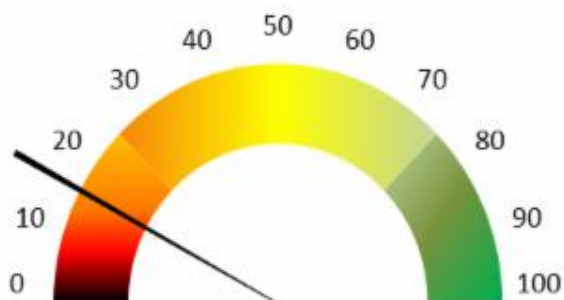


## CONSUMERS ENERGY FOR BUSINESS



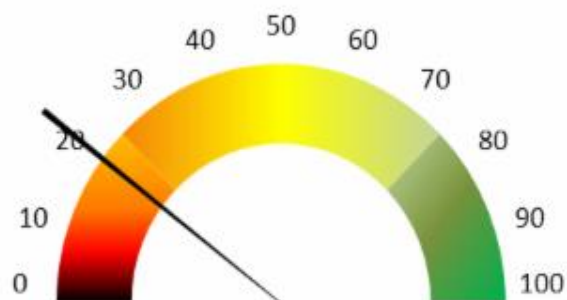
Trade Ally Newsletter April 2018

### Natural Gas Incentives April 2018



16% Paid

### Electric Incentives April 2018



21% Paid

## Business Energy Efficiency Incentive Updates

As a part of our program each quarter we review our program status and evaluate our incentives amounts. Some incentives may increase, others decrease, but most will see no change at all. Below are the changes for the second quarter.

| <b>Incentive Increases</b>   |                          |                              |
|--|--------------------------|------------------------------|
| Effective 5 p.m. EST Monday, April 23, 2018, the following incentives will go into effect: |                          |                              |
| <b>Electric Measures</b>   | Current Incentive        | New Incentive                |
| Agricultural: Dairy Refrigeration Tune-up  | \$0.02/lbs. milk per day | \$0.04/lbs. per milk per day |
| Refrigeration Equipment: Strip Curtains (Cooler 40F)                                       | \$3.00/ sq. foot         | \$6.00/sq. foot              |
| Compressed Air: Compressed Air Desiccant Dryer, Dew point Sensor Control                   | \$2.00/SCFM              | \$6.00/SCFM                  |
| Refrigeration Equipment: Anti-sweat Heater Controls  | \$50.00/door             | \$75.00/door                 |
| RF210 - Strip Curtains (Freezer 0F)  | \$6.00/sq. Foot          | \$9.00/sq. Foot              |
| Refrigeration Equipment: Walk-In Electronically Commutated Motor replacing Non-EC Motor    | \$70.00/motor            | \$100.00/motor               |
| Refrigeration Equipment: Refrigeration Case Electronically Commutated Motor                | \$50.00/motor            | \$70.00/motor                |

| <b>Incentive Decreases</b>  |                   |               |
|---|-------------------|---------------|
| Effective 5 p.m. EST Monday, April 23, 2018, the following incentives will go into effect:      |                   |               |
| <b>Electric Measures</b>  | Current Incentive | New Incentive |
| Chillers: Air-Cooled Chillers / 1.04 kW/ton   | \$25.00/ton       | \$20.00/ton   |
| Custom Electric   | \$0.10/kWh        | \$0.08/kWh    |
| Compressed Air: VSD Air Compressor (50 HP to 300 HP) (Single Air Compressor System) (>6,000 hr) | \$200.00/HP       | \$150.00/HP   |
| Compressed Air: VSD Air Compressor (50 HP to 300 HP) (Single Air Compressor System) (>2,000 hr) | \$150.00/HP       | \$100.00/HP   |
| Fluorescent/LED Tube Lights: 4-Foot T8 to One (1) 4-Foot LED Tube Light (Low Bay < 15 ft)       | \$5.00/lamp       | \$3.00/lamp   |
| Fluorescent/LED Tube Lights: 4-Foot T8 to One (1) 4-Foot LED Tube Light (Low Bay < 15 ft)       | \$5.00/lamp       | \$3.00/lamp   |

All applications that were received before 5 p.m. EST Monday April 23, 2018 will be honored at the previous rebate amount, as will all projects that are currently reserved. Any new applications received after today will be reserved at the new incentive levels.

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## Trade Ally Updates

2017 Trade Ally Bonuses are being paid NOW!!! We have closed the books on the 2017 program year and finalized all the energy savings for the year. The Consumer Energy Business Energy Efficiency program would like to thank all our Trade Allies for their participation in the 2017 program. We are now in the process of issuing over 235 bonus checks to you, our Trade Allies! Our success was due in great part to the work you do every day. Our Trade Allies deliver over 50% of our projects every year and we couldn't be successful without you. Your bonus checks are being issued now and will be delivered soon.

Have you logged in to the Trade Ally Portal?

Have you checked out the new [Trade Ally Portal](#)? It's the place to find the latest information on the program and training schedule.

