

Consumers Energy for Trade Allies

June 2022

This edition contains the following updates: Opening Letter, Active Budget Meters, 2021 Missed Application 20% Bonus, Bonus Recap Table, Online Application, Business Instant Discount, Small Business and Upcoming Webinars.

Continuing the Momentum

Dear Trade Allies,

Summer is here and we hope you find some time to enjoy it before it is gone. However, we are focusing on continuing the momentum for the summer and keep **reminding you our best and most lucrative incentives and bonuses are occurring now!** We know, this is a big change from previous years, but we want to mention it now so you don't delay in capturing the most savings!

We currently have six bonuses available with the Tiered Opt-in Bonus ending July 1st. We created a recap table for you to easily find quick information about each, see the post below.

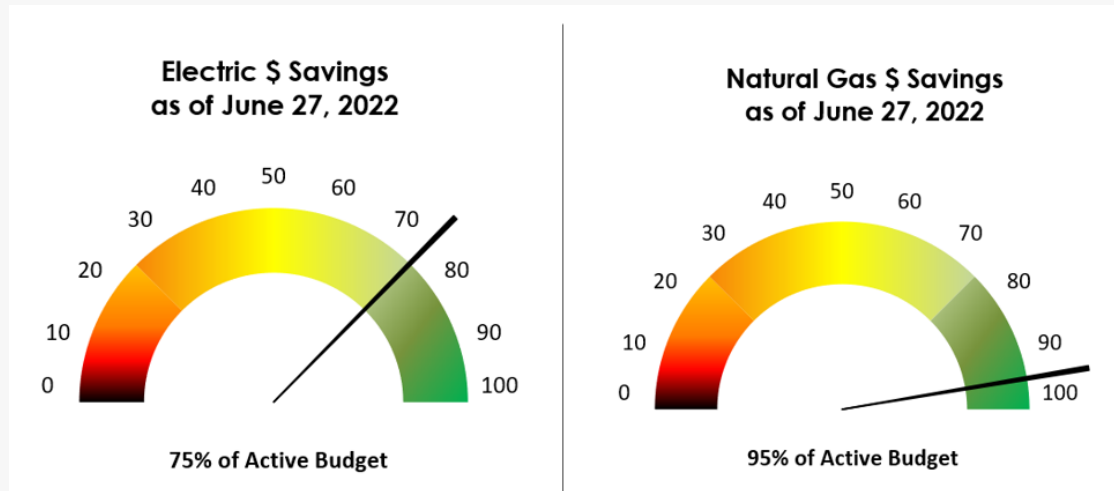
As always, if you have a question, contact your Energy Advisor, or me.

All my best,

[Melissa Kelley](#)

Large Business Program Manager

Active Budget Meters



These meters represent the amount of incentive dollar savings already active for the large business program this year. Meaning we have **25% of electric savings budget left to achieve our goal** and **5% for natural gas savings!**

Missed 2021 Application 20% Bonus

We are offering a 20% bonus to Trade Allies and contractors when you submit a missed 2021 application. The 20% is calculated from the final paid incentive amount.

Details:

- Started June 15th, all final applications must be submitted by Nov. 30th
- Applies to both electric and/or natural gas measures
- No cap on the Missed 2021 Application Bonus
- No minimum incentive amount
- Can be combined with the Manufacturing 10% Bonus (only)
- Must opt-in, the opt-in form must be submitted with the final application
- **[Click here for official rules and opt-in form](#)**
- **[Click here for the flyer](#)**
- See your Energy Advisor for more details

All Bonus Recap Table

We are offering an unprecedented amount of bonuses for an unprecedented amount of time. [Click here](#) or on the table below to see a full size version of all the compelling bonuses we are offering to ensure you are maximizing the value of the program offers for you and your customers.

