

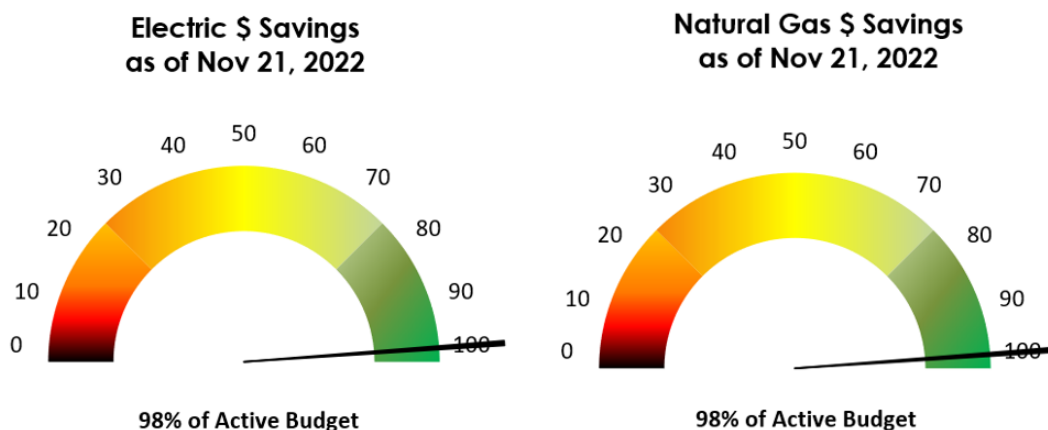


Consumers Energy for Trade Allies

November 2022

This edition contains the following updates: Active Budget Meters, Trade Ally Rollout: Dec. 7, MEECA Membership Offer, Application Assistance, Extending 2022 Bonuses, Reminder: Bonuses End Soon, Trade Ally Rewards Points, Trade Ally Council Applications, Business Instant Discount, Small Business Program and Upcoming Webinars.

Active Budget Meters



Home stretch! These meters represent the amount of incentive dollar savings already active for the large business program this year. Meaning we have **2% of electric savings budget left to achieve our goal and 2% for natural gas savings. Time to submit your FINAL applications and get your projects paid!**

Trade Ally Rollout: Wednesday, Dec. 7

As we push hard for a strong close to this program year we are also looking forward to our annual Trade Ally Rollout. Register now for networking, a Buy Michigan Vendor Expo, an illuminating keynote and program staff discussing year over year program updates.

Details:

- In person, at the Breslin Center, East Lansing
- Breakfast, Buy Michigan Expo starts at 8 a.m.
- Keynote kickoff at 9 a.m.
- Wrap at 11:30 a.m.



Register Now

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

Application Notes and Assistance



1. Please note, if you submit a pre-application through an online application, you **MUST** submit the final application through the online application, not a PDF. Please do not use a mix of the PDF and online application when submitting for one

project.

2. Our Energy Advisors are here to help you with your applications! We know it is a busy time and they are happy to help you fill out and submit applications. See the full list of Energy Advisors at the end of this newsletter.

Extending 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.



Many Bonuses End Soon!

The following bonuses end soon and will not be extended:

- Missed 2021 Application 20% Bonus - Nov. 30
- Boiler Tune-up Bonus - Nov. 30
- Chiller Tune-up Bonus - Nov. 30

See the full details in the table below or [click here](#) to see a full size version of the matrix and all the compelling bonuses we are offering to ensure you are maximizing the value of our program offerings, before time runs out!

Consumers Energy Business Energy Efficiency Bonuses (as of November 2 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	A per app bonus for PDF or online application. Bonus depends on the incentive amount.	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://cehadoopdly.c.com/help/content/guides/2022/2022QualityBonusForm.pdf
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://cehadoopdly.c.com/help/content/guides/2022/2022BuyUSA15RulesandAffidavitForm.pdf
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	June 15, 2022	Nov. 30, 2022	https://cehadoopdly.c.com/help/content/guides/2022/2022Missed2021Application20BonusForm.pdf
Boiler Tune-up Bonus	Get a per application bonus. Level 3 is \$500 and Level 6 is \$1,000.	Quality Application Bonus only	Natural Gas only	Trade Ally only	\$25,000 per TA	Not required	Aug. 15, 2022	Nov. 30, 2022	https://cehadoopdly.c.com/help/content/guides/2022/2022BoilerTuneUpBonusForm.pdf
Chiller Tune-up Bonus	Get a per application bonus. TU201b gets \$500 and TU201c gets \$1,000.	Quality Application Bonus only	Electric only	Trade Ally only	\$25,000 per TA	Not required	Aug. 31, 2022	Nov. 30, 2022	https://cehadoopdly.c.com/help/content/guides/2022/2022ChillerTuneUpBonusForm.pdf

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.



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).

An affidavit must be filled out, 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

Reminder: the deadline for submitting new **2022 Small Business Energy Efficiency Customer Participation Agreements** is Nov. 30, 2022.

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

Upcoming Webinars



Best Practices for Integrating Lighting and HVAC with Whole Building Automation Systems (BAS)

Thursday, Dec. 8 | 11 a.m. - 12 p.m.
Virtual

A building's lighting and HVAC systems account for roughly 60-70% of a typical building's total energy use, which means great potential for energy savings through:

- New lighting technologies such as LED fixtures, daylight harvesting, demand response, and task tuning strategies
- Advances in heat and cooling equipment efficiencies, water and air flow distribution systems
- HVAC control systems

In this webinar, we will explore best practices for integrating various building control systems.



Register Now

New Construction Incentives: Comparative Analysis of LEED Whole Building vs Prescriptive Path Applications

Tuesday, Dec. 13 | 11 a.m. - 12 p.m.
Virtual

Join Consumers Energy along with one of our Trade Allies, Catalyst Partners, to learn about our rebates and how to leverage incentive dollars through prescriptive and whole-building applications.

- What rebates are currently available and how to choose your application path.
- How to simplify your rebate application by using LEED certification.
- Lessons learned from a LEED case study showing a comparison of both a prescriptive and a whole-building application.

**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 - 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

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