressed Air (CA) Incentive Spotlight

Compressed Air (*Pre-Notification Required)

(Consumers Energy Electric Customers)

ID	Measure	Incentive	Unit	
CA118	Air Recycling Pneumatic Valve, ≥ 4,000,000 cycles per year	\$35.00	Valve	
CA119	Air Recycling Pneumatic Valve, ≥ 2,000,000 cycles per year	\$20.00	Valve	
CA120	Low-Pressure Drop Air Filter	\$7.50	HP	
CA121	Compressed Air Pressure Flow Controller*	\$10.00	HP	
CA122	Air Compressor Outdoor Air Intake	\$8.00	HP	
CA123	Air Compressor Waste Heat Recovery (Consumers Energy Natural Gas Customers Only)*	\$50.00	HP	
CA124a	Compressed Air Storage Tank*	1 gal/CFM to 3 gal/CFM	\$70.00	HP
CA124b		3 gal/CFM to 5 gal/CFM	\$50.00	HP
CA124c		5 gal/CFM to 10 gal/CFM	\$30.00	HP



Compressed Air (*Pre-Notification Required)

(Consumers Energy Electric Customers)

ID	Measure	Incentive	Unit
CA207	Zero Loss Condensate Drain	\$300.00	Drain
CA208	Zero Loss Condensate Drain, Float Style	\$300.00	Drain
CA209	Pressure Sensing Vortex Vacuum Generators	\$20.00	CFM
CA210	Pneumatic Air Tools Replaced with Electric Tools*	\$100.00	Tool
CA211	Pneumatic Air Tools Replaced with Electric Cordless Tools*	\$70.00	Tool
CA212	Electric Motors Replacing Pneumatic Motors*	\$100.00	HP
CA213	Compressed Air Applications Replaced with Air Blowers*	\$450.00	HP (Air Blower)

The most utilized compressed air measures are the VSD air compressors or dryers. In talking with [Chad Tefft](#), your compressed air guru, he points out the underutilized CA incentives, listed above. Next time a compressed air project is mentioned, give Chad a call to make sure you are capturing all the available incentives.

Chad also states, "Someone should get an award if they help me find a CA213

project, these projects are out there, but often missed, which is a shame since we offer such a great incentive." An award could be arranged for the first Trade Ally to submit one!

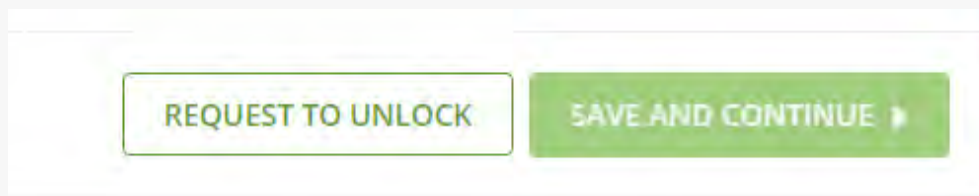
Quick facts about the potential of this market:

Top 3 industries: Manufacturing, Agriculture, Warehousing

Potential Savings: 8,118 MWh

Contact [Chad Tefft](#), 517-449-4096, to identify compressed air opportunities and capture **all the available incentives**.

Online Application Feature Update



We added a **REQUEST TO UNLOCK** button to easily unlock your application so you can submit the final application. This could previously only be completed by calling or emailing, now just click the button and we will unlock it.

We've also made it easier for you to submit an **RTU tune-up and repair application**, just in time for the cooling season! Through the Online Application, you can submit the final application without pre-notification and by only submitting a photo with geolocation for verification and a repair invoice. [Learn more, here.](#)

Business Instant Discount Program (BIDP)

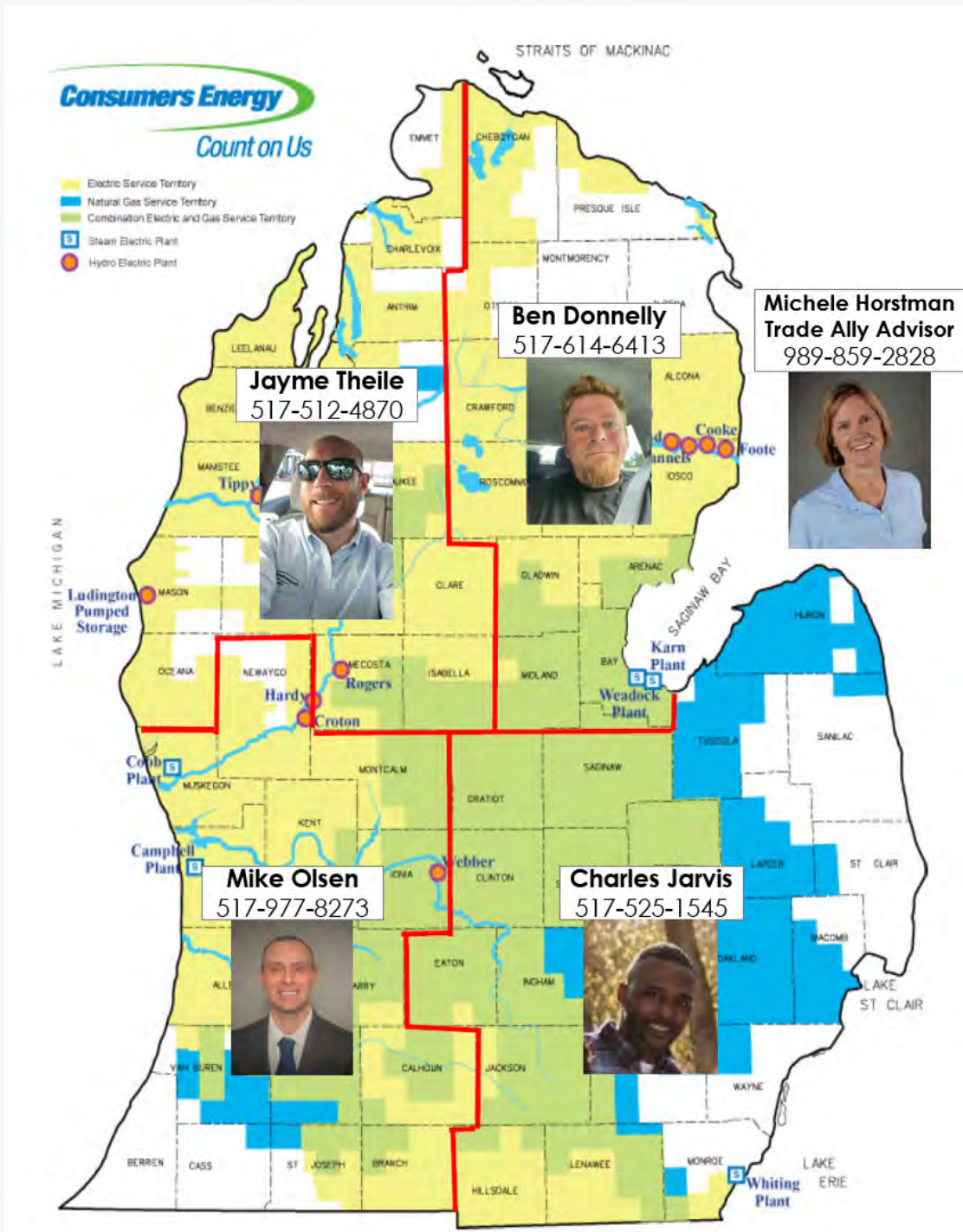
Measure	Current Incentive	July 1 st Incentive Update
LED Tube: 2ft	\$3.00	\$2.00
LED Tube: 4ft	\$5.50	\$4.00
LED Tube: 8ft	\$11.50	\$8.00

