

EnergySmarts

WHERE SAVING MONEY IS THE BOTTOM LINE

FOR MICHIGAN BUSINESSSM

SPRING/SUMMER 2016

FLAVORS

The Inside Scoop On Energy Savings

MARTY MCGUIRE
GUERNSEY FARMS DAIRY
NORTHVILLE, MI

**DON'T
STOP!**

(See page 16
for details)

◆ **A BUSINESS-TO-BUSINESS
GUIDE TO FINDING MORE:**

- **Time**
- **Money**
- **People** (page 11)

◆ **THE NEW LINEAR LED TUBES:
A Proven Winner at Two
Local Companies** (page 26)

"HOW CAN BEING MORE ENERGY EFFICIENT HELP MY BUSINESS?"

Warmer weather may make it hard for businesses to save money on their gas and electric bills while still keeping employees and customers cool. That's why DTE Energy wants you to know what you can do to accomplish both goals. Programming thermostats to automatically adjust the temperature during unoccupied periods and installing motion sensor lights in less used areas are easy ways to save without sacrificing comfort. Replacing incandescent lights with compact fluorescent or LEDs will result in even more energy savings. Together, we can reduce energy waste and help your business thrive.

For more tips and ways to save, visit dteenergy.com/savenow.



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The Ford Transit offers the flexibility to fit any business like a work glove.

- Cargo van and wagon models available in three roof heights (low, medium, high) and three body lengths (regular, long, long/extended length).
- High-roof van and wagon models accommodate a passenger standing 6 ft. 5 in.
- Cargo van volume range: 246.7 cu. ft. (regular wheelbase and low roof) to 487.3 cu. ft. (long wheelbase/extended body and high roof).
- Wagon seating capacities: 8-, 10-, 12- and 15-passenger seating.
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2016 Transit Van



2016 Transit Wagon XLT

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* Not all buyers will qualify for Ford Credit financing. 2.9% APR financing for 60 months at \$17.92 per month per \$1,000 financed regardless of down payment (program #20716). For all offers, take new retail delivery from dealer stock by 7/5/16. See dealer for qualifications and complete details. **\$2,150 Customer Cash (program #12912). Not all Transit models may qualify. See dealer for residency restrictions and complete details. Take new retail delivery from dealer stock by 7/5/16.



Dave Meador
Vice Chairman &
Chief Admin. Officer

Dem

Success at any endeavor requires a deep desire to learn, to improve and to achieve. And that's particularly true for the small business owner who has to compete in a marketplace that ruthlessly determines winners and losers. Commitment and passion are prerequisites for success.

In this issue, we look at several of the major challenges the business owner faces and offer solutions in three key areas: time management, personnel and finances. To ensure we're offering valid suggestions we've developed a business advisory panel of successful entrepreneurs. We've also drawn on the experience of DTE Energy employees who work with small business owners every day and understand their needs.

At DTE Energy, we take pride in partnering with and supporting Michigan businesses. The DTE Energy Foundation recently donated \$300,000 to Grand Valley State University to expand a center that helps local businesses design and test new electrical devices entering the market. It's part of our investment in Michigan's future.

We've also encouraged you, our readers, to get involved with Pure Michigan Business Connect (PMBC), the initiative developed by the Michigan Economic Development Corporation. As a partner of PMBC, DTE Energy supported a number of Michigan-based businesses in 2015, spending \$945 million throughout the year. Since its inception, DTE has brought \$1.72 billion to local communities, creating 8,500 new jobs. By connecting buyers and suppliers of Michigan goods and services, we help each other grow. Search for Pure Michigan Business Connect and register for a free membership on the website.

We know the bottom line is important. That's why our role involves helping you manage monthly energy usage in order to conserve resources and reduce your cost of doing business. We offer a variety of free energy efficiency programs, including Business Energy Consultations and incentives that can increase the affordability of energy efficiency initiatives. It's part of working together.

Summer is rolling in, and Michigan is once again vibrant, alive and growing. We hope the warm months will infuse you with a desire to achieve growth, to seize the day and to succeed like never before. 🌞



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Please be green: Reread, reuse, refer or recycle this magazine.
Printed in Michigan to support our local economy.



