



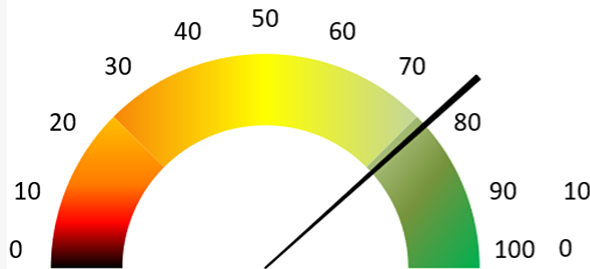
## Consumers Energy for Business

### Trade Ally Update, August 2021

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

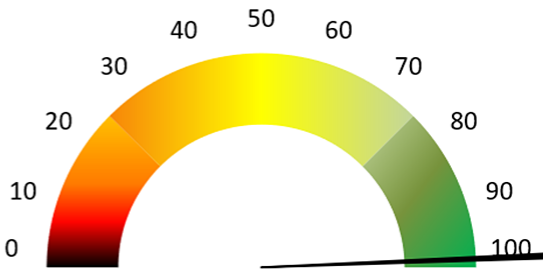
## Reserved Budget Meters

**Electric Incentives  
as of Aug. 23, 2021**



**77% of Reserved Budget**

**Natural Gas Incentives  
as of Aug. 23, 2021**



**99% of Reserved Budget**

These meters represent the amount of funds already paid and reserved for large business projects this year. Meaning we have **23% of electric funds** and **1% of natural gas funds available** for you to capture before the end of the program year.

These numbers are subject to change based on active projects no longer being active, so continue submitting projects for funding.

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## Program Updates

- 1. The Trade Ally Council will be back in session in 2022.** This is your chance to be heard and discuss the program's strengths and opportunities for development. [Apply here to become a council member](#), previous council members must re-apply.
- 2. 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](#).
- 3. We added Steam Traps back** to the main program application, the application and catalog are updated.
- 4. 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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## Energy Efficiency Steward Award

In case you missed the announcement last month...

During our annual Trade Ally Rollout in Dec. 2021, we will **honor two INDIVIDUALS** (not companies) that embody the spirit of energy efficiency, each will win \$5,000!

**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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## Trade Ally Spotlight

As we close in on Q4, we wanted to highlight the top 10 Trade Allies, based on incentive dollars. The current ranking, based on paid incentives, is on the left and the future rank, based on active pipeline is on the right.

There is a big difference in the two charts and still time to change your ranking before the end of the year to maximize your bonus payout, become the top Trade Ally and get awarded at the Rollout in December.

Rank	Current Paid Rank	Rank	2021 Future Rank <small>(Based on Active Pipeline)</small>
1	ENGIE INSIGHT SERVICES, INC.	1	DEVELOPMENT SOLUTIONS MIDWEST
2	TECHNOLOGIESPRO GROUP, LLC	2	ENGIE INSIGHT SERVICES, INC.
3	TMI COMPRESSED AIR SYSTEMS, INC.	3	SEINERGY, LLC
4	SEINERGY, LLC	4	BFG SUPPLY - KALAMAZOO
5	BFG SUPPLY - KALAMAZOO	5	TMI COMPRESSED AIR SYSTEMS, INC.
6	DEAN BOILER, INC. - GRAND RAPIDS	6	THRIVE AGRITECH
7	MY INCENTIVES	7	TRANE WEST MICHIGAN
8	EVANS ELECTRIC	8	TECHNOLOGIESPRO GROUP, LLC
9	AIRTECH EQUIPMENT, INC.	9	HOEKSTRA ELECTRICAL SERVICES
10	TRANE WEST MICHIGAN	10	A+ LIGHTING SOLUTIONS, LLC

**Year End Bonus Reminder:**

Each Gold Trade Ally receives a 2% bonus and each Silver Trade Ally a 1% bonus. The bonus is based on the amount of 2021 paid incentives. Your Energy Advisor has a list of your ranking in the program and where you stand in regards to the 1% or 2% year end bonuses. Check with them to see how many more projects and/or energy savings you need to capture to maximize your 2021 bonus.



