

Consumers Energy for Trade Allies

January 2022

This edition contains the following updates: Welcome to 2022 Letter, Reserved Budget Meters, Project of the Year Awards, Trade Ally Rewards, Online Application Training, Business Instant Discount, Small Business and Upcoming Webinars.

Welcome to 2022!

Dear Trade Allies,

It was my pleasure to host the 2022 Trade Ally Rollout ([recording found here](#)) and officially usher in the New Year. In 2022, we are looking forward to continue reaching our goals, increasing your business' bottom line and reward you for doing so. We know there were challenges in 2021 and we all navigated those as strategically, as possible.

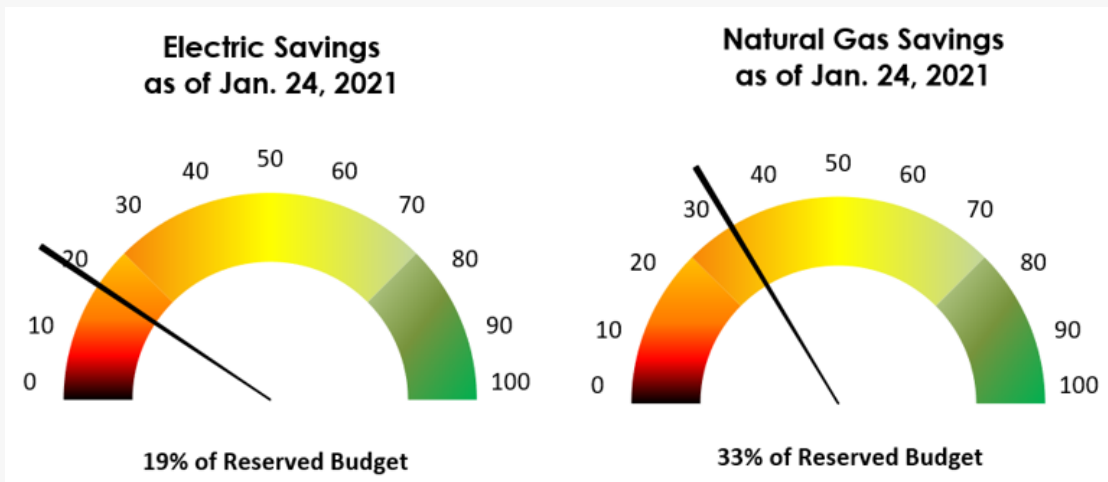
This year, we are working feverishly to set a strategy to help you get more projects completed earlier in the year, meaning incentives and bonuses will be higher in the first half of the year. We know supply chain and inflation issues will remain a challenge and we want to work together to combat this - much earlier in the year.

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

Cheers to a prosperous and healthy 2022,

Melissa Kelley
Large Business Program Manager

Reserved Budget Meters



These meters represent the amount of savings already reserved for the large business program this year. Meaning we have **81% of electric savings left to achieve goal** and **67% for natural gas savings!**

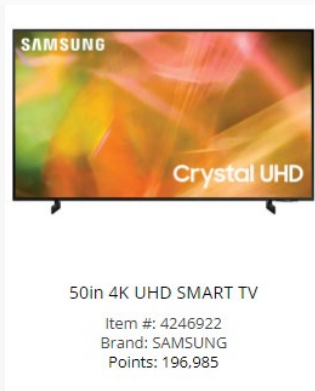
Win \$5,000 with Project of the Year

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.



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.

Online Application Training

The [Online Application](#) is a great tool to walk you through applying for our rebates. We created an [on-demand training](#) to help increase your comfort level. We also offer other avenues of assistance, there is a chat feature in the Online Application, or ask your Energy Advisor.

Business Instant Discount



Cogged V-Belts can be purchased from a participating distributor and we instantly discount it up to \$75/belt, most of the time resulting in zero out of pocket purchase and allowing for instant installation. Please note the discount cannot exceed the MSRP of the belt, or any discounted product.

Find a list of all the discounted products at [Instant Discount Service For Business | Consumers Energy](#) and become a Business Instant Discount distributor by sending a request to BusinessInstantDiscount@cmsenergy.com.

Small Business Energy Efficiency Program

Save the Date Refrigeration Training:

Join us Thursday, March 24 for the next training.

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.



Updates:

- All incentive payments in 2022 will be issued by EFT. Contact [Michele Horstman](#) immediately to sign up.
- All 2022 Trade Ally Application and Agreements are due by Jan. 31st. Please send in to [Michele Horstman](#).
- Database refreshers are available for new staff or those needing extra assistance, reach out to [Michele Horstman](#) to schedule.

Upcoming Webinars



Complimentary Supplemental BOC 1013: Smart Building Fundamentals

Wednesday Feb. 23 and Thursday, Feb. 24 from 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](#)

Efficient Indoor Agriculture

Resource Innovative Institute (RII) is hosting a free 4-part workshop series and virtual classroom for controlled environment agriculture cultivators and contractors in Michigan.

[+ 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 - Aaron Prince	616-633-8686
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 West MI - Todd Loheny.....	517-512-0144
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 - 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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