Marty McGuire serves up a scoop of Guernsey Farms Dairy premium small batch ice cream. New linear LED tube lighting now displays the dairy's products in the best possible light.

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LED lights cast a warm glow at A.J. Desmond and Sons Funeral Directors.



Getting
Down
to
Business

12 Reasons Why Your Business Should Adopt a Savings Plan in 2016



Dollar for dollar returns are usually reserved for well-performing stocks and diversified savings plans. With an energy efficiency savings plan, you get great returns plus much more. As is the case with other financial matters, a good savings plan isn't just about the returns. It's about the entire package of benefits.

Energy efficiency savings plans were designed to help Michigan businesses perform at a higher level while adding to their bottom line. What more can you ask for? For starters, consider 12 of the most popular reasons why Michigan businesses are participating.

1. Energy Savings

At the top of the list are the money-saving benefits of using less energy. Once you begin to conserve energy, cash savings accrue immediately. The best part is the energy savings never end. They reappear every month in lower energy bills.

2. Tax Credits/Deductions

Everyone loves to save on taxes. And why not? It's money in your pocket. Some energy efficiency improvements qualify for either a tax deduction or tax credit. Conditions and restrictions apply, so be sure to check with your tax preparer or visit www.irs.gov. What do you have to lose?

3. Cash Incentives

Want more cash savings? DTE Energy offers businesses a number of cash incentive programs for energy-saving

upgrades. DTE Energy rewards your efforts by reimbursing you for some of the initial cost of the improvement. That's money in your pocket. The payback period is shortened, and you realize energy savings sooner. (For a complete listing of the available DTE Energy Incentive programs, see "Toolbox" on page 10.)

4. Reduces Maintenance

Products are constantly evolving and improving. New lighting and HVAC systems, for example, are far superior to technology that was available even five years ago. So new equipment means less maintenance. That is especially true when installing LEDs. You'll no longer need to spend as much time and money on routine maintenance, like replacing worn-out ballasts and burnt-out lamps.

5. Increases Productivity

Increasing productivity from energy efficiency improvements has been featured in past issues of this magazine (visit dteenergy.com/energysmartsbiz). The value of a comfortable and bright work environment for both your employees and your customers cannot be underestimated.

6. Enhances Sales Displays

If you are selling a product, showing off your merchandise in the best possible light is important. For Guernsey Farms Dairy (see page 18), it's of paramount importance, as food (and ice cream) requires quality lighting to appeal to customers.

7. The Trickle-Down Effect

One energy-efficient improvement may enhance the performance of other energy systems. Take lighting

for example. Old lamps are inefficient to use and they generate heat. LEDs, on the other hand, run cool. For A.J. Desmond & Sons Funeral Directors (see page 21), that meant not only enhanced comfort and improved visibility for their clients, but also additional savings, as the HVAC system didn't have to work as hard.

8. Improves Safety & Security

A properly illuminated property is a welcoming and reassuring sight for employees, customers and business owners alike. That's a benefit of today's LED outdoor lighting that you really can't put a price on.

9. The Environment

Reducing energy usage conserves natural resources. Doing your part to lessen your carbon footprint benefits everyone, including future generations. It also offsets the need for new power plant construction, deferring potential energy cost increases.

10. A Sales Tool

Energy efficiency can be part of a viable business model. For example, it's becoming an important selling

point in the real estate business, as ENERGY STAR® and LEED-certified commercial buildings offer additional value. For other astute business owners, green marketing offers benefits, as many customers appreciate environmentally aware merchants. (See "A Path to Increase Sales" in our Fall 2014 issue, page 22.)

11. Free Help When You Need It

In addition to offering cash incentives, DTE Energy is available to help businesses like yours every step of the way. From answering your questions to visiting your business and conducting a free energy consultation, resources are available. Visit dteenergy.com/savenow for more information or see "Free Stuff" below.


12. _____ (Fill in the blank)

We have reserved the last one for you. Once you have joined thousands of other businesses in an energy efficiency savings plan, we are confident you'll be able to add yet another benefit. When you do, we'd love to hear from you. Share your idea by emailing us at EnergySmartsMI@dteenergy.com.