**LEEP 10% BONUS**

**Sept. 15** is the deadline to cash in on the LEEP (Large Energy Efficiency Project) 10% Bonus! Submit a final application for **over \$35,000** 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)**

The BIDP Transaction Tool now automatically recognizes the invoice date. If it detects a late submittal, the system will prompt the Distributor to provide an explanation before moving to the next step.

**REMINDER:** Transactions must be submitted by Distributors on the tenth day of every month or within 30 days of the invoice date.

**New measures coming to BIDP in September 2021:**

Measure	Instant Discount
3-Phase High Frequency Battery Charger - 1 shift	\$175.00
3-Phase High Frequency Battery Charger - 2 shifts	\$275.00
3-Phase High Frequency Battery Charger - 3 shifts	\$375.00
Sensor Controlled Food Wrapper	\$75.00

We want your feedback to expand on BIDP offerings. Are there measures not included in BIDP that are part of your sales? Please notify your Energy Advisor or email us at [BusinessInstantDiscount@cmsenergy.com](mailto:BusinessInstantDiscount@cmsenergy.com). We gladly will review any recommendations you have to better serve our customers.

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## Retro-Commissioning Spotlight

Are your customers complaining about building comfort (some too hot and some too cold), equipment that is always running and high bills? Retro-Commissioning might be the answer! Retro-Commissioning reviews the current building operation to improve its efficiency with low/no cost recommendations, increasing customer comfort and increasing your project sales.

If you would like to learn more about retro-commissioning please [watch this video](#) and email us to get started at [Retro-commissioning@cmsenergy.com](mailto:Retro-commissioning@cmsenergy.com).



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## Small Business Trade Ally Program

### Complimentary Refrigeration Training:

Join us Thursday, Sept. 9, as we host a Refrigeration Measure Installation Training, [register 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!



### Four County Bonus:

Any small business project submitted in one of the four qualifying counties (Allegan, Barry, Kalamazoo or Ingham) on or after August 9 with the final application turned in by October 29 will receive a **10% bonus on the incentive amount**. (Excludes

prescriptive/custom applications).

Example: \$3,000 incentive = **\$300 bonus paid directly to the Trade Ally.**

**2022 EFT Payments:**

All small business projects will be paid using EFT for the 2022 program year. Early sign up will be available just in time for our end of the year payments. Sign up details will be coming soon.

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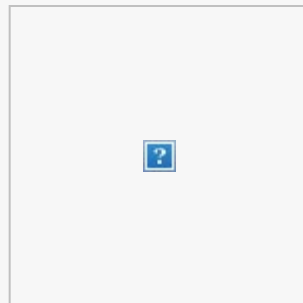
## Upcoming Webinars



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

Thursday, Oct. 28, 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.



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**Lighting Controls for Manufacturer Buildings**

Thursday, Oct. 14, from 11 a.m. to 12 p.m.

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

Topics covered:

- Identify lighting needs for manufacturing spaces.
- Controls and lighting systems that can provide optimum solutions.
- Identifying burn hours, energy rate, over and underlit conditions, and areas for controls benefit, and more!



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](#)  
[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](#).

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

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

## Trade Ally Energy Advisors

<b>Northern Region</b> - Jim Minthorn .....	231-633-5467
<b>West Region</b> - John Russell .....	616-432-7315
<b>Kent County</b> - Brandon Scott.....	517-243-1070
<b>West Central Michigan</b> - Kim Gavin .....	517-231-9205
<b>East Central Michigan</b> - Laurie Brenner.....	517-706-7315
<b>Metro North Region</b> - 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>Indoor Agriculture</b> - Connor Robertson.....	517-862-1978
<b>Compressed Air</b> - Brandon Scott.....	517-243-1070
<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 Lohenry.....	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

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