



Consumers Energy for Business Trade Ally Newsletter April 2020

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To Our Trusted Trade Allies,

We are in uncharted territory and we know how it is important that we remain calm, show our grit and determination and stand by each other in this difficult time.

To protect you and your families, our business, and the communities we live and work in, we announced on March 6th that all of our Consumers Energy Business Energy Efficiency colleagues where possible to work from home. By doing so, we live up to our social responsibility to prevent the virus spreading

further, while ensuring the business continuity that supports and enables our customers and communities we operate in.

Serving you and our customers remotely has its own set of challenges, from dealing with limited access to some of the tools we rely on, to enforced isolation from our colleagues. As we are going about our daily business in a different manor, we understand so too are you. Please be reassured that our entire team is doing everything we can to minimize the disruption to your anticipated rebates.

Safety is the number one priority in everything that we do. We are in constant communication with our corporate health and safety team, and will continue to adjust and pivot our program where necessary. While most of us are, and will continue to be distanced from each other, we commit to staying in touch with you, and will continue to offer the necessary support.

Below you will see a new bonus that we are bringing to the market. We truly believe that this unique offer will assist in getting our customers and you, our Trade Allies, back to reducing Michigan's carbon footprint like we have together for the past 10 program years!

More than ever we want you and our customers to know that you can "Count on Us"! If you have questions or need further instructions, please contact your [Energy Advisor](#) directly.

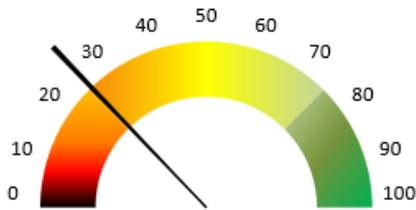
Stay safe and well,



Thomas Quasarano
Consumers Energy, Operations Manager

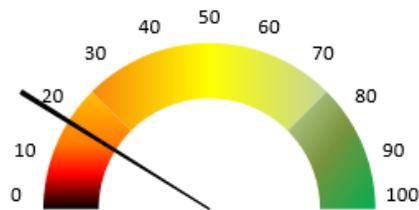
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**Electric Incentives
as of April 17, 2020**



26% Reserved

**Natural Gas Incentives
as of April 17, 2020**



18% Reserved

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NEW: Exterior Lighting Bonus

In an effort to quickly and safely boost your business and lower our customers' energy costs, we are offering a huge Exterior LED Lighting bonus, a measure that can be implemented while practicing social distancing.



We are raising the current \$0.25 incentive to **\$0.70** per watt reduced. We are also lifting the 75% incentive pay cap to **90%** of the total cost. This bonus starts Monday, April 27, 2020 and will end when funds are exhausted, your [Trade Ally Advisor](#) can inform you on the status of funds.

See [official rules](#) for more details.

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Q2 Incentive Bonuses

To help our Trade Allies and customers, we've extended most of the Q1 bonuses and added even more for Q2. A new version of the application and catalog are posted on the Trade Ally [website](#). The bonus will be calculated and applied at the application finalization. Click [here](#) for official rules or contact your [Energy Advisor](#). Bonus incentives end June 30, 2020. These bonuses are capped at 75% of the project cost.

We are still available to assist you with any application or customer questions. Please contact us if you have any concerns or questions.

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Program Spotlight

1. Infrared Heaters Earn A Bonus Up To 40%!

We've added a bonus for IR heaters through the end of June. Submit your [applications](#) as early as possible to take advantage of this limited time offer.

Measure ID	Measure Description	Customer Rebate	Bonus Rebate
HV311	Infrared Heater (Consumers Energy Electric and Natural Gas Customers)	\$7.00 per MBH	\$2.00 per MBH
HV312	Infrared Heater (Consumers Energy Natural Gas Customers)	\$5.00 per MBH	\$2.00 per MBH

2. Steam Trap Replacement!

A steam trap audit can save businesses up to \$500 annually, per trap. Offer this program to your customers:

- Easy low to no cost replacement
- Quick and streamlined rebate process
- Saves them money
- Increases comfort
- Increases life of equipment
- Increases safety

Program options:

- Use the Business Instant Discount Program to offer \$75/trap, up to 75% project cost. [Find a qualified distributor.](#)
- Steam Trap Express offers \$175/Trap up to 100% project cost including labor, for failed-open only. [Download the app now.](#)
- Custom steam trap incentives are available \$3/Mcf up to 100% project cost for higher pressure larger system, for failed-open only.

3. Want Vetted Leads From The NEW Building Tune-Up Retro-Commissioning Program?

Mid-size customers can get free energy recommendations from Consumers Energy. We are looking to team with mechanical and controls contractors to identify interested customers who could benefit from a building system investigation and report to identify energy saving opportunities. Implemented recommendations are eligible to **earn cash incentives that can be paid directly to the implementing contractor.** To bring this high value service to your customers, call us today at 1-888-995-3566.

