

**From:** Consumer Energy Business Energy Efficiency Programs  
**Sent:** Thu, 27 May 2021 15:18:30 -0400  
**To:** Kelley, Melissa Ann  
**Subject:** May Trade Ally Newsletter

**Consumers Energy**

*Count on Us®*

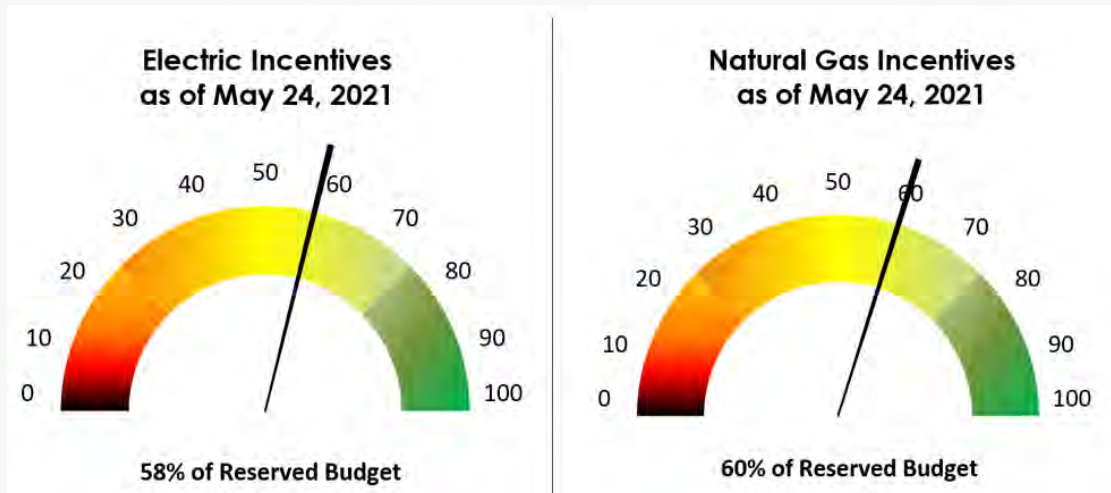


## **Consumers Energy for Business Trade Ally Update, May 2021**

We are trying a new format for the newsletter, tell us what you think [here](#).

This edition contains the following updates: Reserved Budget Meters, LEEP Bonus, School Segment Opportunity, Online Application, ENERGY STAR® Benchmarking, Policies & Procedures Reminder, Small Business Trade Ally, Upcoming Webinars and We Are Hiring.

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## Reserved Budget Meters

These meters represent the amount of funds already paid and reserved for large business projects this year. Meaning we have 42% of electric funds and 40% of natural gas funds available for you to capture before the end of the program year.

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## LEEP BONUS

Just a few more weeks to cash in on the LEEP (Large Energy Efficiency Project) Bonus! 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.

The LEEP Bonus is paid to the Trade Ally.

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

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Top Electric Measures Completed by Schools	
Measure Type	Measure
HVAC	Chilled Water Reset
HVAC	Chiller - Air Cooled
HVAC	Chiller - Water Cooled
HVAC	Chiller Tune-Up
Lighting	Custom
Lighting	LED Lamp or Fixture
Lighting	Lighting Power Density New Construction
Lighting	Occupancy Lighting Controls
Motors and Drives	Air Compressor
Motors and Drives	Pump & Fan

Top Natural Gas Measures Completed by Schools	
Measure Type	Measure
HVAC	Boiler Tune-Up
HVAC	Ceiling/Roof Insulation
	Combination Oxygen Trim Control and Linkageless Boiler Control
HVAC	Constant to Variable Air Volume
HVAC	Demand Control Ventilation
HVAC	Energy Management System
HVAC	Energy Recovery
HVAC	High Efficiency Boiler

## School Segment Opportunity

These charts show the top electric and natural gas measures installed in schools.

Quick facts about the potential of this market:

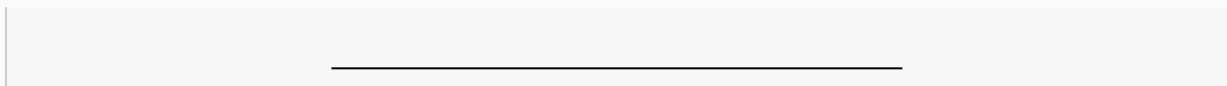
**School accounts:** 3,126

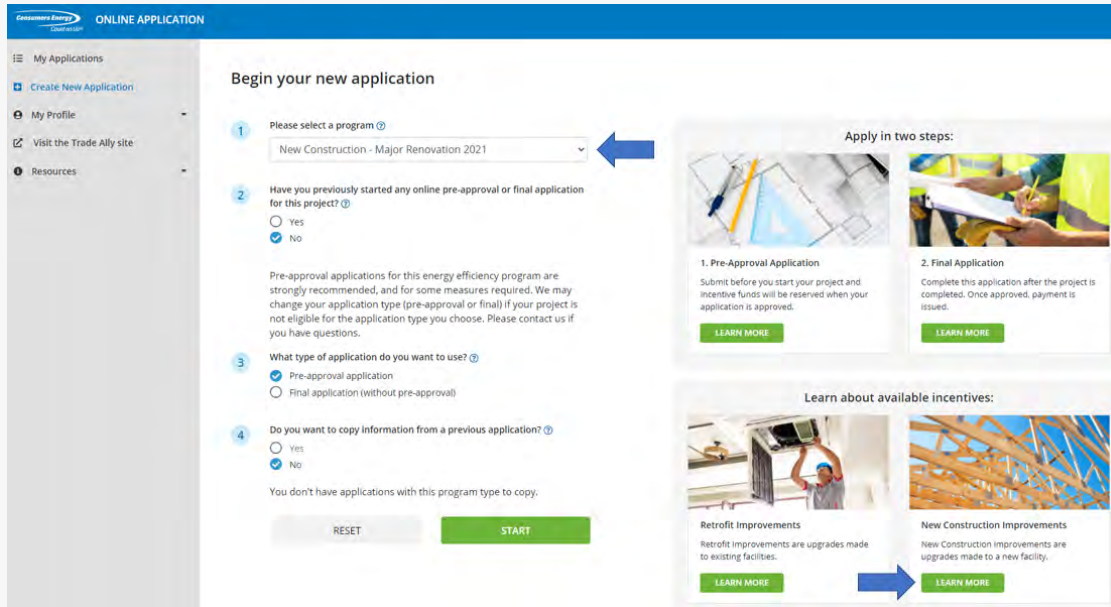
**Potential Savings:**

782,990 Mcf

173,419 MWh

Contact your Energy Advisor to identify the non-participating schools and **capture the thousands of dollars in incentives** for this market.





## Online Application Updates

Every month we add new features and make it easier to use our Online Application. You can now use the Online Application for New Construction projects (in addition to retrofit projects).

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## ENERGY STAR® Benchmarking

If your customer doesn't know where to start their energy efficiency journey, partner with our team to deliver free ENERGY STAR Benchmarking Reports. These reports identify a baseline of energy performance, identify underperforming buildings and possible areas for improvement for your customers. Let us help you jump-start customers towards future energy savings.

[Learn more from our flyer.](#)



## **Policies & Procedures Manuals**

A reminder to our contractors, Trade Allies and distributors, the Consumers Energy Business Energy Efficiency Programs operate within Policies & Procedures guidelines.

We've recently updated each of the following. Please take a moment to review:

- [Large Business Policies & Procedures](#)
- [Small Business Policies & Procedures](#)
- [Business Instant Discount Policies & Procedures](#)

For more information regarding our program, bonuses, marketing material, trainings and so much more visit and bookmark [CETradeAlly.com](http://CETradeAlly.com).

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## Small Business Trade Ally Program

The opportunity to assist struggling small businesses save energy and money is being made easier for you. Our Energy Advisors have tools at the ready to assist you in knowing precisely where to send your sales teams to customer segments with the most opportunity. Opportunity = money in your pocket.

**Example:** We have leads to get you an average **incentive of \$7,000, paid directly to you** for each project. There are 800+ customers in the Automotive Repair and Maintenance industry that have never participated before, with an average facility savings of over 35,000 kWh per project.

Connect with your Small Business Energy Advisor to get started.

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## Upcoming Webinars

### **Public Service Building Lighting Upgrades by Formal Auditing**

Thursday, June 17 from 11 a.m. to 12 p.m.

Topics covered:

1. Identifying lighting opportunities/technologies and ranking them
2. Organizing the audit process
3. Implementing the lighting upgrade
4. Post-implementation commissioning and data tracking of energy and non-energy benefits to drive future projects

[+ Register Now](#)

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### **Trade Ally Orientation: Commercial and Industrial Programs**

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

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](#)

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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!

[Energy Assessor positions through Aerotek](#)

[Program Manager, Special Projects](#)

[Energy Inspector](#)

[Energy Advisor](#)

[Solutions Architect](#)

[Analytics Engineer](#)

[Project Administrator](#)

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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



<b>Southeast Michigan</b> - Nathan Leindecker.....	231-670-6918
<b>Southwest Michigan</b> - Gordon Plourde .....	517-375-0506
<b>Strategic West Michigan</b> - Aaron Prince .....	616-633-8686
<b>Strategic East Michigan</b> - Dave Kirk .....	517-896-5830
<b>National Accounts</b> - David Keller.....	517-258-0616
<b>Agriculture</b> - Duane Watson.....	517-749-6668
<b>Agriculture</b> - Tom Gallagher.....	734-358-8826
<b>Indoor Agriculture</b> - Rachel Fredrickson.....	517-899-5570
<b>Network Lighting Controls</b> - Chris Valliere.....	517-614-0552
<b>Business Instant Discount East MI</b> - Brandon Scott.....	517-243-1070
<b>Business Instant Discount West MI</b> - Todd Lohenry.....	517-512-0144
<b>Small Business, West MI</b> - Mike Olsen.....	517-977-8273
<b>Small Business, East MI</b> - Charles Jarvis.....	517-525-1545
<b>Small Business, Northern MI</b> - 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](http://MICleanEnergy.com).

[Learn more](#)

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

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