

Consumers Energy for Trade Allies

April 2022

This edition contains the following updates: Opening Letter, Active Budget Meters, K-12 School 22% Bonus, Manufacturing 10% Bonus, 2021 Missed Applications, Tiered Opt-in Bonus, Quality Application Bonus, Business Instant Discount, Small Business and Upcoming Webinars.

More 2022 Bonuses!

Dear Trade Allies,

I want to keep **reminding you our best and most lucrative incentives and bonuses are occurring now!** I know, this is a big change from previous years, but I want to mention it now so you don't delay in capturing the most savings!

Therefore, I am excited to announce **TWO** more bonuses for customers and to help you sell projects to K-12 school and manufacturing. We are offering a 22% bonus for K-12 school projects and a 10% on manufacturing (electric only) projects. These can be combined with other Trade Ally bonuses, so it truly is a win-win. See below for more details and official rules.

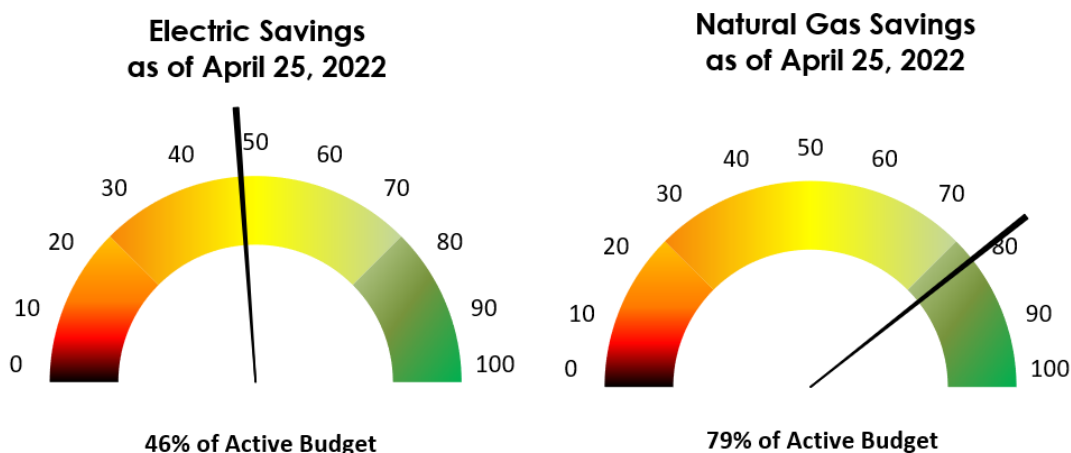
I will continue to communicate with you on a regular basis and, as always, if you have a question, contact your Energy Advisor, or me.

All my best,

[Melissa Kelley](#)

Large Business Program Manager

Active Budget Meters



These meters represent the amount of savings already active for the large business program this year. Meaning we have **54% of electric savings left to achieve our goal** and **21% for natural gas savings!**

K-12 School 22% Bonus

Details:

- Starts May 1st, all final applications must be submitted by Nov. 1st
- No minimum incentive amount, both electric and/or natural gas projects
- Bonus is combined with the incentive, paid to the customer
- No opting in, no bonus cap
- Can be combined with other Trade Ally bonuses
- [Click here for official rules](#)
- [Click here for the School Bonus flyer](#)
- See your Energy Advisor for more details or printed rules and flyers

Quick Facts

22% bonus on electric and/or natural gas projects for all K-12 schools

Applications submitted May 1 – Nov. 1, 2022, finals due Nov. 1.

No minimum incentive amount

Can be combined with the Quality Bonus or the Opt-in Tiered Bonus

Manufacturing 10% Bonus

Details:

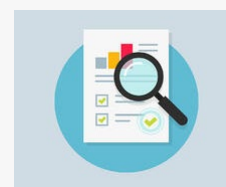
- Starts May 1st, all final applications must be submitted by Nov. 1st.
- No minimum incentive amount, electric projects only.
- Can only be used on **one project per facility.**

- Bonus is combined with the incentive, paid to the customer.
- Can be combined with other Trade Ally bonuses.
- A voucher flyer must be submitted with an application to receive the bonus, see the voucher on the last page of the [official rules, here.](#)
- See the standalone [voucher here.](#)

Quick Facts
10% bonus on electric projects for manufacturers
Applications submitted May 1 – Nov. 1, 2022
No minimum incentive amount, missed 2021 applications are allowed
Can be combined with the Quality Bonus or the Opt-in Tiered Bonus

Calling All 2021 Missed Applications

We are accepting final applications for any project that may have been missed being submitted in 2021. Connect with your Energy Advisor to get an exception and have them submit the application. This is an amazing opportunities for instant program savings.



Details:

- Projects completed Jan. 1, 2021 – Dec. 31, 2021 are eligible: prescriptive, new construction, custom (if pre-measurement isn't required).
- The Manufacturing 10% bonus does apply, all others do not.
- Trade Ally rewards **DO** apply, points will count for the 2022 program year cap.

Tiered Opt-in Bonus

The first tier at 30% is ending on May 2, 2022, time to get your finals in!

Details:

- All final applications over \$10,000 are eligible.
- See dates and payout below.
- Bonus is paid to the Trade Ally or contractor company submitting the app.
- Must opt-in when submitting an application to qualify, see the opt-in form on the last page of the [official rules, here.](#)

Bonus structure	
Tier 1: Final Application received by May 2, 2022	30% bonus paid to Trade Ally/contractor
Tier 2: Final Application received by June 1, 2022	20% bonus paid to Trade Ally/contractor
Tier 3: Final Application received by July 1, 2022	10% bonus paid to Trade Ally/contractor

Quality Application Bonus

The 2022 Trade Ally Quality Application Bonus seeks to reward Trade Allies who demonstrate superior customer service by completing and submitting application paperwork for their customers.

