

## Consumers Energy for Trade Allies

February 2022

This edition contains the following updates: Opening Letter, Active Budget Meters, Project of the Year Awards, Trade Ally Rewards, Tiered Opt-in Bonus, Quality Application Bonus, Business Instant Discount, Small Business and Upcoming Webinars.

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### Early 2022 Bonuses

Dear Trade Allies,

Remember last month when I said, "We are working feverishly to set a strategy to help you get more projects completed earlier in the year, meaning incentives and bonuses will be higher in the first half of the year."

Well, I am excited to announce TWO bonuses to jump start the year. There is a Quality Application Bonus that can be paid on pre and final apps. And Tiered Bonus that could get your company up to a 30% bonus. See below for more details and timelines.

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.

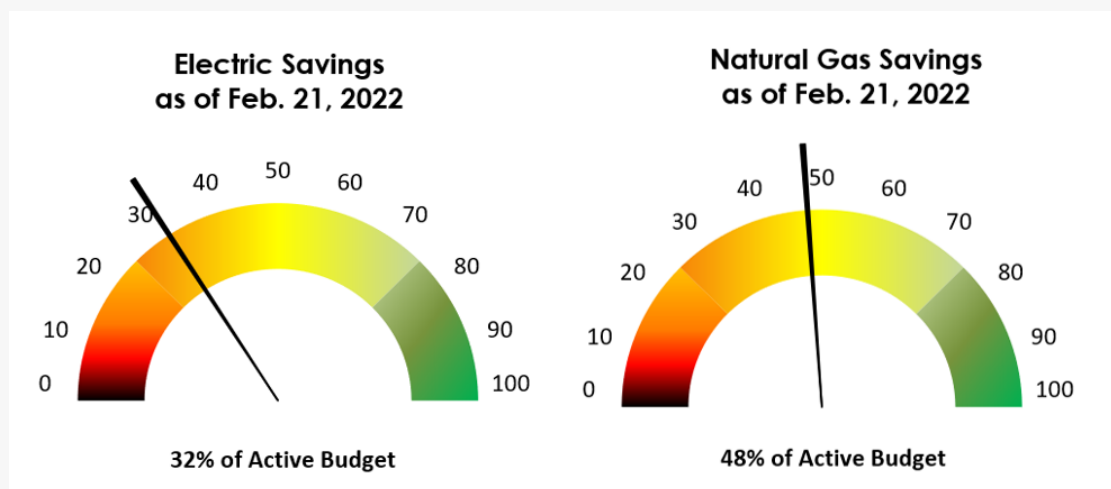
Cheers to a prosperous and healthy 2022,

[Melissa Kelley](#)

Large Business Program Manager

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## Active Budget Meters



These meters represent the amount of savings already active for the large business program this year. Meaning we have **68% of electric savings left to achieve goal** and **52% for natural gas savings!**

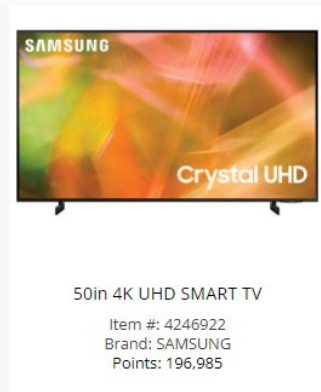
## Ends Feb. 28: Win \$5,000 with Project of the Year

Submit your 2021 Project of the Year. This is your annual opportunity to be honored with a \$5,000 prize for submitting your most innovative project in 2021! And the winning customer gets \$15,000!

[Visit the website](#) for more information and to submit your entry to compete for this award. Submission deadline is Feb. 28, 2022.



## Trade Ally Reward Points



On Feb. 28 your 2021 points expire! Cash them in now before the points are removed from your account on Mar. 1, 2022, if not redeemed. No exceptions.

Points earned from the 2022 program year (Dec. 1, 2021 - Nov. 30, 2022) will remain in your account and will not expire until Feb. 28, 2023.

