



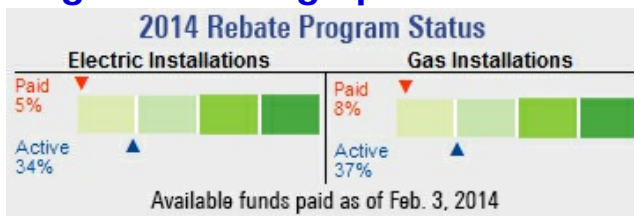
1Q 2014 Trade Ally Newsletter

In this issue:

Our 2014 Program Year is off to a strong start, with our Designated Trade Allies once again a key ingredient in our success. Because our Program application launched in October 2013, we're already 35% reserved in both electric and gas programs (see gauges below). As a result, everyone is encouraged to submit their Reservation Applications as soon as possible: Only by reserving funds now can you be assured of funds being available when your project is finished. In this quarter's newsletter, you'll read more about:

- **Program funding update**
- **New Multi-Measure Bonus option offers discounted loan rate**
- **Win Detroit Tigers tickets for a Multi-Measure Application**
- **We have new requirements for Custom project calculations**
- **Building Operator Certification Incentive offered**
- **Multi-Year Large Gas custom special offer released**
- **Upcoming Events**
- **We want to hear from you!**

Program Funding update



2014 Program funding is available and we will be actively promoting special offers throughout the year, many of which will have their own Applications or worksheets, as well as separate deadlines, so make sure to

check the submission dates.

We have plenty of incentive funding available for new projects that can be completed by Nov. 30.

Our program funding levels are always available online at: dteenergy.com/savenow.

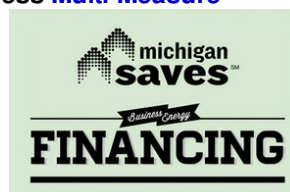
On our website, you also can get up-to-date Prescriptive and Custom program information.

New Multi-Measure Bonus option offers discounted loan rate

For a limited time, **Michigan Saves** is offering a special 2.99% interest rate on financing for projects that qualify for DTE's **Energy Efficiency Program for Business Multi-Measure Bonus**.

To receive 2.99% financing, a customer must submit an Application through our program with more than one category of energy efficiency measures in which no single category is more than 75% of the total value of the Application.

To get started, find a **Michigan Saves** authorized contractor to get an estimate on qualifying energy improvements. To find a contractor, visit michigansaves.org. This contractor will then



assist you in completing both the Program Application and the discounted financing Application. For a copy of the discounted financing Application, click [here](#).

Win Detroit Tigers tickets for a Multi-Measure Application



For a limited time, we're offering a chance to win 2 tickets for see the Detroit Tigers play during their home-opener week against the Baltimore Orioles!

To be eligible for the drawing, you must submit a new qualifying **Multi-Measure** Application -- and your Final Application must be submitted before March 28.

If you submit your Reservation and Final Applications by then, you automatically will be entered into the drawing. Winners will be notified immediately following the drawing.

We have new requirements for Custom project calculations

In completing your 2014 Custom Application worksheets you need to:

A screenshot of a DTE Energy application form titled '2014-2015 Multi-Year Natural Gas Program'. The form includes sections for 'Customer Information', 'Project Information', and 'Energy Savings Calculations'. It contains various tables and input fields for project details and energy savings data.

1. Enter the hours of operation per week,
2. Enter the number of operational weeks per year,
3. Enter the number of days during the year your equipment will **not** be in operation,
4. Enter to the kilowatts of the equipment -- not just the kilowatt hours and
5. Check the box as to whether your "After-Retrofit" equipment will be in operation between the hours of 3-6 p.m., Monday-Thursday during the month of July.

NOTE: Items 3 and 4 are new for 2014.

If you have any questions about these requirements or how to calculate their values, contact our office.

Building Operator Certification tuition reimbursement offered

DTE Energy — in partnership with the Michigan Energy Office, Consumers Energy and the Lansing Board of Water and Light — now offers tuition reimbursement of up to \$950 for Building Operator Certification training.

Only DTE customers with facilities larger than 50,000 square feet are eligible to participate in the tuition reimbursement program. To be reimbursed, a building professional must attend, pass and become certified in the Level I or Level II certification course administered by the Midwest Energy Efficiency Alliance (MEEA).

For a copy of the Application, click [here](#).

Multi-Year, Large Custom Gas Project incentive offer released

DTE Energy is offering a limited-time special Multi-Year Large Gas Project incentive program to encourage more natural gas customers to participate in the Energy Efficiency Program for Business -- in particular, those that can complete projects with at least 25,000 Mcf in annual energy savings. Under this offer, projects that save between 25,000 and 50,000 Mcf will receive \$4 per Mcf in incentives; for projects involving savings of 50,000 or

A screenshot of a DTE Energy application form titled '2014-2015 Multi-Year Natural Gas Program'. The form includes sections for 'Customer Information', 'Project Information', and 'Energy Savings Calculations'. It contains various tables and input fields for project details and energy savings data.

more Mcf, customers will receive \$5 per Mcf. The offer also increase the incentive caps to 100% of the total project costs per Application, and increases the customer cap to \$400,000.

As a Trade Ally who may be working with our natural gas customers, you are encouraged to bring this offer to the attention of your clients and explore possible qualifying projects.

A Reservation Application is required; you can download the special Application by clicking [here](#).

Upcoming Events

We've scheduled a series of training sessions, workshops and valuable presentations that may be of interest to you or your customers. Our topics in 2014 include:

- **DTE/Michigan Saves discounted financing offer**
- **Energy Efficient Cooling Systems**
- **Speed Networking**
- **HVAC Gas Systems**
- **Energy Efficiency Beyond Lighting**
- **Auto/Manufacturing/Industrial projects**
- **Lodging energy efficiency opportunities**
- **Michigan Energy Code for New Construction/Major Renovation projects**

To register for these events, click [here](#).

We continue to schedule **Designated Trade Ally (DTA) 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)

Finally, we also offer **Custom Application training** on the third Thursday of each month. To register for one of these sessions, click [here](#).

We want to hear from you!

We'd like to hear your opinions -- and your suggestions -- about the best ways to reach you with our Program announcements, news and events, so we're asking that you click [here](#) to participate in a brief survey.

Your responses will be confidential, but will help us continue to improve our service to you, our Trade Allies.

Thank you in advance for your participation.

Contact Us

If you would like additional information on how to participate in our **Energy Efficiency Program for Business** call **866.796.0512** (press option 3) or visit dteenergy.com/savenow to get started.

You also can follow us on [LinkedIn](#):



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