

4Q 2014 Trade Ally Newsletter

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As 2014 comes to a close, we'd like to thank all of the customers, contractors, consultants and Designated Trade Allies who have once again made this program a success. Since this program started in 2009 we have paid out more than \$100 million in incentives to businesses that invested in energy efficiency and are now reaping the savings benefits month after month and year after year. We look forward to another great year in 2015 and hope that you will continue to be a part of our success.

This quarterly newsletter brings you the tools and information to support your business including:

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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.

Four 2015 Program Kick-off events set for January

By now you should have received a formal email invitation to attend one of four 2015 Program Kick-off events scheduled in January.

At each event, we'll provide a brief overview of the 2015 Program and a summary of the changes to incentives and capping.

We'll also provide an overview of the 2015 New Construction program, which now offers incentives based on achieving LEED certification, in addition to the on-going Systems Approach. Also new this year, we're offering a \$1,500 incentive to help offset the cost of achieving LEED Certification.

Finally, we'll review the various bonus offers that either continue or are launching with the start of the new Program Year.

This year's presentation will feature several guest speakers, including Brindley Byrd from the Michigan Energy Efficiency Contractors Association, and Mary Templeton from Michigan Saves.

To learn more about each session – and to register for the one that fits your schedule, click [here](#) — or visit dtetradeally.com.

<http://www.dtetradeally.com/events.html>

Steam Trap Survey offer ends Jan. 31

DTE Energy Customers and Trade Allies have until Jan. 31 to apply for and receive an additional \$10-per-survey incentive for every steam trap survey performed.

The offer is limited to 50% of the paid incentives on repaired and/or replaced steam traps submitted as part of the same Application and completed within six months of survey completion. Submit a Reservation Application before the repair work is completed and submit your Final Application no later than Jan. 31, 2015.

To learn more about this offer and to download the special **2015 Steam Trap Survey-Repair Application**, click [here](#) — or visit dtetradeally.com.

<https://websafe.kemainc.com/Projects/LinkClick.aspx?fileticket=szWoK3pfu8%3d&tabid=3384&mid=5361>

Boiler Tune-up Bonus offer ends Jan. 31

Technicians who perform boiler tune-ups for DTE Energy gas Customers have until Jan. 31, 2015, to complete tune-ups and apply for a \$10 bonus for every tune-up he or she performs.

A special worksheet is required to be submitted along with the main Program Application.

To download the special **2015 Boiler Tune-up Bonus worksheet**, click [here](#) — or visit dtetradeally.com.

<https://websafe.kemainc.com/Projects/LinkClick.aspx?fileticket=e1YN3D%2fkve0%3d&tabid=3384&mid=5361>

dte.TradeAlly.com hosts all program forms, documents

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 also hosts the Designated Trade Ally (DTA) portal, through which DTAs can track projects in real-time through our database. If you're a Designated Trade Ally, you can access all of your active and paid files by logging on with your secure username and password. For more information, call your outreach representative or our office today.

The site also hosts event information – including live registration links for events scheduled throughout the year. Click back frequently for an update list of events.

Finally, the site hosts various marketing pieces for use by our Trade Allies – and is now archiving videos and slide presentations from technical and other training events held for the past two years.

The funding gauges on the site are updated every Monday morning by 9 a.m.

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

www.dtetradeally.com

Upcoming Events

Our kick-off events are listed on the dtetradeally.com website or you can click [here](#). Visit the site regularly for new event postings.

<http://www.dtetradeally.com/events.html>

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](#).

<https://www.linkedin.com/in/dteenergysaveenergy>