Connect with [Melissa Kelley](#) directly if you have questions about your points.

## Tiered Opt-in Bonus

Early applications get big bonuses!

**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



Last week we announced Todd Lohenry is no longer with our program, please direct your questions and program needs to the [general inbox](#).

Steam traps can be purchased from a participating distributor and we instantly discount it up to \$75/trap. Please note the discount cannot exceed the MSRP of the trap.

Receive your payments quicker by signing up for EFT. To start the process, please email:

## Small Business Energy Efficiency Program

### [Register now! Refrigeration Training:](#)

Join us Thursday, March 24 for the next training in Northern Michigan.

Training topics include:

- Selling refrigeration measures to increase your sales and our rebates.
- How EC motors function and ease of installing.
- Maximizing your earning potential with refrigeration measures.



[+ Register Now](#)

## Upcoming Webinars



### **Complimentary Supplemental BOC 1013: Smart Building Fundamentals**

Wednesday Feb. 23 and Thursday, Feb. 24 | 9 a.m. to 12 p.m.

Learn about interconnections that can tie together different standalone systems such as HVAC, lighting, power monitoring, and even furnishings and other components. These connections enhance the operational and occupant user experience, saving energy and providing greater comfort.

Concepts discussed include:

Networking, security, systems integration, analytics, and operational strategies.

[+ Register Now](#)

### **Trade Ally Orientation**

Thursday, March 10 | 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](#)

**Two years into the pandemic:  
The value of EE in buildings for safety and wellness**

Tuesday, March 22 | 12pm-1pm EDT

Over the last 2 years the focus of building owners and operators has, rightfully so, been on health and safety concerns. Join us for to learn more about how energy efficiency can help with your health and safety goals while saving money and improving occupant comforts.

[+ Register Now](#)

**Efficient Indoor Agriculture**

Tuesday, March 29

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 - Aligning Your Systems with Your Surroundings” is coming up March 29.

[+ Register Now](#)

**Trade Ally Energy Advisors**

<b>Northern Region</b> - Jim Minthorn .....	231-633-5467
<b>West Region</b> - John Russell .....	616-432-7315
<b>Kent County</b> - Brandon Scott.....	517-243-1070
<b>West Central Michigan</b> - Kim Gavin .....	517-231-9205
<b>East Central Michigan</b> - Laurie Brenner.....	517-706-7315
<b>Metro North Region</b> - James Dail .....	517-993-7486
<b>Southeast Michigan</b> - Nathan Leindecker.....	231-670-6918
<b>Southwest Michigan</b> - Gordon Plourde .....	517-375-0506
<b>Strategic West Michigan</b> - John Russell .....	616-432-7315
<b>Strategic East Michigan</b> - Dave Kirk .....	517-896-5830
<b>National Accounts</b> - David Keller.....	517-258-0616
<b>Agriculture</b> - Duane Watson.....	517-749-6668
<b>Agriculture</b> - Tom Gallagher.....	734-358-8826

<b>Indoor Agriculture</b> - Rachel Fredrickson.....	517-899-5570
<b>Indoor Agriculture</b> - Connor Robertson.....	517-862-1978
<b>Compressed Air</b> - Brandon Scott.....	517-243-1070
<b>Network Lighting Controls</b> - Chris Valliere.....	517-614-0552
<b>Business Instant Discount East MI</b> - Doug Sandberg.....	517-247-1260
<b>Small Business, Southwest MI</b> - Mike Olsen.....	517-977-8273
<b>Small Business, Southeast MI</b> - Charles Jarvis.....	517-525-1545
<b>Small Business, Northwest MI</b> - Jayme Theile.....	517-512-4870
<b>Small Business, Northeast MI</b> - Ben Donnelly.....	517-614-6413
<b>Small Business, Trade Ally Advisor</b> - Michele Horstman.....	989-859-2828

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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