Bonus: Free Stuff

The energy efficiency savings plan quick start.

Start your energy savings plan today with the following offers: a free Business Energy Consultation from DTE Energy. Skilled energy educators will visit your place of business, install energy-saving products and make energy efficiency recommendations – all FREE. (Learn more by emailing saveenergy@seallc.com or call **855.234.7335**.) Once you have a plan, consider an interest-free loan from Michigan Saves. DTE Energy provides 0% loans on qualifying energy-efficient projects. Visit michigansaves.org for more information. 



Plugging Profitability Leaks

Managing expenses to optimize profitability.

Your customers seem pleased. Your business makes life better for many, and your employees seem content. Your enterprise is reasonably healthy, but margins are tight. You think it could be returning more profit. You're probably right.

Joe Cornillie, Member of LC Materials and a small-business consultant from Troy, Mich. says many businesses fail to optimize profitability, a task best accomplished by studying costs in a carefully analytic manner. He says, "Know what your costs per unit should be. Every cash outlay should be analyzed. Is it an unnecessary expense or a wise investment in future profitability? Will an investment of capital help grow the business? How long will it take to pay back the investment? Can costs be cut without affecting productivity?"

An astute business owner considers factors that affect profitability. They shop suppliers to get a good deal but also must take into account the level of service provided and the consistency of

products supplied. Wages and benefits must be competitive and products or services should be priced correctly. They know they must invest in the business to grow it, and they're not afraid to do so when a return is likely. But are they missing something? Even the best managers overlook hidden and unnecessary costs that could be eliminated or reduced. Let's look at three.

Information Technology

From computers to internet access, printers, phones and security, you might be spending more than necessary on technology.

For example, computer equipment isn't décor. Dual 27-inch 4K monitors on every desk look great, but unless your business is video-editing or graphic-design intense, they're overkill.

Too much software support is also not a plus. According to the technology website "Baseline," the average business overpays for software and hardware support by 8% to 25%. Is all the software you purchase being

utilized? Have you invested in programs that don't work for you? Every software purchase should be researched. Find out what programs other companies like yours are using. Read online reviews, then shop wisely.

Don't scrimp on computer-system backup. It's an investment in security. Losing data is catastrophic. Larry Forsyth, owner of Larry the Computer Guy in Commerce Township, recommends keeping at least one hard-drive backup on site and one cloud-based backup off site. There are numerous companies that offer cloud-based backup. Hard-disk drives (HDD) have become very inexpensive,



It's easy to get caught up in every task, but successful managers use their time to study business problems and make key decisions.

ALISON JAWOROSKI
DTE ENERGY





and solid-state drives (SSD) are also becoming less expensive. But if you don't need blinding speed, HDDs are the economical choice. Backups should be updated at least once a day. Where the nature of the data requires it, a system can create a new backup as often as every 15 minutes.

Your Time is a Valuable Asset

Your time is a cost you may not have considered. Make sure time spent on the job is productive. Hours wasted doing things that don't increase revenue are lost income.



Evaluate every task you perform. Are some jobs taking you away from more important uses of your time? One way to avoid that is to delegate. You shouldn't be repairing office equipment when you could be meeting a client and selling your services. Alison Jaworowski, Principal Marketing Analyst for DTE Energy, says "It's easy to get caught up in every task, but successful managers use their time to study business problems and make key decisions." For more hints on using time wisely, see "It's About Time" on page 12.



Energy Costs and Savings

Many business owners spend too much for energy because they've failed to take advantage of opportunities to improve the efficiency of their building and equipment. Energy is usually thought of as an unavoidable business expense, but there are many ways to conserve energy and reduce costs.

Start with no- and low-cost measures. Turn off lights and electronics when shutting down for the day. You can automate the process with occupancy sensors for lights and timer-controlled power strips for equipment. Install

programmable thermostats that minimize energy usage when no one is working.