Consumers Energy Business Energy Efficiency Bonuses (as of June 15, 2022)									
Bonus Name	Description	Combined with other Bonuses?	Fuel Type	Bonus Recipient	Bonus Cap	Opt-in	Start Date	End Date	Link to Official Rules
Quality Application Bonus	Per app bonus for PDF or online application bonus depends of the amount of the incentive.	Yes, all except 2021 missed applications	All	Trade Ally (only)	N/A	A form must be included with the pre-application	Feb. 21, 2022	Nov. 30, 2022	https://consumersenergy.com/easyapp/quality-application-bonus-official-rules
Tiered Opt-in Bonus	Bonus paid based on when a final application is received.	Yes, all except 2021 missed applications	All	Trade Ally/ Contractor	\$20,000/ project/ site	A form must be included with the pre-application	Feb. 21, 2022	July 1, 2022	https://consumersenergy.com/easyapp/tiered-opt-in-bonus-official-rules
Manufacturing 10% Bonus	Can only be used once per facility location. Can be used on missed 2021 applications. For heavy and light industrial customers.	Yes, all eligible bonuses	Electric only	Customer	\$20,000/ project/ site	A voucher must be included with the pre-application	May 1, 2022	Nov. 1, 2022	https://consumersenergy.com/easyapp/manufacturing-10-bonus-official-rules
K-12 School 22% Bonus	The bonus will automatically apply to all K-12 school applications when the primary business type "School (K-8)" or "High School" is selected on the application.	Yes, except missed 2021 applications and Manufacturing 10% Bonus	All	Customer	No	Not required	May 1, 2022	Nov. 1, 2022	https://consumersenergy.com/easyapp/k-12-school-22-bonus-official-rules
Buy USA 15% Bonus	The bonus is intended to ease the burden of supply chain and inflation issues.	Yes, all except the Buy MI Bonus and Missed 2021 App Bonus	All	Customer	\$20,000/ project/ site	An affidavit must be submitted for the qualifying product(s) with the pre-notification application or the final application	May 30, 2022	Nov. 30, 2022	https://consumersenergy.com/easyapp/buy-usa-15-bonus-official-rules
Missed 2021 Application 20% Bonus	Get a 20% bonus on the final incentive amount for any qualifying 2021 final application.	Manufacturing 10% Bonus only	All	Trade Ally/ Contractor	No	A form must be included with the final application	Jun 15, 2022	Nov. 30, 2022	https://consumersenergy.com/easyapp/missed-2021-application-20-bonus-official-rules

Online Application

The Online Application is the best way to submit for your rebates.

- All your applications are in one place
- You can share the apps with your team members and customer
- If you need assistance, your Energy Advisor can view your applications from their login
- You can duplicate an application for your next project
- All your uploaded documents are saved in one place for when you need them for the next application

For a quick tutorial on how to submit an Online Application, create an account at [ConsumersEnergy.com/easyapp](https://consumersenergy.com/easyapp), click on the Resources drop down and open the on-demand training at your convenience.

ONLINE APPLICATION

- My Applications
- Create New Application
- My Profile ▼
- Visit the Trade Ally site
- Resources ▼
 - Helpful Documents
 - Application Instructions
 - Online Application Training**
- Review ▼

Welcome!

What would you like to do?

Create a new application

Get started on your energy efficiency journey by creating an application for equipment upgrades at your business.

START APPLICATION

Business Instant Discount

The Business Instant Discount Program provides instant discounts on more than just lighting.

We also offer instant discounts on [HVAC](#), [Agriculture](#) and [Food Service](#) equipment and are continuously adding new distributors. Click each to review the corresponding brochure.

Use the [Find A Distributor](#) near you or connect with your Energy Advisor to learn more.

