



Consumers Energy BIDP Distributor Newsletter

October 2021

Must Read: BIDP Updates

We recognize there are several barriers to success from global supply chain issues to shipping charge increases and labor challenges.

You've asked and we listened, so to offset these challenges we are bonusing TLEDs and steam traps:

1. TLED Bonus: \$1 bonus per 2', 3', 4' or 8' lamp, paid directly to the distributor to keep, for item sales date between Oct. 15 - Dec. 15, 2021.

2. \$25 Steam Trap Bonus: Bonus is for the customer and valid for item sales date between Oct. 15 - Dec. 15, 2021. This makes the \$75 discount for a steam trap increase to \$100. Buy Michigan steam traps discounts change from \$86.25 to \$111.25.

Contact your Energy Advisor with questions.

Trade Ally Rewards Cap Increase

You've worked hard this year, so much so that 168 of you have reached the rewards cap and more than 50 are very close. We've heard your request to keep earning points, so we are **increasing the Trade Ally Rewards cap from 200,000 to 400,000!** Reward yourself or a loved one with something special...ideas below.

New points are based on your Sept. paid projects. The points will be reflected in your account around Oct. 20th and in a monthly statement email showing your new points balance. Note your name needed to be in the correct field on an application

or sales tool to earn Sept. points and will need to be in correct field for the remainder of the program year to continue earning points.

You don't need to do anything to accept this increase other than turn in more transactions to earn more points! **You have until Nov. 30th** (the end of the prescriptive program year) to reach this new cap, but points won't expire until Feb. 28, 2022.

Reward points will be calculated on base BIDP discounts. Bonuses mentioned above will not be included in the rewards points accrual.

Thank you for your hard work and for continuing the momentum for a prosperous end to 2021. Below is a sample of what your new points total could get you:



75in XBR 4K SMART TV

Item #: 20437478
Brand: SONY
Points: 396,899



.605TCW DIAMOND BRACELET

Item #: R1353597A
Brand: JEWELRY
Points: 386,097



20V MAX XR COMBO

Item #: 14653958
Brand: DeWALT
Points: 287,449

 **400,000** 

Contact [Melissa Kelley](#) or your Energy Advisor with questions. As a reminder, points are not transferable between participants or companies. Be sure to use your points before leaving a company or they will be forfeited.

Energy Efficiency Steward Award

There is still time to nominate yourself or someone else!

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!

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 - Kim Gavin	517-231-9205
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 - Brandon Scott.....	517-243-1070
Network Lighting Controls - Chris Valliere.....	517-614-0552
Business Instant Discount East MI - Doug Sandberg.....	517-247-1260
Business Instant Discount West MI - Todd Lohenry.....	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

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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