Once you've covered easy energy savers, make an appointment for a free Business Energy Consultation (BEC). Skilled energy educators will visit your business, install FREE energy-saving products and make prioritized recommendations for energy efficiency upgrades. To arrange for your BEC, go to saveenergy@seelllc.com or call 855.234.7335. (For more information about the BEC see "Disproving the 'Too Good to be True' Myth" on page 21.)

When you're ready to implement energy efficiency improvements, go to DTE Energy's Online Energy Efficiency Directory at dteenergy.com/findacontractor and choose a contractor. All listed companies are DTE Energy Designated Trade Allies, who are schooled in DTE incentive programs and most will take care of the paperwork for you. Just pocket the cash and calculate your savings. For more information on the Energy Efficiency Directory, see the article on page 30.

Phil Guster, DTE Energy Program Manager, says, "Most business owners can dramatically decrease their energy costs by improving their building and updating equipment. We're here to help." 🟢

**SELF-SERVICE TOOL:**
Business Energy Consultation
855.234.7335
Or email saveenergy@seelllc.com
Find a Contractor
dteenergy.com/findacontractor

Top to bottom: Joe Cornillie, LC Materials;
Alison Jaworowski, DTE Energy; Phil Guster,
DTE Energy.

Your Key to Unlocking Cash Incentives

There are a number of incentive programs waiting for you at DTE Energy: Cash back opportunities that pay you for installing a variety of energy-saving solutions, ranging from lighting to system upgrades. These programs not only save you money on the installation of energy efficiency products, but they also shorten the payback period so you can start pocketing energy savings sooner. It's a win-win.

All you have to do is begin. The way to begin is by contacting a DTE Energy Designated Trade Ally – a contractor trained to help you identify beneficial improvements and apply for cash back opportunities. It's as easy as visiting dteenergy.com/findacontractor and picking up the phone. What do you have to lose – except perhaps money? 📞



HELP WHEN YOU NEED IT.

A member of the DTE Energy Business Team is available to answer your questions. Visit dteenergy.com/savenow (where you will also find other money-saving tips and videos). Email saveenergy@dteenergy.com or call 866.796.0512, option 3.

CASH BACK INCENTIVES

PRESCRIPTIVE INCENTIVES – Projects that are proven energy-efficient measures. We know what works, so we've made a list of projects that qualify for cash incentives, such as lighting, controls, HVAC and refrigeration equipment to name a few. Get your fair share before funds are depleted. dteenergy.com/incentives

CUSTOM INCENTIVES – Tailored to your business needs, these can cover what Prescriptive Incentives don't. This program provides incentives to customers who install qualified projects that are less common or more complex than Prescriptive Incentive measures. A reservation application must be completed before beginning any custom project. dteenergy.com/incentives

NEW CONSTRUCTION/MAJOR RENOVATION INCENTIVES – For larger projects with a range of energy efficiency measures. Building a new place of business or retrofitting your current building in a manner that includes energy-efficient measures can qualify you for this type of incentive and help defray the cost. dteenergy.com/incentives

AGRICULTURE PROGRAM INCENTIVES – A new crop of energy efficiency incentives for Michigan farms. Incentives are available to help pay for upgrades in irrigation, dairy equipment, grain dryers, greenhouses, fans, pumps and lighting. They're offered for both residential- and commercial-rate DTE Energy customers. dteenergy.com/agriculture

MULTIFAMILY PROGRAM INCENTIVES – Benefits owners, managers and residents of a multifamily residence. Multifamily buildings with five or more units under one contiguous roof can receive cash incentives for energy-saving upgrades to both tenant and/or common areas. dteenergy.com/multifamily

BONUS CASH OPPORTUNITIES

MULTI-MEASURE BONUS PROGRAM – The more you do, the more you gain. This incentive rewards business owners who undertake multiple energy efficiency improvements in more than one category. Receive a 20% bonus in addition to the incentive. Restrictions apply. dteenergy.com/multimeasurebonus

MICHIGAN-MADE BONUS PROGRAM – Helping your business while boosting our state's economy. Install Michigan-made products in conjunction with energy efficiency measures and earn a 15% bonus. Prescriptive and Custom measures qualify. dteenergy.com/michiganmade

GREEN FINANCING

MICHIGAN SAVES – Affordable financing for Michigan businesses and nonprofits. This nonprofit organization offers special 0% financing for energy efficiency projects in amounts of \$2,000 to \$50,000 and for terms of three years. Time is limited and restrictions apply. michigansaves.org

SOLUTIONS



Our Panel Offers Ideas to Help You Find More: *Time, Money and People*

Joe Cornillie – Managing partner, LC Materials. With more than 30 years experience in finance, Joe is a veteran turnaround expert with extensive experience in raw materials.

