

Consumers Energy for Trade Allies

May 2022

This edition contains the following updates: Opening Letter, Active Budget Meters, Buy USA 15% Bonus, K-12 School 22% Bonus, Manufacturing 10% Bonus, 2021 Missed Applications, Tiered Opt-in Bonus, Quality Application Bonus, Business Instant Discount, Organizational Updates, Small Business and Upcoming Webinars.

Even More 2022 Bonuses!

Dear Trade Allies,

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

Therefore, we are excited to announce yet another bonus to help ease the supply chain and inflation issues. We are offering a 15% bonus when you buy made in the USA energy efficiency products. See below for more details and official rules.

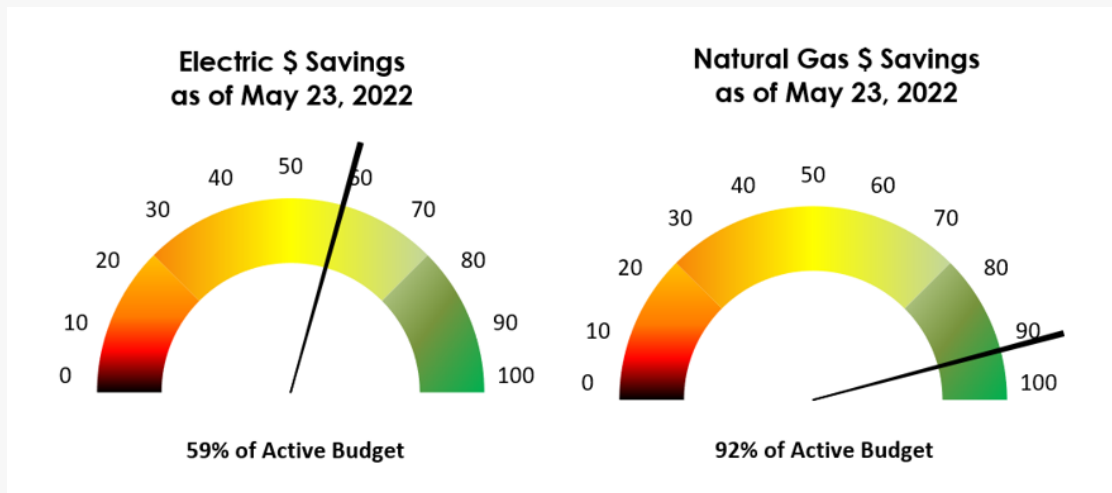
As always, if you have a question, contact your Energy Advisor, or me.

All my best,

[Melissa Kelley](#)

Large Business Program Manager

Active Budget Meters



These meters represent the amount of incentive dollar savings already active for the large business program this year. Meaning we have **41% of electric savings budget left to achieve our goal** and **8% for natural gas savings!**

Buy USA 15% Bonus

Details:

- Starts May 30th, all final applications must be submitted by Nov. 30th
- Applies to both electric and/or natural gas measures
- No minimum incentive amount
- Bonus is combined with the incentive, paid to the customer
- Can be combined with other Trade Ally and customer bonuses (excluding Buy Michigan)
- **Buy Michigan Bonus has increased to 20%** as an added benefit to keep our Michigan manufacturers top of mind
- **BIDP Distributors are able to offer an extra 15%** discount at the point of sale of qualifying made in the USA products, see official rules for details
- You must vet the manufacturer and sign an affidavit stating at least 50% of the manufacture and assembly of the product (exclusive of packaging) is performed in the USA
- [Click here for official rules and affidavit](#)
- [Click here for the affidavit only](#)
- See your Energy Advisor for more details

Quick Facts

15% bonus on USA made energy efficiency products

Applications submitted May 30 – Nov. 30, 2022

No minimum incentive amount, missed 2021 applications are NOT eligible

Can be combined with the other bonuses (not Buy Michigan Bonus)

K-12 School 22% Bonus

Details:

- Starts May 1st, all final applications must be submitted by Nov. 1st
- No minimum incentive amount
- Applies to 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 opportunity for instant program savings.

Details:

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

Tiered Opt-in Bonus

The second tier at 20% is ending on June 1, 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



Business Instant Discount distributors are allowed to offer an extra 15% instant discount on USA made products sold by distributors (bonus will not be applied if the discount exceeds the measure MSRP). The affidavit must be filled out, submitted, and approved BEFORE the transaction occurs, to ensure the distributor's reimbursement. [Email us](#) completed affidavits for approval. See [official rules](#) for details or speak with your Energy Advisor.

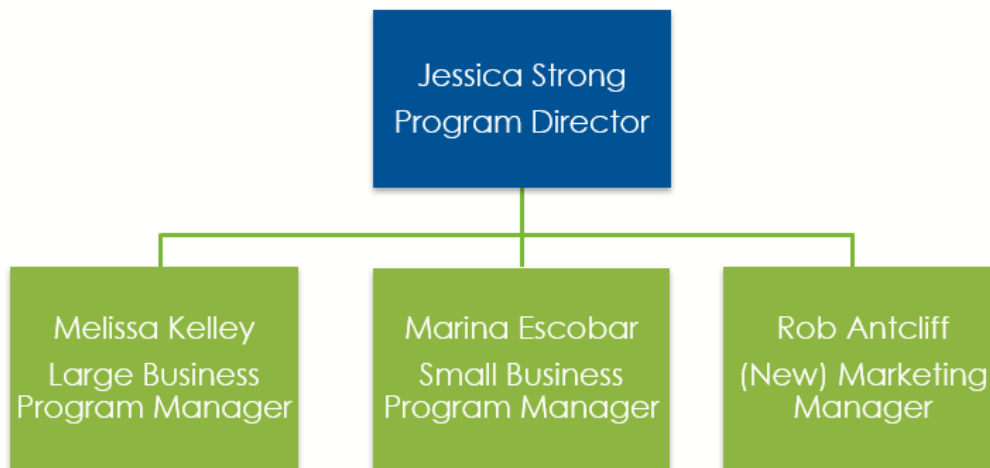
Looking to get paid faster? All distributors are eligible and should sign up for automatic payment through electronic funds transfer (EFT) payment. Sign up by [emailing us here](#).

Energy Efficiency Program Organizational Update

We are delighted to announce a few personnel updates to our program.

- **Jessica Strong**, former assistant operations manager, is now our program director. She joined in 2014 as an engineer and brings a diverse skill set to the role.
- **Melissa Kelley**, former marketing manager, is now the large business program manager, responsible for prescriptive, custom and Business Instant Discount (along with many excellent teammates).
- **Marina Escobar**, former small business Trade Ally Program manager, is the small business program manager, overseeing all facets of small business operations. **Aaron Prince**, former Trade Ally energy advisor is now the small business Trade Ally Program manager.
- **Rob Antcliff**, recently joined our organization and is serving as the new marketing manager.

See the mini-org chart below and contact your energy advisor with questions.



Small Business Energy Efficiency Program

There are many updates so Small Business got its own newsletter last month filled with bonuses and increased incentives. 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 (In-Person)

Thursday, Aug. 11 | 9 a.m. to 11 a.m.
Holiday Inn, Grand Rapids, 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](#)

Intro to BOC

Tuesday, Aug. 9 & Wednesday, Aug 10 | 9 a.m. to 12 p.m.

Who should attend?

- Those interested in learning about building commissioning processes
- Graduates needing annual maintenance points (earn 8) for renewal in 2023

[+ 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 West 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



877-607-0737

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

[Unsubscribe](#) [Manage preferences](#)