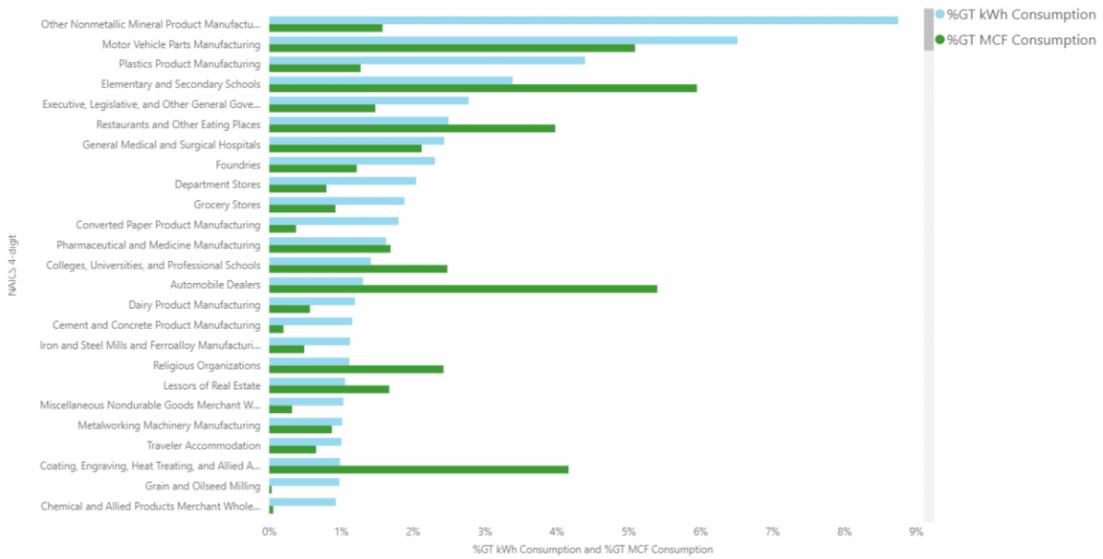
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Market Hot Zones

We've been reviewing program forecasting and savings opportunities in our various industries and counties. Our team has identified the following areas as potential "hot zones" ripe for energy efficiency projects.

Industry by Use:

This chart shows the total energy use by businesses in each of the industries identified. The greatest energy users should offer the greatest opportunity for energy savings measures. See the list below for electric and natural gas use.



Measure Spotlight: HVAC Measures Opportunity by County:

This charts show the counties with the greatest potential for electric savings from HVAC measures, such as chillers, air conditioning, economizers and controls.

County	kWh Consumption	Count of Non-Participants (Elec)	Potential kWh Savings
Kent	3,590,197,335	22,277	97,309,183
Genesee	1,431,879,293	14,731	72,997,455
Jackson	892,677,005	6,600	43,858,450
Ingham	464,156,943	4,974	43,834,045
Manistee	370,869,629	1,843	40,158,368
Muskegon	1,112,372,608	6,869	35,239,745
Midland	573,331,087	3,044	31,342,144
Kalamazoo	1,693,055,482	9,311	28,110,595
Gratiot	175,596,520	1,803	26,562,043
Shiawassee	211,546,661	2,774	23,014,119
Bay	398,438,087	3,451	21,948,478
Ionia	310,925,986	2,035	19,562,764
Antrim	51,645,961	1,205	17,048,346
Ottawa	872,591,150	7,160	16,962,832
Mason	177,233,416	1,596	16,456,563
Gladwin	88,093,486	1,616	13,500,550
Isabella	249,668,755	2,644	12,931,665
Lenawee	446,037,086	4,052	12,850,926
Osceola	148,214,116	1,038	12,618,256
Calhoun	859,566,589	4,396	11,266,417
Charlevoix	295,235,796	833	10,841,303
Clinton	141,313,919	1,933	10,362,609

Measure Spotlight: Boiler Measures Opportunity by County

This chart shows the counties with the greatest potential for natural gas savings from boiler-related measures, such as replacements, steam traps, tune-ups, and controls.

