



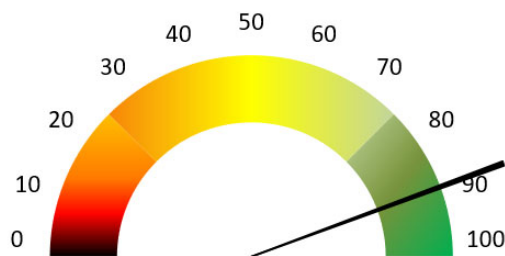
Consumers Energy for Trade Allies

September 2022

This edition contains the following updates: Active Budget Meters, Trade Ally Rollout: Dec. 7, MEECA Membership Offer, Application Assistance, Reminder: Fall 20 Bonus, Chiller Tune-up Bonus, Michigan Business Online Application Launch, Business Instant Discount, Small Business Program and Upcoming Webinars.

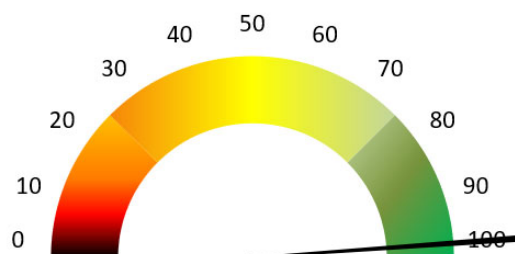
Active Budget Meters

**Electric \$ Savings
as of Sept 26, 2022**



89% of Active Budget

**Natural Gas \$ Savings
as of Sept 26, 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!

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 Advisor at the end of this newsletter.

Reminder: Fall 20% Bonus (30% is done)

Earlier this month we launched our Fall Bonus offering a 30% bonus to Trade Allies and contractors when you submit a final application between Aug. 15th and Sept. 15th and a 20% bonus for final applications submitted by Oct. 31st. The bonus is calculated from the final paid incentive amount.

Details:

- Started Aug. 15th, see the chart below for submission deadlines
- Applies to both electric and/or natural gas measures
- Minimum incentive amount of \$10,000 per project
- Can be combined with all bonuses **except** the Missed 2021 Application Bonus and the Boiler or Chiller Tune-up Bonus
- 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	
Final Application received by Sept. 15, 2022	30% bonus paid
Final Application received by Oct. 31, 2022	20% bonus paid

Reminder: Chiller Tune-up Bonus

Take advantage of your customer's operational downtime by performing chiller tune-ups. Starting Aug. 31st through Nov. 30th, we are incentivizing our Trade Allies to perform them with a per paid application bonus. [See official rules here](#) and the bonus structure below. Must be a registered Trade Ally to receive the bonus and no opting-in is required.

Category	Measure	Bonus Total
Air and Water-Cooled Chiller Tune-Up	TU201b: 150 to 999 Tons	\$500 per paid application
Air and Water-Cooled Chiller Tune-Up	TU201c: At Least 1,000 Tons	\$1,000 per paid application

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 the

matrix and all the compelling bonuses we are offering to ensure you are maximizing the value of our program offerings.

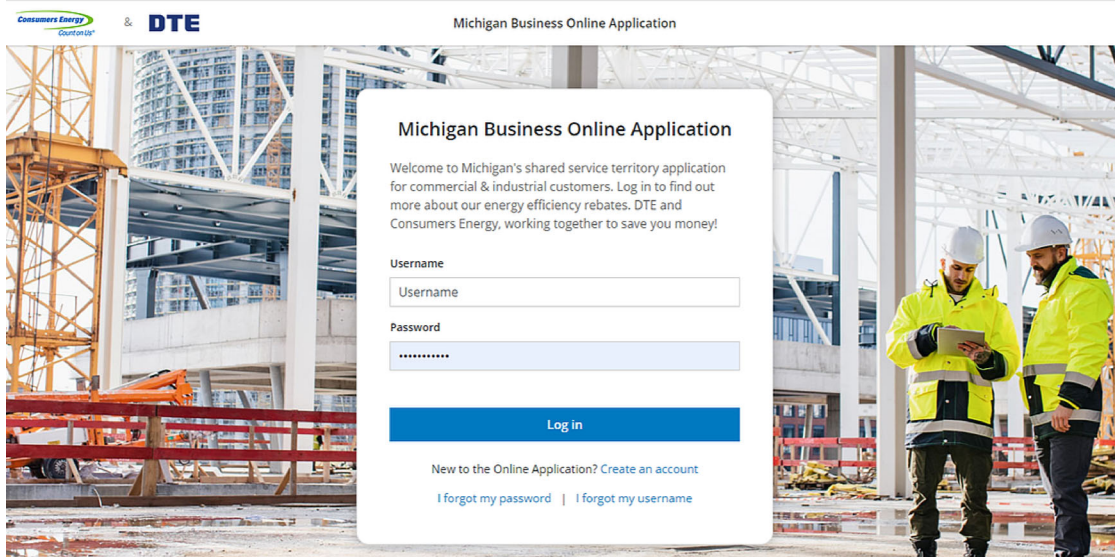
Consumers Energy Business Energy Efficiency Bonuses (as of August 31, 2022)									
Bonus Name	Description	Combined with other Bonuses?	Fuel Type	Bonus Recipient	Bonus Cap	Opt-in	Start Date	End Date	Link to Official Rules
Qualify Application Bonus	A per app bonus for PDF or online application. Bonus 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	Link to 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-notification application or the final application	May 1, 2022	Nov. 1, 2022	Link to 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	Link to 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	Link to 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	June 15, 2022	Nov. 30, 2022	Link to Official Rules
Fall Opt-in 30% or 20% Tiered Bonus	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	Link to Official Rules
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	Link to Official Rules
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	Link to Official Rules

