



Consumers Energy for Trade Allies

Dear Trusted Trade Ally,

We are an organization of people that have become like family. Our Trade Allies are an extension of our organization and our energy efficiency family too. The November Newsletter noted there wouldn't be program changes, however, after the release of that newsletter many of you have come to us with countless stories of your bottom line being severely impacted by market challenges, especially with electric measures.

While we are an organization of our word, we cannot ignore your requests when we know there is something we can do to ease the burden of increased shipping and material costs, especially around lighting and occupancy sensors.

Therefore, we decided to **give a 10% bonus on the base incentives for electric measures on any final application** received on Nov. 1, 2021 to Nov. 30, 2021. The bonus will be automatically applied and is capped at \$20,000 per application.

It's a challenging time for all of us. We know this bonus will help to ease the ever increasing market burdens. Finishing strong in 2021 is our mutual goal and we look forward to celebrating with you, hopefully in person, throughout 2022.

Full bonus rules can be found [here](#) and, as always, seek the counsel of your Energy Advisor to answer any questions.

Let us know if you have further needs you think our program can help you achieve. We are here to help you in your continued success.

Kind regards,

Wade Morehead

Wade Morehead
Customer Acquisition Manager

2022 Trade Ally Virtual Rollout

With 2021 quickly coming to a close, we invite you to **join us on Wednesday, Dec. 8 at 9am for our kickoff** to the 2022 program year. Join us to learn about exciting program updates, new tools, incentive changes, giveaways and more.

+ Register Now



Energy Efficiency Steward Award

There is still time to nominate yourself or someone else!

During our annual Trade Ally Rollout on Dec. 8, 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 Loheny..... | 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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