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LATEST NEWS & PROGRAM HIGHLIGHTS

2015 PROGRAM A SUCCESS, 2016 NOW LIVE

A big thank you to our contractors and Designated Trade Allies for helping make our program a success in 2015. For our seventh straight year you have been instrumental in helping us meet our electric and natural gas savings goals. Our processing and payment of final 2015 applications will continue through the end of this year.

While the 2015 program year wraps up, the 2016 **Measures and Specifications Catalog** and **Application** are now available, and we are accepting reservation applications for the new year. However, remember 2016 final applications cannot be submitted until after Jan. 1, 2016.

To download the catalog and application—as well as other worksheets, fact sheets and special offers—visit the Trade Ally website at dtetradeally.com.

A number of measure and incentive changes were made in both electric and natural gas categories for the 2016 program. For a complete list of all 2016 changes, [click here](#).

YOUR CHANCE TO WIN 4 FREE RED WING TICKETS!

Please take a moment and [click here](#) to complete the Trade Ally Survey to help us improve the Energy Efficiency Program for Business — plus, you'll be entered to win four tickets to a Detroit Red Wings game!

The survey is open until January 31, 2016.



DESIGNATED TRADE ALLIES: ACTION NEEDED

If your company has attended a Designated Trade Ally Training in the past, but have not completed applications or attended a training in 2015, you are at risk of being removed from the Designated Trade Ally Program. To keep your status active, you must attend a 2016 Program Kickoff Meeting in January (see page 2 for registration information).

If you cannot attend a 2016 Program Kickoff Meeting, your Trade Ally status will be removed until you attend one of the monthly trainings. Designated Trade Ally trainings are held the second Thursday of each month (February – November) in the New Center One Building in Detroit.

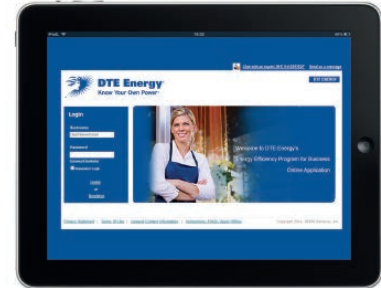


NEW ONLINE APPLICATION

The DTE Energy Efficiency Program for Business now has an Online Application! To be eligible to submit applications online, contractors and Designated Trade Allies are required to complete Online Application training.

The Online Application offers a smooth, real-time tool for submitting and checking the status of applications. The Online Application also features a document library and a copy application function.

For more information on Online Application Trainings, see below.



UPCOMING EVENTS

2016 PROGRAM KICKOFF MEETINGS

Join us for a 2016 Program Kickoff meeting. Each meeting will include:

- 2016 Program Overview
 - Application and Catalog Review
 - Special Programs and Offers
- Designated Trade Ally Training for contractors who want to renew their status or receive the designation and gain access to additional Program features.
- Online Application Training will be held during the last hour of each meeting for contractors who want to start using the new online application.

At the end of each Online Application Training, we will be raffling off an iPad. You must be present at the time of the drawing to win.

Date: Tuesday, Jan. 12, 2016

Time: 8:30 - 11:30 am

Location: Holiday Inn
17201 Northline Rd.
Southgate, MI 48195

Sign-in, networking and continental breakfast begin at 8 am.

Date: Thursday, Jan. 14, 2016

Time: 10 am - 2 pm

Location: City Flats Hotel
83 Monroe Center St. NW
Grand Rapids, MI 49503

Sign-in will begin at 9:30 am, lunch will be from 12 - 1 pm.

Date: Thursday, Jan. 21, 2016

Time: 8:30 - 11:30 am

Location: MSU Management
Education Center
811 W. Square Lake Rd.
Troy, MI 48098

Sign-in, networking and continental breakfast begin at 8 am.

[Click here to register for one of the kickoff meetings!](#)

2016 ONLINE APPLICATION TRAINING

Beginning February 2016, an Online Application Training will be held following our monthly Designated Trade Ally Training sessions. Designated Trade Ally Training will be held on the second Thursday of the month from 8:30 - 10:30 am, with Online Application Training following from 11 am - 12 pm in the New Center One Building in Detroit. Please bring a laptop or tablet if you plan on attending the Online Application Training.

To register for any of these events, call us at 866.796.0512.
Press Option 3 and mention your desired training.



BONUSES AND LIMITED TIME OFFERS

2016 MICHIGAN SAVES OFFER

DTE Energy – in partnership with Michigan Saves – looks forward to expanding our special financing to commercial electric and natural gas customers for prescriptive and custom projects for 2016. Qualifying energy efficiency projects may now be eligible for:

- **0% financing** on up to **\$50,000** for up to **36 months**
- **2.99% financing** on up to **\$150,000** for up to **60 months**
- **1.99% financing** on up to **\$150,000** for up to **60 months** for municipalities and K–12 schools

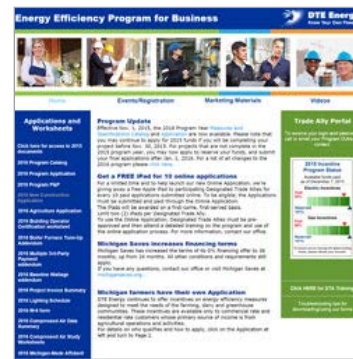
[Click here for more information on Michigan Saves](#)



TRADE ALLY WEBSITE

Our Trade Ally website — dtetradeally.com — remains your best resource for information about our program. You can access and download applications, worksheets and marketing materials and also view videos and presentations from various program events.

See the most current gauges and get the latest information [here](#).



Contact us today!

We are available to help you understand the incentive requirements and available resources for these and other energy-efficiency projects.

email: saveenergy@dteenergy.com

web: dteenergy.com/savenow

phone: 866.796.0512 (press option 3)

**Fund availability may end at any time.*

 [Follow the DTE Energy Efficiency Program for Business on LinkedIn](#)