

## Consumers Energy for Business

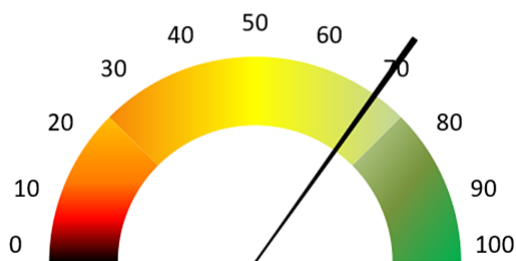
### Trade Ally Update, July 2021

This edition contains the following updates: Reserved Budget Meters, Energy Efficiency Steward Award, Program Updates, Measure Spotlight, IEM Spotlight, LEEP Bonus, Business Instant Discount, Small Business, Upcoming Webinars, Upcoming Events and We Are Hiring.

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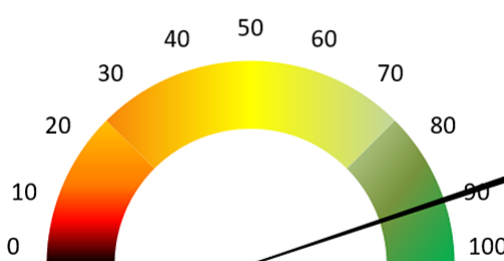
## Reserved Budget Meters

**Electric Incentives  
as of July 27, 2021**



**70% of Reserved Budget**

**Natural Gas Incentives  
as of July 27, 2021**



**90% of Reserved Budget**

These meters represent the amount of funds already paid and reserved for large business projects this year. Meaning we have **30% of electric funds** and **10% of natural gas funds available** for you to capture before the end of the program year.

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## Energy Efficiency Steward Award

We are extremely excited to announce a NEW award for 2021! This award places emphasis on the individual Trade Ally working to create a clean, green energy future in Michigan.

During our annual Trade Ally Rollout in Dec. 2021, we will **honor two INDIVIDUALS** (not companies) that embody the spirit of energy efficiency.



**Nominate yourself or others, [here!](#)**

### **Selection criteria:**

1. Utilization of the online application (paper and waste reduction)
2. Total savings garnered from online application submissions (supports our Clean Energy Plan)
3. Shares our program with others (draws in new customers, shares via social media/through associations)
4. Program engagement (attends trainings, events, council member)

**Winners will receive an award and \$5,000 each!**

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## Program Updates

1. The **Boiler Tune-Up Bonus is back!** Starting Aug. 1, 2021 and ending Nov. 30, 2021 get up to \$750 per paid tune-up. See official rules, [here](#).
2. We are **adding Steam Traps back** to the main program application, look for the August edition coming to the website in a week or two.
3. In Aug. 2020 we launched the [Online Application](#) and many of you submit all your applications through this helpful new tool, there are still many of you that don't and we would like to know why, please [take our 3 question survey](#) to provide us with insights to better serve you.

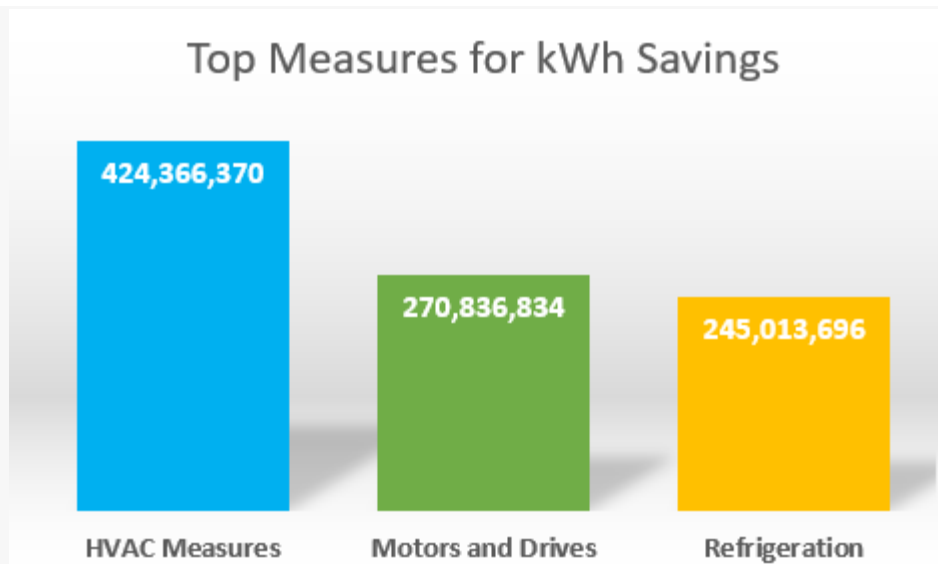
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## Measure Spotlight

