



1st Quarter 2015 Trade Ally Newsletter

In this issue:

Our 2015 Program Year is off to a strong start, with our Designated Trade Allies once again playing a key role in our success.

We're already 29% reserved in natural gas projects and 23% in electric, as of the end of January (see gauges below). We are encouraging customers and contractors to submit their Reservation Applications as soon as possible to reserve funds now and be assured they will be available when their projects are finished.

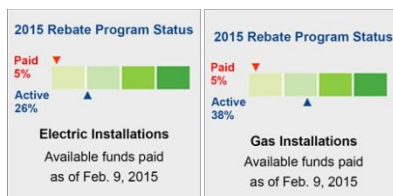
Please also note that this year's Program ends on Nov. 30, 2015; unlike in previous years, we are not planning to extend reservations by transferring to the following Program Year.

Final Applications received after Nov. 30 will not be processed or paid.

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1. Program funding update



2015 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. Our program funding levels are updated every Monday by 9 a.m. at: dtetradeally.com – where you also can get up-to-date Program information.

2. Two bonuses continue, two are extended in 2015

Two popular bonus programs continue in 2015:

- The 15% **Michigan-Made** bonus on certain prescriptive measures. To qualify, the purchased product(s) must have been at least 50% manufactured and/or assembled in Michigan, exclusive of packaging and installation. (Note: the installation of a product is not considered assembly.)
- The 20% **Multi-Measure** bonus on applications with more than one category of installed measures. To qualify, no single category of measures can be more than 75% of the total value of the Application.

In addition, two other specials have been **extended to March 31**:

- The **\$10 Steam Trap survey** incentive and **\$10 Boiler tune-up** bonus have been extended until March 31. This is due to strong demand for these specials and to remain available for the duration of the prime heating and tune-up season

To download more information on these bonuses, visit the Trade Ally website at dtetradeally.com.



3. Michigan Saves offers 0% financing

Once again, DTE Energy is partnering with **Michigan Saves** – this time offering 0% financing on up to \$50,000 for an energy efficiency project that receives prescriptive measure incentives through DTE's **Energy Efficiency Program for Business**.

To qualify, you must first apply for the loan through **Michigan Saves**. Visit michigansaves.org to find out more information and to locate a qualified **Michigan Saves** contractor.

After you've been approved for the loan, complete our worksheet and submit it with your Reservation Application. You can download the worksheet by clicking [here](#) or visit dtetradeally.com.



4. Incentives doubled for door gaskets in restaurants

For a limited time, DTE Energy is doubling the incentive — from \$2.50 to \$5 per linear foot — on door gaskets installed on walk-in coolers and freezers (minimum door height ≥ 79”) used in restaurants served by DTE.

To qualify, **Final Applications must be submitted by June 30, 2015.**

Keeping food fresh — and keeping energy costs down — are constant struggles for today's restaurateur. But the good news is that restaurant owners can control and even reduce costs by installing simple energy efficiency measures — such as new door gaskets on their coolers and freezers.

To download the fact sheet that explains how to apply for the bonus, click [here](#) or visit dtetradeally.com.

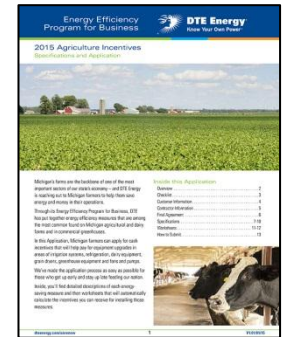


5. Agriculture Program Application is now available

The **Energy Efficiency Program for Business** has recently introduced special Agriculture measures and incentives that focus on energy efficiency for commercial agriculture, dairy farms and greenhouses.

These incentives are available to certain rate-code customers who operate these commercial agricultural operations. Measures include irrigation equipment, dairy equipment, dairy refrigeration, fans, VFDs, grain dryers and greenhouse equipment.

To download the application, click [here](#) or visit dtetradeally.com.



6. Battle of the Buildings

In an effort to increase interest in energy efficiency in Michigan, the U.S. Green Building Council is sponsoring a Michigan “**Battle of the Buildings**” competition to see which building owner can save the most energy in 2015.

The contest is simple: report a building's total energy use on Jan. 1 and then again on Dec. 31 – and the building with the most savings on a percentage reduction basis wins!

To learn more – including how to become a contestant -- visit michiganbattleofthebuildings.org.

7. Co-Branding Reminder

It's come to our attention that some contractors have “over-sold” their working relationship with DTE's **Energy Efficiency Program for Business** by including language in their own marketing materials that identifies them as “authorized DTE contractors” – or something similar.

The Program's Policies and Procedures manual provides explicit limits to what contractors can and cannot say about their relationship with the Program:

- The **DTE Energy logo** may **NOT** be used in any materials by any contractor, customer or Designated Trade Ally.
- **Only Designated Trade Allies** may use the following explicit language in their materials: “DTE Energy Designated Trade Ally.”
- Marketing and other collateral materials created by DTE Energy and/or its representatives may not be co-branded with any company name and/or logo or other graphic and/or textual representation of a customer, contractor or Designated Trade Ally business and/or representative of that business.

Please be aware of and adhere to these rules; “authorized DTE contractor” – or any similar claim – is **NOT** allowed, and only Designated Trade Allies are authorized to use that designation on their marketing materials.

8. Trade Ally website 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 updated 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.



9. Upcoming Events

Watch for email invitations and check back periodically for information about events throughout 2015.

The next Designated Trade Ally training is on Feb. 12, Custom Application training is on Feb. 26, and Energy Efficiency project financing is on March 25.

All these events and more are listed on the dtetradeally.com website or you can click [here](#).

10. 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](#).