

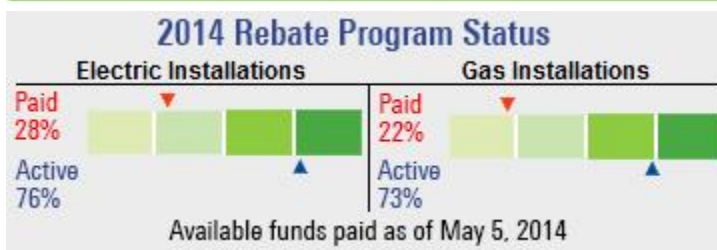
2Q 2014 Trade Ally Newsletter

In this issue:

Our 2014 Program Year continues its strong start: We're already more than 75% reserved in electric and nearly as much in gas programs (see gauges below). As a result, it's more important than ever to submit your Reservation Applications as soon as possible.

In this quarter's newsletter, you'll read more about:

- [Program funding update](#)
- [Program Incentive changes](#)
- [Trade Ally website update](#)
- [New Steam Trap Survey incentive](#)
- [New Boiler Tune-up bonus](#)
- [New gas-only prescriptive Application now available](#)
- [Logowear now available to Designated Trade Allies](#)
- [Multi-Measure discounted loan rate offer continues](#)
- [Upcoming Events](#)



[Program funding update](#)

Please check the Trade Ally website -- dtetradeally.com — for the latest funding gauges. The gauges are updated every Monday by 9 a.m. — and more often, if developments warrant.

This is the fastest, most accurate way to stay current on our Program funding.



[Program Incentive changes now in effect](#)

Several Program incentives in the electric Food Service area have been revised in order to better serve all DTE Energy customers who participate in the **Energy Efficiency Program for Business**.

The changes took effect May 1, and include these measures: Anti-Sweat Heater Controls, Strip Curtains on both Walk-in Coolers and Freezers and Door Gaskets on both Coolers and Freezers.

For more information on how these changes could affect your project, contact our office.

Energy Efficiency Program for Business | DTE Energy | US LIFE'S SAVE MORE

For and about our Program Trade Allies

This page is updated regularly with news and information for and about you, our Program Trade Allies. If you have suggestions about things you would like to see or read, let us know. E-mail us at SalesSupport@dtenergy.com

Announcements

- Program Funding
- Special Gas Program offers

Worksheets/Applications

- 2014 Program Catalog
- 2014 Program Application
- 2014 Project Service Summary (EPSIS)
- 2014 Gas Installations Application
- 2014 Multi-Measure Michigan State Energy Application
- 2014 LEAP Gas Project Application
- 2014 Building Operator Certification Application

[Trade Ally website updates](#)

Our Trade Ally website — dtetradeally.com — continues to host the

latest news, information, applications, worksheets and other documents necessary for our Trade Allies to be successful in our program.

The site updates the funding gauges every Monday morning by 9 a.m.

Visit the site regularly for Program updates — and bookmark dtetradeally.com as one of your favorite sites.



[Steam Trap Survey incentive is now available](#)

We're offering a **\$10 incentive for each steam trap survey performed until June 30, 2014**. This incentive will be paid regardless of whether the trap is repaired or replaced — and is in addition to \$100 incentives for the repair or replacement of a steam trap. To receive the survey incentive, you must complete the special Steam Trap Survey worksheet,

which is available by clicking [here](#) — or by visiting the Trade ally website at dtetradeally.com.



[Boiler Tune-up bonus gift card program announced](#)

We're now offering a **\$10 gift card** to individual technicians for every **completed boiler tune-up** they complete between now and Nov. 30, 2014.

To receive the \$10 gift card bonus, you must complete the special Boiler Tune-up worksheet, which is available by clicking [here](#) — or by visiting the Trade ally website at

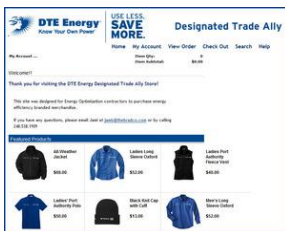
dtetradeally.com.



[Gas-only Application now available](#)

We've just launched **a new gas-only prescriptive Application** that simplifies the process for Trade Allies and customers installing common gas-only measures, including those for boiler/furnace tune-ups, HVAC, insulation and process incentives.

You can download this streamlined Application by clicking [here](#) — or at dtetradeally.com.



[Designated Trade Allies can now buy their own](#)

[logowear](#)

Designated Trade Allies can now purchase shirts, jackets and caps sporting the Energy Efficiency Program for Business logo.

The online store can be accessed from the Trade Ally website — dtetradeally.com — or by clicking [here](#).



[Multi-Measure loan rate option continues](#)

Customers can still take advantage of **Michigan Saves'** offer of a special 2.99% interest rate on financing for projects that qualify for DTE's **Energy Efficiency Program for Business Multi-Measure Bonus**.

Customers **must** use **Michigan Saves** authorized contractors to participate in this offer. **To become an authorized contractor**, visit michigansaves.org. Click [here](#) for a copy of the Application.

Upcoming Events

Here are upcoming training sessions, workshops and valuable presentations that may be of interest to you or your customers:

- [May 15:](#) Technologies to reduce gas usage
- [June 5:](#) Michigan Energy Code for New Construction/Major Renovation projects

Click on any event date to register.

We continue to schedule **Designated Trade Ally training** on the second Thursday of each month. If you're not already one of our Designated Trade Allies, register now for our training and start receiving the added benefits of DTA status. To register, call **866.796.0512** (Press 3 and ask about Designated Trade Ally training)