Details:

- Active Feb. 21 - Nov. 30, 2022.
- Must be a Trade Ally to be eligible, apply [here](#).
- App must result in a paid project.
- Bonus is paid to the Trade Ally company listed on the app.
- Must adhere to the definition of an error free app, information on the last page of the [official rules, located here](#).

TRADE ALLY QUALITY APPLICATION BONUS				
Total Incentive Paid	Pre- and Final PDF	Final Only PDF	Pre- and Final Online Application	Final Only Online Application
\$1,000 — 4,999	\$100	\$50	\$200	\$100
\$5,000 — 9,999	\$500	\$250	\$600	\$300
\$10,000 — 19,999	\$1,000	\$500	\$1,100	\$550
\$20,000 and up	\$2,000	\$1,000	\$2,100	\$1,050

Business Instant Discount

Miscellaneous Measures	Lighting Measures	HVAC Measures
Maximum Discount: Electric Products Drinking Water Cooler Mixers.....\$50.00 Snack Vending Machine Mixers.....\$25.00 Night Covers.....\$20.00 3-Phase High Frequency Battery Charger.....\$175.00 1 Shift.....\$375.00 2 Shift.....\$375.00 3 Shift.....\$375.00 Electric and Natural Gas Products Clothes Dryer*.....\$50.00 Electric.....\$90.00 Natural Gas.....\$25.00 Clothes Washer*.....\$70.00 Electric.....\$120.00 Natural Gas.....\$120.00 Natural Gas Products Steam Traps.....\$75.00 Sash Stops.....\$35.00 Pool Cover Automatic 400' 10,000 BTU.....up to \$9,600.00 Pool Cover Manual 400' 10,000 BTU.....up to \$4,800.00	Maximum Discount: Daylight Sensors.....\$15.00 Exit Signs.....\$7.00 LED A-Series*.....\$3.25 LED BR-Series*.....\$8.00 LED Candelabra and Globe*.....\$5.00 LED Lamp with Wi-Fi Control*.....\$4.00 LED MR16*.....\$4.00 LED Omni Directional*.....\$3.25 LED PAR*.....\$7.00 LED Trim Kit*.....\$8.00 LED Pin Base*.....\$4.00 LED Tube* 7ft.....\$2.00 8ft.....\$3.00 9ft.....\$4.00 10ft.....\$8.00 LED Workpacks* 50- 99 Watts.....\$35.00 100- 225 Watts.....\$50.00 226+ Watts.....\$100.00	Maximum Discount: Electric Products Cogged V-Belts.....\$75.00 Ductless Air Conditioning Units.....\$10.00 PTAC.....up to \$785.00 PTAC / RTU* + 18k BTU.....\$50.00 + 24k BTU.....\$60.00 + 30k BTU.....\$70.00 High-Performance HEPA Filters.....\$80.00 Mini-HEPA Filters.....\$10.00 Electric and Natural Gas Products Tankless Water Heaters Electric.....\$50.00 Natural Gas Fixed.....\$150.00 Natural Gas Products Tank-Style Domestic Water Heater 30 gal / 75 MBH Gas (EF).....\$60.00 30 gal / 75 MBH Gas (LF).....\$150.00 40 gal / 75 MBH Gas (LF).....\$150.00 50 gal / 75 MBH Gas (LF).....\$175.00 High Efficiency Furnace 100 MBH 92% AFUE.....\$100.00 120 MBH 92% AFUE.....\$100.00 150 MBH 92% AFUE.....\$100.00 180 MBH 92% AFUE.....\$100.00 Hydronic Boilers All Best 92% Efficiency.....\$2,000

Looking to get paid faster? All distributors are eligible and should sign up for automatic payment through electronic funds transfer (EFT) payment. Sign up by [emailing us here](#).

We'd like to introduce Ben Donnelly as our new East MI Energy Advisor for this program. We are also adding Mindie Graszler as the Outreach Manger. Both had existing roles with the team and are excited to ensure this program.

Boilers have just been added and can be purchased from a participating distributor at an instant discount of \$2/MBH. [Click here to](#) see our updated brochures and full product list.

Small Business Energy Efficiency Program

There are so many updates, Small Business has their own newsletter. Connect with [Melissa Kelley](#) to get a copy, if you didn't already.

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



Trade Ally Orientation (Virtual)

Thursday, May 5 | 9 a.m. to 11 a.m.

- 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](#)

Complimentary Supplemental BOC 1010: Energy Efficient Ventilation Strategies and High Performance Heating and Cooling Equipment

Tuesday, May 17 & Wednesday, May 18 | 9 a.m. to 12 p.m.

Participants will learn the theory, design, and operational practices for new HVAC equipment technologies being installed in high performance buildings, so they can calculate the total cost of ownership, help building owners comply with energy codes, and meet building energy management goals.

[+ Register Now](#)

Efficient Indoor Agriculture

Tuesday, May 24

Resource Innovative Institute (RII) is hosting a free 4-part workshop series and virtual classroom for controlled environment agriculture cultivators and contractors in Michigan. The next webinar “Michigan Efficient Yields: Greenhouse Optimization - Facility Design & Construction Best Practices for Efficient Indoor Agriculture.”

[+ 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 - David Keller.....	517-258-0616
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 East 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 - Ben Donnelly.....	517-614-6413
Small Business, Trade Ally Advisor - Mike Olsen.....	517-977-8273

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



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