



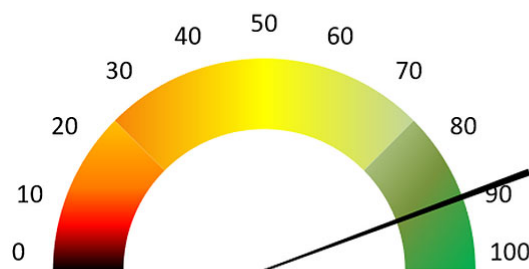
## Consumers Energy for Trade Allies

October 2022

This edition contains the following updates: Active Budget Meters, Trade Ally Rollout: Dec. 7, MEECA Membership Offer, Application Assistance, Reminder: Fall 20% Bonus Ends Soon, Many Bonuses Ending Soon, Michigan Business Online Application Launch, Business Instant Discount, Small Business Program and Upcoming Webinars.

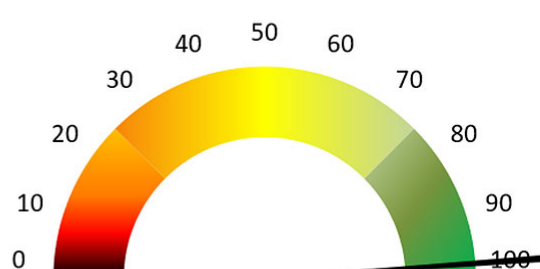
### Active Budget Meters

**Electric \$ Savings  
as of Oct 24, 2022**



**89% of Active Budget**

**Natural Gas \$ Savings  
as of Oct 24, 2022**



**98% of Active Budget**

These meters represent the amount of incentive dollar savings already active for the large business program this year. Meaning we have **11% of electric savings budget left to achieve our goal** and **2% for natural gas savings**. Time to submit your applications to reserve the remaining funds!

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## 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

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## 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

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## 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.

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## Reminder: Fall 20% Bonus ends Oct. 31st

Ending soon! Submit **final applications by Oct. 31st for a 20% project bonus.**  
The bonus is calculated from the final paid incentive amount.

### Details:

- Must opt-in, opt-in form must be submitted with the final application
- [Click here for official rules and opt-in form](#)
- Contact your Energy Advisor for more details

Bonus structure	
Total Project Base Electric and/or Natural Gas Incentives must be greater than \$10,000	
<del>Final Application received by Sept. 15, 2022</del>	<del>30% bonus paid</del>
Final Application received by Oct. 31, 2022	20% bonus paid

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## Many Bonuses End Soon!

The following bonuses end soon and will not be extended:

- Trade Ally/Contractor: Fall Bonus - Oct. 31
- Customer: Manufacturing 10% Bonus - Nov. 1
- Customer: K -12 School 22% - Nov. 1

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 August 31, 2022)									
Bonus Name	Description	Combined with other Bonuses?	Fuel Type	Bonus Recipient	Bonus Cap	Opt-in	Start Date	End Date	Link to Official Rules
<b>Quality Application Bonus</b>	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	<a href="#">Link to Official Rules</a>
<b>Manufacturing 10% Bonus</b>	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-notification application or the final application	May 1, 2022	Nov. 1, 2022	<a href="#">Link to Official Rules</a>
<b>K-12 School 22% Bonus</b>	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	<a href="#">Link to Official Rules</a>
<b>Buy USA 15% Bonus</b>	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	<a href="#">Link to Official Rules</a>
<b>Missed 2021 Application 20% Bonus</b>	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	<a href="#">Link to Official Rules</a>
<b>Fall Opt-in 30% or 20% Tiered Bonus</b>	Get a 30% bonus on final application received by Sept. 15 or get a 20% bonus on final applications received by Oct. 31.	Yes, all except Missed 2021 and Tune-up Bonuses	All	Trade Ally/ Contractor	\$20,000/project/site	A form must be included with the final application	Aug. 15, 2022	30% by Sept. 15, 2022 20% by Oct. 31, 2022	<a href="#">Link to Official Rules</a>
<b>Boiler Tune-up Bonus</b>	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	<a href="#">Link to Official Rules</a>
<b>Chiller Tune-up Bonus</b>	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	<a href="#">Link to Official Rules</a>

