



## Consumers Energy for Business Trade Ally Newsletter Q3 2019

### Table of Contents

[Program Spotlight](#)

[MEECA Membership Offer](#)

[Measure Highlight](#)

[Small Business Updates](#)

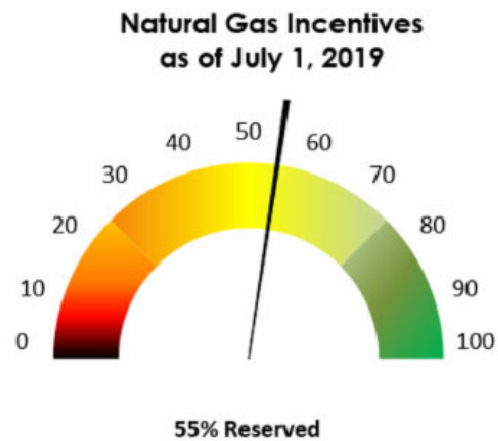
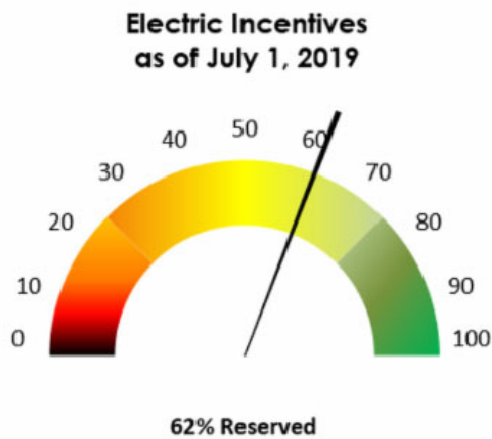
[Business Instant Discount Program Update](#)

[Training Center Updates](#)

[Staff Update](#)

[Trade Ally Advisors](#)

---



## Program Spotlight

1. **Bonus alert! [Sign up now.](#)** We just launched a Trade Ally bonus for natural gas and electric projects over \$5,000, see the chart below for more details:

TRADE ALLY PERFORMANCE REWARD STRUCTURE	
INCENTIVE PAID	PERFORMANCE REWARD
\$5,000 - 9,999	5%
\$10,000 - 19,999	7.5%
\$20,000+	10%

You must sign and send the Bonus Agreement. [Sign up now!](#) Contact your Energy Advisor with questions.

2. We are still offering the **20% bonus to customers on the Exterior Lighting Measure LT 201!** This bonus is applied to LT 201 only and is only payable to the customer. See your Energy Advisor for more details.
3. There are **no prescriptive incentive changes for Q3!** Continue to use the April 2019 version of the application and catalog.
4. Small Business customer incentive cap is **increased to \$20,000**, more details [below](#).
5. Save the date, **2020 Trade Ally Rollout is Wednesday, Nov. 6, 2019** at the Breslin Center in East Lansing, MI. More details to follow.

## [Table of Contents](#)

## MEECA Membership Offer

The first 10 Trade Allies to contact us [here](#) will **receive a complimentary annual Contractor Membership to MEECA**, valued at up to \$1,000. This membership allows you to network with other energy efficiency professionals, influence legislation, improve program design and much more. To learn more about the benefits of a MEECA membership, [click here](#). New members only, please.



### [Table of Contents](#)

---

## Measure Highlight

### Steam Traps

#### **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, 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.

### [Table of Contents](#)

---

## Small Business Update

**Effective Monday, July 15, 2019, the customer incentive cap per facility increased to \$20,000 per program year!** The customer may receive up to a \$20,000 incentive per facility from the Small Business Trade Ally Program. The cap is based on payments per facility, even if payment for some or all projects are paid to one or more Trade Allies. Multiple applications can be submitted, up to the new incentive cap.

Your Small Business Trade Ally Program Energy Advisors are available for all of your small business needs. Contact [Mike Olsen](#) or [Mindie Graszler](#) or visit [ConsumersEnergy.com/smallbusiness](http://ConsumersEnergy.com/smallbusiness) for more information.

## [Table of Contents](#)

---

## **Business Instant Discount Program Updates**

### **Offer Instant Discounts to your Customers!**

Ask for your distributor for your instant discount. If they are not enrolled in this program have them contact us to join.

Instant discounts on products include:

- **2ft, 3ft, 4ft, 8ft LED Tubes**
- **Air Conditioning Units (RTUs)**
- **Natural Gas Furnaces**
- **And much more!**

Please note, if you receive an instant discount, the product is not eligible for a rebate through the Incentive Application.

To see a list of participating distributors, become one or for more information, please visit [ConsumersEnergy.com/instantdiscount](http://ConsumersEnergy.com/instantdiscount) or contact [Nick Rudofski](#).



## [Table of Contents](#)

---

## Training Center Updates

### Current course offerings for Trade Allies:

[Trade Ally Orientation - Grand Rapids,](#)

Wednesday, Aug. 7

[Trade Ally Orientation - Okemos,](#)

Wednesday, Oct. 9



Questions about a course? Please email the Energy Efficiency Training Center at [EETraining@cmsenergy.com](mailto:EETraining@cmsenergy.com).

### [Table of Contents](#)

---

## Staffing Update



### **Kory Elkins, Customer Acquisition Manager**

Kory joined the Business Energy Efficiency Programs at Consumers Energy in May 2019. In this new role, he is responsible for engaging our customers and Trade Allies, developing new markets and growing the program to meet our increased goals occurring in 2020. Prior to joining the team, Kory held several management and leadership roles throughout his 11 year career, including working with Consumers Energy programs in his project management role at Granger Construction. We look forward to his contractor

insights helping us shape the future of our programs. Please join us in welcoming Kory to the team! You can reach him at [Kory.Elkins@cmsenergy.com](mailto:Kory.Elkins@cmsenergy.com).

### [Table of Contents](#)

---

## Trade Ally Advisors

<b>West Michigan</b> - Ryan Chambers .....	517-202-9218
<b>Southwest Michigan</b> - Gordon Plourde .....	517-353-0506
<b>Southeast Michigan</b> - David Duda .....	734-604-5737
<b>Northern Michigan</b> - Jim Minthorn .....	231-633-5467
<b>Northeast Michigan</b> - Michele Horstman .....	989-859-2828
<b>West Central Michigan</b> - Mark Bates .....	517-220-8800
<b>East Central Michigan</b> - Jon Somerville .....	517-974-7773




**Strategic East Michigan** - David Kirk .....517-896-5830  
**Strategic West Michigan** - Aaron Prince .....616-633-8686

[Table of Contents](#)

---

# We're here for you!

Choose the most convenient method to contact us.

-  [Online](#)
-  [Email](#)
-  [877-607-0737](#)

**@ 2019 Consumers Energy**

[Privacy](#)

[Security](#)

[Terms of Use](#)

[Contact us](#)



This message was sent by Consumers Energy  
One Energy Plaza, Jackson MI 49201

Consumers Energy Business Solutions, 3965 Okemos Rd, Suite A1, Okemos, MI 48864

[SafeUnsubscribe™ {recipient's email}](#)

[Forward this email](#) | [Update Profile](#) | [About our service provider](#)

Sent by [consumersenergybusinesssolutions@cmsenergy.com](mailto:consumersenergybusinesssolutions@cmsenergy.com) in collaboration with