

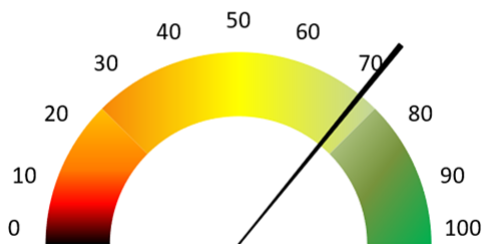
## Consumers Energy for Business

### Trade Ally Update, October 2021

This edition contains the following updates: Reserved Budget Meters, **MUST READ: Program Updates**, Q4 Incentive Increases, Trade Ally Rewards Cap Increase, Energy Efficiency Steward Award, Trade Ally Spotlight, Business Instant Discount, Online Application Updates, Speeding Up Lighting Projects, Small Business and Upcoming Webinars.

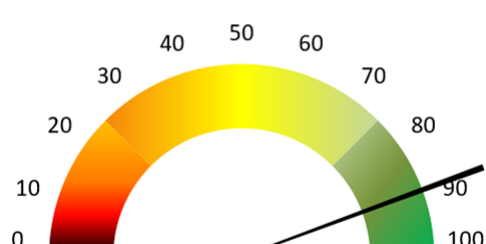
## Reserved Budget Meters

**Electric Incentives  
as of Sept. 27, 2021**



72% of Reserved Budget

**Natural Gas Incentives  
as of Sept. 27, 2021**



89% of Reserved Budget

These meters represent the amount of funds already paid and reserved for large business projects this year. Meaning we have **28% of electric funds** and **11% 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.

## Must Read: Program Updates

1. A **customer signature is NOT required on invoices**, effective immediately.
2. Announcing **Q4 incentives adjustments**. More information below.
3. Increasing the **Rewards cap from 200,000 to 400,000**. More information below.
4. 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](#).
5. In Aug. 2020 we launched the [Online Application](#). While 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.

## Q4 Measure Increases

We recognize there are several barriers to project success from global supply chain issues to shipping charge increases. To offset these challenges we are increasing the following 30 measures, effective immediately through Nov. 30, 2021.

Measure	Former Incentive	New Incentive
AG108 - Greenhouse Environmental Controls	\$0.25	\$0.30
BA101a - Web Based Building Automation Systems (BAS)	\$0.45	\$0.80
BA101b - Web Based Building Automation Systems (BAS)	\$0.40	\$0.55
BA101d - Web Based Building Automation Systems (BAS) Non-A/C Schools	\$0.07	\$0.15
BA102a - Light Commercial Building Automation Systems	\$0.50	\$0.55
BA102b - Light Commercial Building Automation System	\$0.30	\$0.35
BA102c - Light Commercial Building Automation Systems	\$0.13	\$0.15
BA111a - Enhanced Ventilation Control - Air Conditioning and Natural Gas Heat	\$300.00	\$330.00
BA204a - Demand Control Ventilation	\$0.30	\$0.50
CA122 - Air Compressor Outdoor Air Intake	\$8.00	\$14.51
HV105a - Packaged Terminal Heat Pump (PTHP) < 7000 BTU/hr. = 13.1 EER	\$25.00	\$30.00
HV105b - Packaged Terminal Heat Pump (PTHP) 7000 - 15000 BTU/hr. = 11.8 EER	\$30.00	\$35.00
HV105c - Packaged Terminal Heat Pump (PTHP) > 15000 BTU/hr. = 10.5 EER	\$35.00	\$40.00
HV309 - High Efficiency Furnace or Unit Heater (At least 92% efficient)	\$2.50	\$3.99
HV310 - High Efficiency Furnace or Unit Heater (At least 95% efficient)	\$3.00	\$7.91
HV312 - Condensing Rooftop Unit	\$20.00	\$25.00
HV313 - Infrared Heaters	\$7.00	\$9.00
HV315 - High Efficiency Furnace ≤120 MBH, 92% AFUE	\$225.00	\$300.00
HV316- High Efficiency Furnace	\$275.00	\$350.00
HV317 - High Efficiency Furnace ≤120 MBH, 95% AFUE	\$270.00	\$325.00
HV318 - High Efficiency Furnace >120 MBH, 95% AFUE	\$350.00	\$400.00
LT201 - Exterior LED Lighting	\$0.50	\$0.65
LT203 - Interior LED Lighting (High Bay ≥ 15 ft)	\$0.35	\$0.40
LT204 - Interior LED Lighting (High Bay ≥15-Foot) Continuous Operation	\$0.75	\$1.00
LT205 - Interior LED Lighting (Low Bay < 15 ft)	\$0.30	\$0.35
LT206 - Interior LED Lighting (Low Bay < 15 ft) Continuous Operation	\$0.75	\$1.00
LT207 - New Linear LED Tube Fixture (High Bay ≥ 15 ft)	\$0.40	\$0.55
LT208 - New Linear LED Tube Fixture (High Bay ≥ 15 ft) (Continuous Operation)	\$0.35	\$1.00
LT209 - New Linear LED Tube Fixture (Low Bay < 15 ft)	\$0.20	\$0.30
LT210 - LED Screw-in Replacing HID	\$0.15	\$0.25

A new version of the application will be available on the website in a few weeks.

Meanwhile, the new incentive amounts will be calculated on old applications by our engineers and communicated by to the application contact. Current final applications under review will be amended with the new incentive levels, automatically.

Contact your Energy Advisor with questions.

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## 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 projects to earn more points! You have until Nov. 30th (the end of the program year) to reach this new cap, but points won't expire until Feb. 28, 2022.