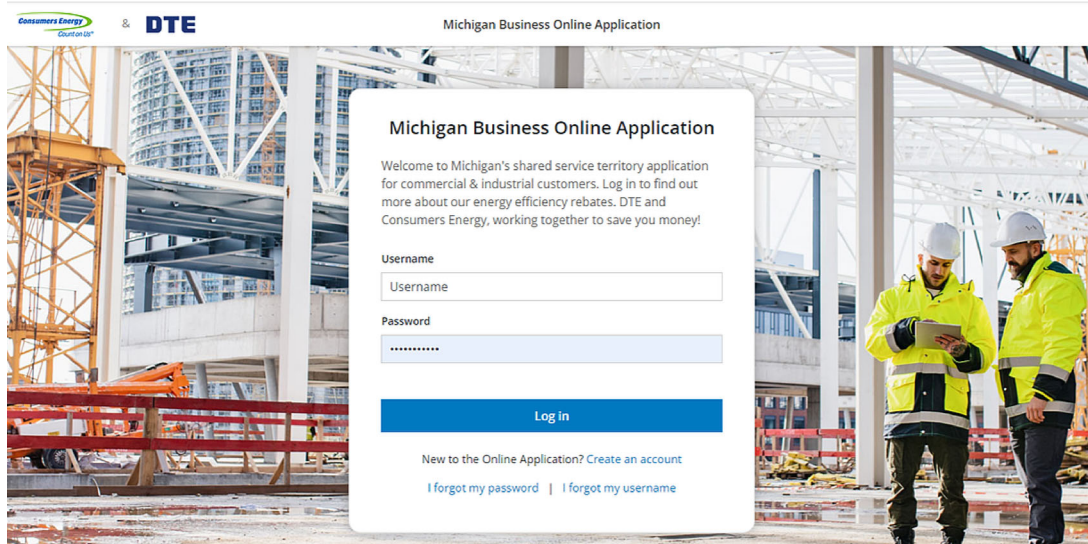
## Michigan Business Online App

Starting Nov. 1st, the [Michigan Business Online Application](#) will be the only application offered for our online application. We will update our hyperlinks and we ask you only use this platform moving forward. All your past and current online applications have been moved over to the combined application that now included Consumers Energy and DTE project applications.

Please view your past and current applications and enter all new applications into the combined application, [available here](#).

The PDF Application will still be available in 2023.

If you have further questions, talk to your Energy Advisor or see our [FAQ guide here](#).



## Business Instant Discount

Flat Panels have been approved for the Business Instant Discount Program. We will inform you when you can start buying for eligible customers, we expect to launch within two weeks. Reminder, the max sale is 20/customer/location.

Steam traps can be purchased from a participating distributor and we instantly discount them up to \$75/trap.

Please note the discount cannot exceed the MSRP of the trap.



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.](#)



Use the [Find A Distributor](#) link to find your local distributor or connect with your Energy Advisor to learn more.

Questions? Contact the program team here:  
[Businessinstantdiscount@cmsenergy.com](mailto:Businessinstantdiscount@cmsenergy.com).

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## Small Business Energy Efficiency Program

Reminder: The following Small Business Energy Efficiency Program bonuses expire on Oct. 31, 2022:

1. **Early Completion Bonus:** Project completion forms received by 10/31/22 will receive a \$250 bonus per project payable to the Trade Ally of record. The bonus is subject to project completion verification and will be issued with the incentive payment after project completion has been verified by program staff.
2. **Non-Lighting Bonus:** [Click here for full details](#)

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](mailto:mike.olsen1@cmsenergy.com)

Matthew Butzen  
773-504-3638  
[matthew.butzen@cmsenergy.com](mailto:matthew.butzen@cmsenergy.com)

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## Upcoming Webinars



### Advanced Electrical Systems Diagnostics

Wednesday, Nov. 9 | 9 a.m. - 12 p.m.

Thursday, Nov. 10 | 9 a.m. - 12 p.m.

Virtual

Offer this class to your customers! This two-day online training is for all Consumers Energy & DTE Energy customers regardless of if they have or have not taken BOC classes before and for all BOC graduates who wish to fulfill annual maintenance points for renewal in 2023.

The cost for this day of training is normally approximately \$250, yet as a service to our customers it is entirely underwritten by Consumers Energy provided free of charge.

#### Course Objectives:

- Locate and repair electrical opens, shorts, overloads, and high resistance
- How to use digital electric meters
- Maintenance and operational procedures to prevent electrical problems and evaluate power quality issues for the facility

Student materials will be provided online, and participants will be able to take an optional, 20-question quiz at the end of the day.

[Register Now](#)

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### Trade Ally Orientation (In-Person)

Thursday, Nov. 3 | 9 - 11 a.m.

CEBEEP Training Center, Okemos, 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](#)

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### 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 and our Trade Ally Catalyst Partners, to learn how to maximize incentive for LEED rebate 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 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.....	517-712-5707
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



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