Miscellaneous Measures	Lighting Measures	HVAC Measures
Maximum Discount:	Maximum Discount:	Maximum Discount:
Electric Products	Daylight Sensors..... \$15.00	Electric Products
Drinking Water Cooler Mixers..... \$50.00	Exit Signs..... \$7.00	Cogged V-Belts..... \$75.00
Snack Vending Machine Mixers..... \$25.00	LED A-Series*..... \$3.25	Ductless Air Conditioning Units..... \$50.00
Night Covers..... \$20.00	LED BR-Series**..... \$8.00	RTUs..... up to \$785.00
3-phase High Frequency Battery Charger:	LED Candelabra and Globe**..... \$5.00	PTAC / PTHP..... \$50.00
1 Shift..... \$175.00	LED Lamp with Wi-Fi Control*..... \$4.00	< 70kwh/yr..... \$50.00
2 Shift..... \$275.00	LED MR16*..... \$4.00	70kwh/yr - 94kwh/yr..... \$50.00
3 Shift..... \$375.00	LED Omni Directional**..... \$3.25	> 94kwh/yr..... \$70.00
Electric and Natural Gas Products	LED PAR*..... \$7.00	High-Performance HEPA Filters..... \$80.00
Clothes Dryer*..... \$90.00	LED Trim Kit*..... \$8.00	Non-HEPA Filters..... \$13.00
Electric..... \$25.00	LED Pin Based**..... \$4.00	Electric and Natural Gas Products
Natural Gas..... \$20.00	LED Tube*	Tankless Water Heaters..... \$50.00
Natural Gas Products	2ft..... \$2.00	Electric..... \$50.00
Steam Traps..... \$75.00	3ft..... \$3.00	Natural Gas-Fired..... \$150.00
Soak Stoves..... \$35.00	4ft..... \$4.00	Natural Gas Products
Pool Cover..... \$4.00	8ft..... \$8.00	Tank-Style Domestic Water Heater
Pool Cover Automatic 400 - 10,000 sq. ft. up to \$9,600.00	LED Wallpacks*	± 55 gal, ± 75 MBH, 0.68 AFUE..... \$40.00
Pool Cover Manual 400 - 10,000 sq. ft. up to \$4,800.00	< 50 Watts..... \$15.00	± 55 gal, ± 75 MBH, 0.80 AFUE..... \$50.00
	50 - 99 Watts..... \$50.00	± 140 gal, ± 75 MBH..... \$275.00
	100 - 225 Watts..... \$50.00	High Efficiency Furnace
	≥ 226 Watts..... \$100.00	± 100 MBH, 92% AFUE..... \$300.00
		> 100 MBH, 92% AFUE..... \$350.00
		± 100 MBH, 95% AFUE..... \$325.00
		> 100 MBH, 95% AFUE..... \$400.00
		Hydronic Boilers
		At least 90% Efficiency..... \$2/MBH

Reminder: Trade Allies can use the Buy USA 15% Bonus for an instant 15% off qualifying products purchased from participating distributors.

Distributors must have an approved affidavit submitted into the program before offering the discount. [Send this form](#), attesting the qualifying products are made in the USA, to the general inbox: Businessinstantdiscount@cmsenergy.com.

Small Business Energy Efficiency Program

- 1. Huge Announcement!** Effective July 1, 2022, prescriptive lighting measures in our Small Business Program **increase three cents to \$0.20/kWh**, up from \$0.17/kWh.
- SBEEP is participating in the 2021 project lookback, please see your Energy Advisor with details on how to participate.
- We would like to introduce Matthew Butzen as the new Trade Ally Advisor and Aerik Zielinski as the new Energy Advisor for the Northeast.



[Matthew Butzen](#)

SB Trade Ally Energy Advisor

Mobile: 773-504-3638



[Aerik Zielinski](#)

Energy Advisor, Northeast MI

Mobile: 517-648-0804

There are many ongoing Small Business bonuses launched in May, if you would like a copy of the newsletter containing all of them, contact [Melissa Kelley](#).

Updates include:

- Increased incentives on non-lighting products, additional products
- Three bonuses, one for NEW Trade Allies, so now is the best time to sign up!

Upcoming Webinars



Indoor Air Quality: Through the Lens of the Occupants

Thursday, July 14 | 11 a.m. to 12 p.m.

Virtual

Define "safe" indoor air quality to provide comfort and peace of mind for occupants. In this webinar, we will explore benchmarks and create an audit template which can be used to evaluate a building's air quality. The findings from this audit can be communicated to occupants providing objective information on the safety of air quality.

[+ Register Now](#)

Trade Ally Orientation (In-Person)

Thursday, Aug. 11 | 9 a.m. to 11 a.m.

Holiday Inn, Grand Rapids, MI

- Learn how to save your customers energy and money
- Learn how to apply for the rebates

Who should attend?

• New Trade Allies • Contractors seeking more information on the benefits of elevating to Trade Ally status • Any current Trade Allies who need to meet their annual training requirement • Any current Trade Allies or contractors with new staff members who have not previously taken the training

[+ Register Now](#)

Intro to BOC

Tuesday, Aug. 9 & Wednesday, Aug 10 | 9 a.m. to 12 p.m.

Who should attend?

- Those interested in learning about building commissioning processes
- Graduates needing annual maintenance points (earn 8) for renewal in 2023

[+ Register Now](#)

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 - Ben Donnelly.....	517-614-6413
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.....	517-648-0804
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

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