Michigan Business Online App

In the spirit of streamlining your workload, Consumers Energy and DTE are launching a combined online application, called the Michigan Business Online Application. This app will operate just like the online app you have been using, but now, if you have a Consumers Energy, DTE or combined customer project you can submit both applications in one location.

We are easing into things with a trial period where the [Consumers Energy only online application](#) and the [Michigan Business Online Application](#) are both available until Nov. 1st, which is when we will only have the combined application available. See our [FAQ guide here](#).

Please enter all new applications into the combined application, [available here](#).



Business Instant Discount

Flat Panels have been approved for the Business Instant Discount Program, see the discount below. While we prepare our systems for the launch, send us Flat Panel products that you want added to our APL. We will inform you when you can start selling to eligible customers and submitting transactions for reimbursement.

Measure	Instant Discount
1x4 LED Flat Panel (1500-3000 lm)	\$3.00
1x4 LED Flat Panel (3001-4500 lm)	\$4.00
1x4 LED Flat Panel (4501-6000 lm)	\$7.00
2x2 LED Flat Panel (2000-3000 lm)	\$6.00
2x2 LED Flat Panel (GT 3001 lm)	\$8.00
2x4 LED Flat Panel (3000-4500 lm)	\$4.00
2x4 LED Flat Panel (4501-6000 lm)	\$7.00
2x4 LED Flat Panel (GT 6001)	\$9.00

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.

If you've had a customer purchase steam traps in 2021 but DID NOT get the instant discount, you can submit an application using the prescriptive PDF application and get the Missed 2021 Application 20% bonus on the paid project amount!



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.

Small Business Energy Efficiency Program

1. **Reminder:** Effective July 1, 2022, the incentive for prescriptive lighting measures in our Small Business Program **increased three cents to \$0.20/kWh**, up from \$0.17/kWh.

2. SBEEP is participating in the 2021 project lookback, please see your Energy Advisor with details on how to participate.

3. The large business bonuses are only available through the prescriptive PDF or online application and Small Business Energy Efficiency Program projects are NOT eligible for these bonuses.

However, there are many ongoing Small Business bonuses launched in May.

Bonuses include:

- **New & Re-engagement Trade Ally Bonus**
- **Quarterly Quality Bonus**
- **Non-Lighting Bonus**

[Click here for full details](#) on all these bonuses.

Upcoming Webinars



BOC 2003 Supplemental: Introduction to Building Commissioning

Tuesday and Wednesday, Oct. 18 & 19 | 9 a.m. to 12 p.m.

Virtual

This course introduces the building commissioning process for new and existing buildings with an emphasis on existing building commissioning and the building operator's role.



Register Now

Sustainable and Heat Pump Technologies

Tuesday, Oct. 25 | 12 p.m.

Virtual

Join us for a webinar to learn about the new technologies driving our industry, including heat pumps. Learn about:

- Heat pump technology and efficiency
- HP Applications of Geothermal - ground, water, air heat exchange
- Commitment and costs of each type of application
- The challenge to electrify for heating and transportation
- Environmental advantages to commercial properties
- Information about rebate opportunities



Register Now

LEED: Choosing Energy Efficient Paths

Wednesday, Oct. 26 | 11 a.m.

Virtual

Join Consumers Energy along with one of our Trade Allies, Catalyst Partners, to learn about LEED building certification and our rebates.

- What rebates are currently available
- How to leverage increased rebates by using LEED certification

- Case study on a LEED project to show additional savings and a positive ROI

 [Register Now](#)

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](#)

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 - Doug Sandberg.....	517-247-1260
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

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