Contact your Trade Ally Advisor today to get your personal login information

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## 2018 Trade Ally Bonus Structure

Please note the new structure for the 2018 Program Year's Trade Ally Bonus. We have now established three new Trade Ally tiers based on their annual contribution to the program. Trade Allies will now be classified as Gold, Silver or Bronze, depending on the quantity of completed projects and their respective savings. Bonuses will be paid based on the total incentives received from each Trade Ally for the 2018 program year. Trade Allies within the Silver category will earn 1%, and those in the Gold category will receive 2% of total incentives received. To qualify for any of these tiers, a Trade Ally must meet both the total number of projects, and either the electric or natural gas savings targets, and remain in good standing in our program.

|                   | Gold Trade Ally | Silver Trade Ally | Bronze |
|-------------------|-----------------|-------------------|--------|
| Total Projects    | 10              | 2                 | 1      |
| Total Savings MWh | 50,000          | 1,000             | N/A    |
| Total Savings MCF | 1,000           | 500               | N/A    |
| Bonus             | 2%              | 1%                | N/A    |

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## Trade Ally Scorecards

For 2018, we will be providing quarterly Trade Ally Scorecards that give a snapshot of your performance. The scorecards are designed to let Trade Allies know on a timely and consistent basis where they stand throughout the year, both in their own performance, and against their peers. Additionally, the scorecard provides you with an up-to-date view of all active projects, savings, and any bonuses that have been earned throughout the program year

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## Benefits - Beyond Energy

Did you know that upgrading your HVAC system can result in many more non-energy benefits for your customers than just energy savings? The Consumers Energy Business Energy Efficiency program conducted a Non-Energy Impact study in November of 2017. One of the findings indicate that your HVAC system can improve safety by reducing interior humidity and floor condensation, thereby lowering the risk of slips and falls. An example of this was brought to us by American Mitsuba: "Interior humidity would become excessive in the summer causing moisture build-up on the factory floors, and concerns about potential slip and falls. The moisture condensation problem was eliminated by the new VSD air handlers and HVAC controls"

Stay tuned for more non-energy impacts for energy efficiency benefits in this new continuing series every quarter.

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## Training Center Updates

Trade Ally Orientation  
Wednesday, May 9  
9:00 - 11:30am  
Gaylord, MI

Trade Ally Orientations provide a solid overview of the Consumers Energy Business Energy Efficiency Programs. This training guides you through the process of filling out and submitting an actual rebate application and introduces you to resources available for your business to generate more projects

Register: <https://www.eventbrite.com/e/trade-ally-and-contractor-orientation-training-gaylord-registration-42009571760>

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## Steam System Energy Efficiency Training

Thursday, May 24  
9:00 - 4:30pm  
Okemos, MI

This course will provide an in-depth description of how to implement improvements to boiler control systems, boiler sequencing and idling strategies, burners, blowdown heat recovery, conventional economizers, condensing economizers, and direct contact economizers.

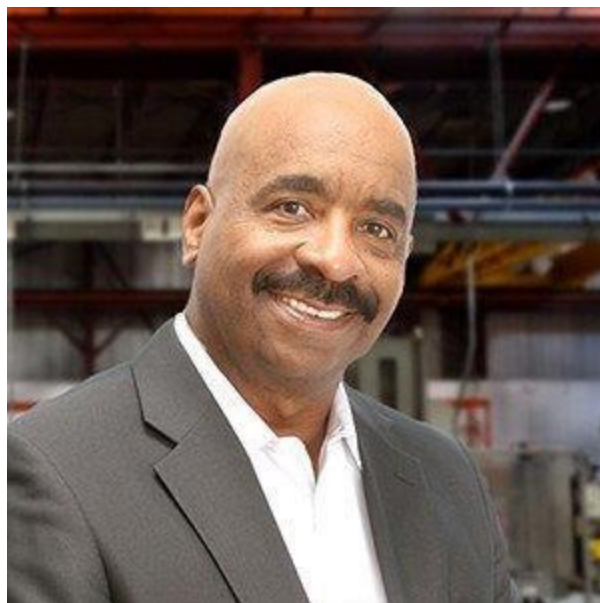
Register: <https://www.eventbrite.com/e/steam-system-energy-efficiency-training-registration-44795486506>

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## Trade Ally Energy Advisor Bio

### Meet Mark Bates

Mark is the newest member of the Consumers Energy Business Energy Efficiency Program's Outreach Team, and will be servicing Trade Allies in Osceola, Clare, Newaygo, Mecosta, Isabella, Montcalm and Gratiot Counties. Mark was born and raised in Lansing, Michigan, and spent his summers growing up at his family's lake house in Newaygo County. Stops along Mark's professional career include owning his own printing business, and working in sales and commercial construction with an emphasis on Building Automation Systems. Some fun facts about Mark are that he's been happily married for 42 years, has three children and nine grandchildren, has been a High School and D2 College Basketball Official for over 35 years, and he enjoys spending his free time with a rod and reel.



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## Trade Ally Advisors

Western Michigan - Aaron Prince 616-633-8686  
Central Michigan - Gordon Plourde 517-375-0506  
Eastern Michigan - David Kirk 517-896-5830  
Northern Lower Michigan - Jim Minthorn 231-633-5467  
Industrial Advisor - Ryan Chambers 517-202-9218  
Northern Lower Michigan - Mark Bates 517-220-8800

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