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!**

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## Trade Ally Spotlight

Gold, Silver, Bronze, oh my. Below is the year to date data for Trade Ally participation. Many of you are so close to receiving a bonus or a larger bonus by completing a few more projects. **Talk to your Energy Advisor to see your ranking and how you can maximize your bonus by the end of the year.**

Additionally, not listed below, we have 260+ contractors that haven't [applied to become a Trade Ally](#). We encourage you to do so; the benefits are retroactive since the start of this program year. Don't leave your hard earned money on the table.

	<ul style="list-style-type: none"><li>» <b>19 Trade Allies</b></li><li>» <b>Received \$33 million incentive dollars</b></li><li>» <b>Will receive \$667,000+ in bonuses</b></li></ul>
	<ul style="list-style-type: none"><li>» <b>47 Trade Allies, 10 Silver could be Gold by completing 5 projects or less</b></li><li>» <b>Received \$10.8 million incentive dollars</b></li><li>» <b>Will receive \$107,800+ in bonuses</b></li></ul>
	<ul style="list-style-type: none"><li>» <b>226 Trade Allies, 15 Bronze could be Silver by completing 3 projects or less</b></li><li>» <b>Received \$9.9 million incentive dollars</b></li><li>» <b>Missing out on \$100,000+ in bonuses</b></li></ul>

**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.

**Cobranding Reminder:**

The above badges can be yours to identify your company as a preferred Consumers Energy Trade Ally. [Apply here](#). Get your badge. Sell your projects.

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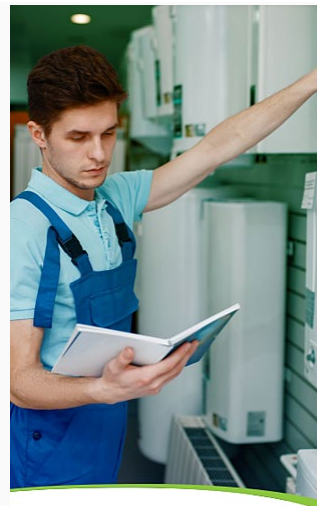
## **Business Instant Discount Program (BIDP)**

Project pressed for time? We have instant discounts at preferred distributors for [many measures](#) - [lighting](#), [food service](#) and [HVAC](#):

- Water Heaters
- PTACs/PTHPs
- Rooftop/Packaged HVAC Units
- Steam Traps
- Cogged-V Belts

Don't leave incentives on the table, we offer a variety of ways to save customers energy and money. Talk to your BIDP Energy Advisor for more information.





### Business Instant Discount Program HVAC Measures



We want your feedback to expand on BIDP offerings. Are there measures not included in BIDP that are part of your sales? 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.

## Online Application Updates

### Online Application Training:

In 2023, we will discontinue the PDF version of the application. We want you to start getting comfortable using the [Online Application](#). We created an [on-demand training](#) to help increase your comfort level. We also offer other avenues of assistance, there is a chat feature in the Online Application, or ask your Energy Advisor.

### Feature Reminder:

The Online Application allows you to share the application with a colleague or a customer. A great feature for review or to **collect a customer signature**. See the "share" button below.

The screenshot shows the 'Tell us about your project' section of the online application. It includes a sidebar with navigation options like 'My Applications', 'Create New Application', 'My Profile', 'Visit the Trade Ally site', and 'Resources'. The main content area has a progress bar with five steps: PROJECT OVERVIEW, APPLICANT INFORMATION, PRODUCT ENTRY, REQUIRED DOCUMENTS, and FINALIZE. The 'PROJECT OVERVIEW' step is active. Below the progress bar, there are two main sections: 'Project Identification' and 'Facility Information'. The 'Project Identification' section contains several required fields: Program Type (Retrofit - All Measures 2021), Project Name, Project Number, Actual Completion Date, Actual Project Cost, Installation Address, City, State, and Zip. The 'Facility Information' section contains: Name as it appears on CE Energy bill, Type of Account, and a 'VIEW MY CE ACCOUNT' link. At the bottom of the form, there are buttons for DELETE, DEACTIVATE, EXPORT, SHARE (highlighted with a red arrow), and COPY. A 'SAVE AND CONTINUE' button is also present.

## Speed Up Lighting Projects & Payment

1. Use the [Online Application](#) for your pre and final application.
  - o Review the [Catalog](#) to ensure product specifications are met.
  - o Capture and submit lighting photos, as early as possible, of removed and installed fixtures clearly showing wattages and product type.
2. Include an itemized invoice – must be an actual invoice, not a purchase or sales order, that includes measures, models, quantities, install address/location and related costs.
3. Get the customer signature, including printed name and title on the final application page (via electronically share in the online app).  
Remember: effective immediately: **No customer signature required on invoices.**



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## Small Business Trade Ally Program

### **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.

### **Take your Business to the Next Level**

So far this year, you have helped 1,000+ Michigan businesses save 31,000+ MWh. It's time maximize your savings opportunity and include REFRIGERATION projects.

Less than 15% of our incentives belong to refrigeration installs. The average refrigeration project yields an incentive of **\$7,500+** which is **\$2,000 more than**



**the average lighting project.**

Maximize your project and incentive dollars by including refrigeration equipment. Talk to your Energy Advisor for details on how to pursue refrigeration opportunities within the SB program.

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## Upcoming Webinars



### 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!

[+ Register Now](#)

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### 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.

[+ Register Now](#)

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## 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 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](#)

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 [Email](#)

 [877-607-0737](#)

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

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