You can see we have already reserved a large part of our natural gas incentive budget, but we have plenty of funding to invest in your electrical projects.

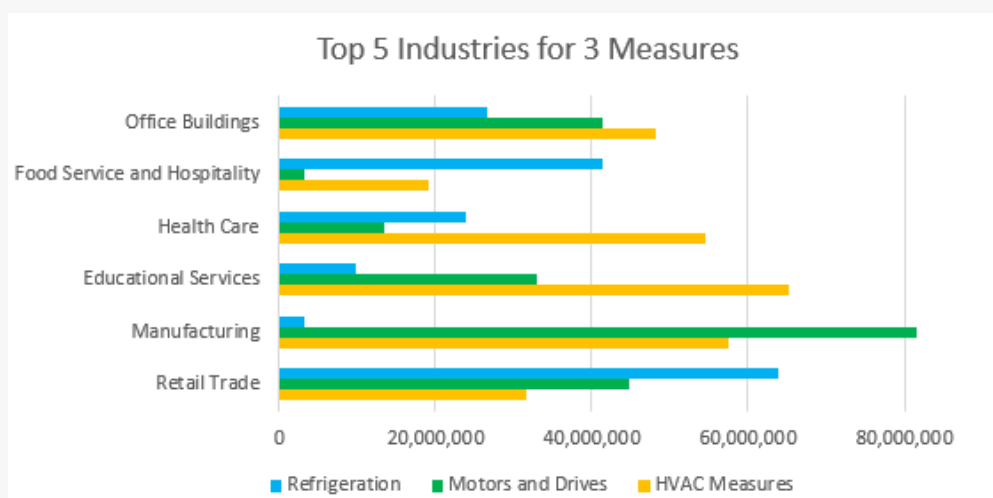
We analyzed where you might find the best opportunities to generate more projects and increase your cash flow. In addition to lighting projects, which always provide great benefits to your customers, we incentivize more than 450 measures for you to approach every project with getting the most out of it. Here is a look at the top 3.

## Top Measures for kWh Savings



- **HVAC Measures** – This includes new equipment, tune-ups, controls and energy management systems. The building types with the greatest potential for HVAC savings at this time are K-12 schools, health care facilities and hospitals, manufacturing, and office buildings.
- **Motors and Drives** – Opportunities in this category include air compressors, pumps, fans and process motors. It's common to find these projects in manufacturing, building supply, retail and office buildings.
- **Refrigeration** – This category includes floating head pressure controls, anti-sweat heater controls, compressors and strip curtains. The businesses most in need of savings in this area are grocery stores, gas stations, restaurants, hotels and hospitals.

Below are the best industries to find these top 3 measure projects:



## Industrial Energy Management Spotlight

Our team conducts Level I and Level II Energy Audits for industrial customers. The audits produce actionable reports of the best energy saving equipment for the

customer to install.

These reports benefit you:

- We generate leads for you to complete industrial project work.
- If you have a customer that would like an audit, we can partner with you to conduct a free audit and you can install the measures.
- If you conduct these types of audits, connect with your Energy Advisor, we may want to work with you to perform these for us.



## TWO Days Remain: 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](mailto:ConsumersEnergyBusinessSolutions@cmsenergy.com). Sending it only to an engineer or energy advisor will cause delays and missed deadlines for bonuses.