To support Michigan businesses during the height of the pandemic, the program increased the LED Tube incentive to stimulate the market. We are now right-sizing our incentives by putting the incentives back to the previous level, as stated in the chart above. The new incentive rate occurs for any LED Tube purchase on or after July 1, 2021.

There are 70+ participating distributors that incentivize equipment like furnaces and water heaters, lighting and food service equipment. They are ready to help your commercial customer instantly get a great discount. No application needed.

To learn more, [visit our website](#) or contact a BIDP Energy Advisor, listed at the end of this email.

Small Business Trade Ally Program



Our team is growing! We are excited to introduce **two new Energy Advisors** to the Small Business Program: Ben Donnelly and Jayme Theile.

Ben Donnelly has a diverse background, including owning and running a restaurant, being a regional sales manager, working in construction management

and aiding his community for more than 15 years as a firefighter. Ben covers Northeast Michigan, working with our customers and Trade Allies to capture energy saving projects.

[Jayme Theile](#) has worked on the Small Business Program for four years as an Energy Inspector. Most of you have worked with Jayme in his former role and he is now excited to serve a different aspect of the program as an Energy Advisor. Jayme covers Northwest Michigan, working with our customers and Trade Allies.

Let us help you narrow your efforts and drive more projects. Our Energy Advisors are ready to assist you by using our analytics tool to discover industry segments ready to start a project in your work territory. See the above map and call your Energy Advisor to start a project today.

Contact [Michele Horstman](#) to answer general program questions, overcome participation barriers or to learn about becoming a Small Business Trade Ally. Or [apply here](#).

Upcoming Webinars



Trade Ally Orientation: Commercial and Industrial Programs

Thursday, August 5, 9 a.m. to 11 a.m.

Register to 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.

[+ Register Now](#)

Network Lighting Controls (NLC) for Buildings

Thursday, August 12, from 11 a.m. to 12 p.m.

Join Doug Lafever from Midwest Energy Efficiency Alliance to learn how you can save energy and money with energy efficiency upgrades.

Topics covered:

- How NLC is more than conventional lighting control.
- List of retrofit concerns before choosing NLC.
- BACnet interoperability of NLC products.
- The ROI and non-monetary value of NLC.

[+ Register Now](#)



Our program goals are growing and so is our team! Please share these links to job postings if you know of a qualified individual interested in joining us!

[Analytics Engineer](#)

[Project Administrator](#)

[Marketing Specialist](#)

[Customer Care Specialist](#)

Trade Ally Energy Advisors

Northern Region - Jim Minthorn	231-633-5467
West Region - John Russell	616-432-7315
Kent County - Brandon Scott.....	517-243-1070
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
Indoor Agriculture - Connor Robertson.....	517-862-1978
Compressed Air - Chad Tefft	517-449-4096
Network Lighting Controls - Chris Valliere.....	517-614-0552
Business Instant Discount East MI - Doug Sandberg.....	517-247-1260
Business Instant Discount West MI - Todd Loheny.....	517-512-0144
Small Business, Southwest MI - Mike Olsen.....	517-977-8273
Small Business, Southeast MI - Charles Jarvis.....	517-525-1545
Small Business, Northwest MI - Jayme Theile.....	517-512-4870
Small Business, Northeast MI - Ben Donnelly.....	517-614-6413
Small Business, Trade Ally Advisor - Michele Horstman.....	989-859-2828



This is one of several programs designed to help you save energy and money while protecting the planet.

To learn more about our Clean Energy Plan and how you can take an active role in building a clean energy future for Michigan, visit MICleanEnergy.com.

[Learn more](#)

[+ Online](#)

[+ Email](#)

[+ 877-607-0737](#)

Consumers Energy, 3965 Okemos Rd. Suite A1, Okemos, MI 48864, 855-614-5054

[Unsubscribe](#) [Manage preferences](#)