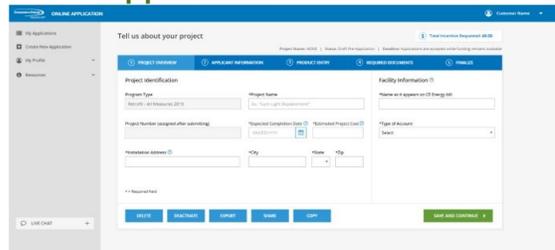
County	MCF Consumption	Count of Non-Participants (Gas)	Potential MCF Savings
Oakland	24,725,864	25,956	1,268,940
Wayne	7,310,605	6,497	630,601
Huron	2,577,864	1,144	540,040
Macomb	17,868,867	14,624	394,238
Tuscola	3,277,490	908	339,063
Ingham	5,805,603	6,333	252,905
Genesee	6,795,362	8,475	178,014
Midland	1,725,320	1,747	145,848
Kalamazoo	11,318,212	5,822	127,564
Livingston	1,988,155	2,926	121,829
Bay	4,112,299	2,506	119,050
Saginaw	6,513,430	4,518	110,951
Jackson	3,814,150	3,299	93,416
Ionia	3,123,622	916	92,038
Eaton	2,274,064	2,404	69,883
Van Buren	923,233	924	68,728
Barry	877,987	861	68,681
Gratiot	865,181	856	49,995
Shiawassee	1,300,621	1,357	40,620
Lapeer	1,299,529	1,539	33,143

Contact your [Trade Ally Advisor](#) for a deep dive into the opportunity in your industry and county.

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Upcoming Program Enhancements

Online Application



The online application is in production and scheduled to be live in August! It features a customer eligibility checker, a new design to the required documents page, a step by step process flow and online chat for instant communication to

our program staff. We will invite you to an information webinar to review the features and process of using the application.

Rewards Program

We are getting close to launching a rewards platform designed for you to redeem points for desired goods, based on how many incentive dollars you have accumulated. You already started earning points on Dec, 1, 2019, the start of the program year. We will send an announcement next month with full details and to begin the registration process.

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Small Business Trade Ally Program

Reminder: the Small Business Trade Ally Program expanded the qualifications for eligible customers. Customers between 400,001 and 1,200,000 kWh can now participate in the Small Business program under our Tier 2 offering. Please reach out to your Small Business Energy Advisor for details.

Please welcome the newest addition to the Small Business Team, Michele Horstman. Michele comes to us from our Large Business Program and has several years of experience as an energy advisor. We look forward to having Michele with us now as a Small Business Energy Advisor. Michele will be working in the northern part of Michigan, so please reach out to her with your Small Business projects!



Small Business Trade Ally Energy Advisors:

Mindie Graszler - East Side of Michigan - 517-388-8081

Mike Olsen - West Side of Michigan - 517-977-8273

Michele Horstman - Northern Michigan (lower peninsula) - 989-859-2828

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Business Instant Discount Program

LED Tube Incentive Increase - Extended Again!

The higher discounts on LED tubes are sticking around for another quarter! The following are the Business Instant Discount Program increased incentives for Q2 2020:

Measure	2019 Original Incentive	2020 Limited time Incentive
2 ft. LED Tube	\$2.00	\$3.00
4 ft. LED Tube	\$4.00	\$5.50
8 ft. LED Tube	\$5.00	\$11.50

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Training Center Updates

Current course offerings for Trade Allies:

Trade Ally and Contractor Orientation

[Webinar - Thursday, May 7](#)

- Provides an overview of Consumers Energy Business Energy Efficiency Programs



- Guides you through the whole process of filling out and submitting an actual project rebate application
- Introduces all the Consumers Energy resources available for your business to generate more projects

Questions about current courses or have an idea for future courses we could offer? Please email the Energy Efficiency Training Center at EETraining@cmsenergy.com.

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Pilot Updates

Green Revolving Fund

The Green Revolving Fund (GRF) is in its final year as a pilot. This is an opportunity to get your K-12, Municipal and Healthcare customers assistance to set up their own GRF. This fund is like a savings account for their facilities department, helping them create more energy waste reduction projects over the long term. We provide hands-on guidance AND a bonus check (matching 50% of their prescriptive rebate) on their kickoff project. Contact [Martin Morgan](#) for more details on how this accounting technique can benefit customers managing large facilities. Participation availability is limited.



Pilot Programs

We are accepting entries for pilot project ideas and invite you to join us in a shared culture of innovation. You can use [this link](#) to submit your idea and also read about our Pilot programs [here](#).

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COVID-19

Has the coronavirus impacted your business? Let us know if you've experienced increased wait times for equipment or other business impacts. [Email us](#) to share your story.

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Trade Ally Advisors

Northern Region - Jim Minthorn	231-633-5467
West Region - John Russell	616-432-7315
Kent County - Chad Tefft	517-449-4096
West Central Michigan - Mark Bates	517-220-8800
East Central Michigan - Laurie Brenner	517-706-7315
Metro North Region - Chris Valliere	517-614-0552
Southeast Michigan - Dave Duda.....	734-604-5737

Southwest Michigan - Gordon Plourde517-353-0506
Strategic West Michigan - Aaron Prince616-633-8686
Strategic East Michigan - Dave Kirk517-896-5830
National Account - David Keller.....517-258-0616

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We're here for you!

Choose the most convenient method to contact us.

-  **Online**
-  **Email**
-  **877-607-0737**

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