## Business Instant Discount Program (BIDP)

### PTAC / PTHP

< 7kBtu/hr.....	\$50.00
7kBtu/hr - 15kBtu/hr.....	\$60.00
> 15kBtu/hr.....	\$70.00

Reminder from the June edition: We updated the LED Tube pricing as of July 1, 2021. Click [here](#) to review discount levels.

BIDP provides incentive rebates for products besides lighting. We offer instant discounts on [HVAC](#), [Agriculture](#) and [Food Service](#) equipment. Click each to review the corresponding brochures or connect with your Energy Advisor to learn more.

As mentioned above, we are adding Steam Traps back to the main application, but we are still offering them through the Business Instant Discount Program.

Check out Steam Trap discounts and others in the [this brochure](#).

We also grouped PTAC and PTHP measures together and they are offered at the same discount, as of July 1.

#### Miscellaneous Measures

##### Natural Gas Products

Steam Traps.....\$75.00

Sash Stops.....\$35.00

Pool Cover  
Automatic 400 - 10,000 ft<sup>2</sup>.....up to \$9,600.00

Pool Cover  
Manual 400 - 10,000 ft<sup>2</sup>.....up to \$4,800.00

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## Small Business Trade Ally Program

Small businesses in Michigan need you and so does our program! Our Energy Advisor team is concentrating their efforts in: Allegan, Barry, Kalamazoo and Ingham counties starting August 2, 2021.

To make the most impact in these counties, we are paying a **tiered bonus to you for projects within these target counties that are submitted on or after Aug. 16, 2021 and paid by Oct. 29, 2021**. More information to come.



We want all Trade Allies to fully utilize small business refrigeration measures, so on Thursday, Sept. 9, we will host a Basic Refrigeration Installation Training. The class will be at no charge to you as an active participating Small Business Trade Ally, apply to become one [here](#).

Why install refrigeration measures? Our refrigeration incentives often cover 100% of the customer's cost without discounting required on your end. In fact, the savings generated sometimes can cover costs of updating lighting! We will send a registration link next month.

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## 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](#)

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### **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!

- [Energy Auditor](#)
- [Analytics Engineer](#)
- [Project Administrator](#)
- [Marketing Specialist](#)
- [Energy Engineer](#)

## Upcoming Events



Events are back! We are dusting off the MTU and heading out to a few business related events. Let us know if there is any event or Counter Day we should attend, [contact us here](#).

[Battle of the Buildings](#) – Aug. 12 Grand Rapids, MI

[AgroExpo](#) – Aug. 16 - 18 St. Johns, MI

[Standish Strong](#) – Aug. 21, Standish, MI

Counter Days – Sept. 3, A+ Lighting Supply, Jenison, MI

Counter Days – Sept. 21, The Light Bulb Co., Grand Rapids, MI

## 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

<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>Indoor Agriculture</b> - Connor Robertson.....	517-862-1978
<b>Compressed Air</b> - Chad Tefft .....	517-449-4096
<b>Network Lighting Controls</b> - Chris Valliere.....	517-614-0552
<b>Business Instant Discount East MI</b> - Doug Sandberg.....	517-247-1260
<b>Business Instant Discount West MI</b> - Todd Loheny.....	517-512-0144
<b>Small Business, Southwest MI</b> - Mike Olsen.....	517-977-8273
<b>Small Business, Southeast MI</b> - Charles Jarvis.....	517-525-1545
<b>Small Business, Northwest MI</b> - Jayme Theile.....	517-512-4870
<b>Small Business, Northeast MI</b> - Ben Donnelly.....	517-614-6413
<b>Small Business, Trade Ally Advisor</b> - Michele Horstman.....	989-859-2828

Your small changes can have a big impact on Michigan –  
and this program is just one example.

BECOME A **FORCE OF CHANGE**

**Learn More**

**+** Online

**+** Email

**+** 877-607-0737

Consumers Energy, 3965 Okemos Rd. Suite A1, Okemos, MI 48864, 877-607-0737

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