



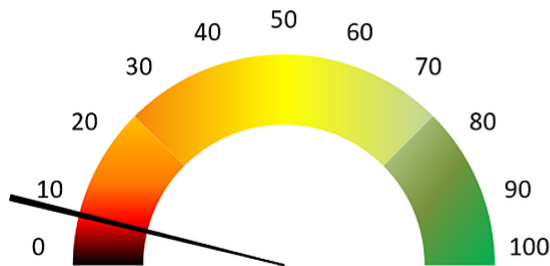
Consumers Energy for Trade Allies

December 2022

This edition contains the following updates: Active Budget Meters, Trade Ally Rollout Recap, MEECA Membership Offer, Online App Updates, Reminder: Extended 2022 Bonuses, Early Completion Bonus, Trade Ally Rewards Points, Trade Ally Council Applications, Business Instant Discount, Small Business Program.

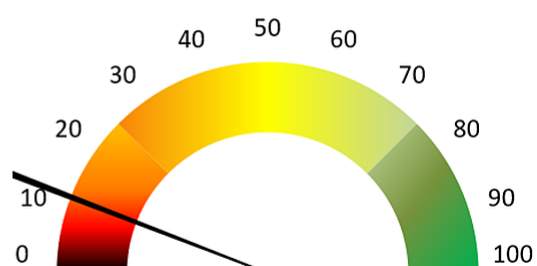
2023 Active Budget Meters

**2023 Electric \$ Savings
as of Dec. 19, 2022**



8% of Active Budget

**2023 Natural Gas \$ Savings
as of Dec. 19, 2022**



12% of Active Budget

Another successful program year has come to a close! Thank you for your participation in creating an energy efficient Michigan!

These meters represent the amount of incentive dollar savings already active for the 2023 large business program year. We already have **8% of the active electric**

savings goal and 12% of the natural gas savings goal. Starting the year strong!

Trade Ally Rollout: Wednesday, Dec. 7

Thank you everyone who joined us on Dec. 7th for our 2023 program rollout! Please take [our post-event survey](#), we truly appreciate your feedback and it helps us make decisions in the future.

Everyone can review the event materials! Click below to access:

- The [keynote and program staff recording here](#).
- The [PDF of the presentation here](#).
- The [event photos here](#).

You will need to create a login as a Trade Ally to access the recording, PDF and photos. [Directions are here](#).

Lost & Found: Unbranded 20oz Yeti found left at the Breslin. [Contact me](#) and I can ship it back to you!

MEECA Membership Offer

We are offering our Trade Allies a **complimentary annual Contractor Membership to MEECA**, valued at up to \$1,000. This membership allows you to network with other energy efficiency professionals, influence



legislation, improve program design and much more. To learn more about the benefits of a MEECA membership, [click here](#). New members only, please.



Claim Now

Online Application Updates



DocuSign®

We are always looking for ways to streamline our Online Application and its features. Our newest feature, DocuSign, will be added early 2023. This will be an easy and intuitive way to share the final application signature page with customers to review and sign.

Early Completion Bonus

During the Trade Ally Rollout we announced an Early Completion Bonus, see the chart below. Starting Dec. 12, any new pre-application (or final, if a pre-application is not required) over \$10,000 can **opt-in** for this Bonus.

See the full Bonus rules, details and opt-in form by [clicking here](#) or connect with your Energy Advisor.

Bonus structure	
Tier 1: Final Application received by April 1, 2023	30% bonus paid to Trade Ally/contractor
Tier 2: Final Application received by May 1, 2023	20% bonus paid to Trade Ally/contractor
Tier 3: Final Application received by June 1, 2023	10% bonus paid to Trade Ally/contractor

Reminder: Extended Bonuses in 2023

We are extending the [Quality Application Bonus](#) and the [Buy USA Bonus](#) for the 2023 program year. This is a flawless continuation from one year to the next. You can continue to submit applications with the same guidelines as 2022.

Quality applications improves our processing time and increases the speed of payment. The Buy USA Bonus has received excellent results and feedback and we know it has helped offset cost to keep projects on schedule.



Trade Ally Reward Points

On Dec. 1, 2022, any paid applications/transactions will apply to the 2023 program year point accumulation. Meaning, if you are currently capped at 200,000 you will start to earn points with the January deposit, for paid projects in December.

The points cap for 2023 is still 200,000. With large enough applications you can max out your points in the January and February points deposits and could have up to 400,000 points in your account by Feb. 20, 2023, ahead of the Feb. 28 points expiration date for 2022 points. If you are saving for something large, this is your chance! Contact [Mindie](#) with questions.



Now Taking Applications: Trade Ally Council



This is your opportunity to shape our program and provide input on measures, bonuses, strategy and events. We want to hear your voice and look forward to selecting the 2023 Trade Ally Council members.

- Simply fill and return [this application](#) by Jan. 6th
- Trade Allies for the large and small programs and distributors in good standing are encouraged to apply
- We meet quarterly, starting in February 2023 at the Okemos office

Business Instant Discount

Our program offers instant discounts on boilers at \$2/MBH and RTUs at up to \$785. Use the [Find A Distributor](#) link to find your local distributor or connect with your Energy Advisor to learn more.

Flat Panels have been approved for the Business Instant Discount Program. You can now purchase flat panels for your customers from participating distributors. Reminder, the max sale is 20 units per customer. Example, a university campus with multiple buildings equals 20 units. Refer the rest of the lights to the prescriptive program.





Extended in 2023! Business Instant Discount distributors are invited to offer an extra 15% instant discount on USA made products sold by distributors (bonus will not be applied if the current discount exceeds the product MSRP).

Reminder: Buy Michigan gets you an extra 20% discount (can not be combined with the Buy USA).

An affidavit must be filled out for each Buy MI or Buy USA, submitted, and approved BEFORE the transaction occurs, to ensure the distributor's reimbursement.

[Click here for Official Rules and Affidavit.](#)

Questions? Contact the program team here:
Businessinstantdiscount@cmsenergy.com.

Small Business Energy Efficiency Program

1. We increased the customer eligibility from 750,000 kWh annual use per customer to 1,200,000 kWh annual use per customer.
2. The per facility cap remains the same at \$30,000 per facility per account number, per program year.
3. New Small Business Trade Ally Training to be held mid-February, stay tuned for dates and location.
4. New Trade Ally Bonus and Quarterly Quality Bonuses will run again in 2023.

If you need any assistance with completing applications, please contact one of the following Trade Ally Advisors:

Mike Olsen
517-977-8273
mike.olsen1@cmsenergy.com

Matthew Butzen
773-504-3638
matthew.butzen@cmsenergy.com

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 - John Russell	616-432-7315
Strategic East Michigan - Dave Kirk	517-896-5830
National Accounts - Ben Donnelly.....	517-614-6413
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 West MI - Doug Sandberg.....	517-247-1260
Business Instant Discount East MI - Thad Bates.....	517-388-5113
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 - Aeric Zielinski.....	517-281-7020
Small Business, Trade Ally Advisor - Matthew Butzen.....	773-504-3638

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

[Unsubscribe](#) [Manage preferences](#)