Mike Deighan – Managing director, O’Keefe, LLC. A 30-year expert of the bankruptcy and restructuring industry, Mike has been a stakeholder advisor in numerous bankruptcy cases.

Dr. Patrick Callaghan – President, HR Partners, Inc. As head of a Human Resources consulting firm, Pat specializes in strategic planning, education and executive coaching.

Mike Rooney – Rooney Personnel Company. Mike’s firm specializes in the search and talent acquisition for the hospitality, restaurant, hotel, and food-service industries.





It's About Time

Time is a valuable business asset.
Here are some tips that can help you use it wisely.

DTE Energy recognizes that our business partners are also our customers. Over the years we've found working together makes us all stronger. We all deal with many of the same issues and common challenges, so it stands to reason that we can help each other resolve problems and develop solutions.

Michigan businesses have been working together informally for years. Now we're going to amp up our cooperative efforts by forming a panel of business experts to develop strategies for our readers – small business owners. Our first topic is "Time," and for most business owners, there's never enough of it. In fact, surveys of business owners have found they consider time their most valuable asset.

How often have you thought that if you only had the time, you could achieve more, and improve the profitability of your business? We hear that every day from business associates and customers. That's no surprise, because it's a given. If you don't have time to

perform the tasks required to maintain productivity and generate revenue, profits disappear. The old adage, "time is money," is as true today as when it was first uttered.

Fortunately, there is a proven way to increase the amount of time available for important tasks: Don't waste what time you have.

Managing time is critical for business owners who wear many hats. Frequently, they perform multiple duties and often fill in for missing employees. It's enough to make one's head spin and leaves little time for anything else.

So how can you best manage time? Let's ask a couple of our panel members.

Plan Ahead to Save Time

Dr. Patrick G. Callaghan, president HR Partners, Inc., a consulting firm, has some thoughts on the subject.

"I've found starting off the week right is the best way to save time," he said. "I set aside time on Sunday to plan

my week so when Monday comes I'm able to get those things done that have to be immediately addressed."

That sounds like a good strategy. How many of us waste half of Monday trying to remember where we left off?

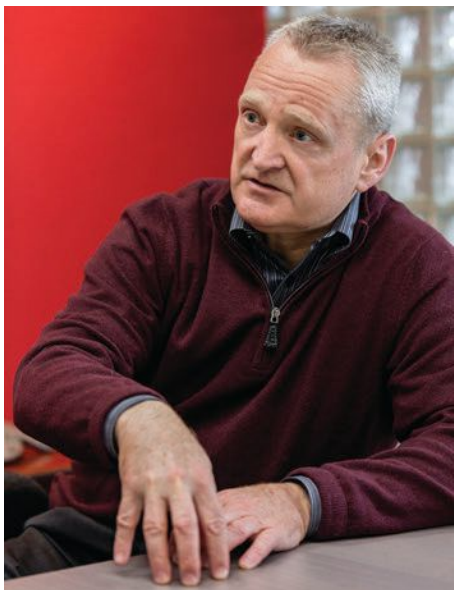
Dr. Callaghan takes pride in being ready to work, first thing every day.

"I'm very big on investing in myself. Four days a week I plan an early morning workout. That becomes routine so I don't see it as invasive of my time. I see it as necessary to give me the energy I need to be healthy and productive."

Schedule, Schedule, Schedule

Mike Deighan, managing director, O'Keefe LLC, a financial consulting firm, counts on organization and an orderly approach to save time.

"I've found that scheduling everything you do on your calendar makes a huge difference in accomplishing daily goals," said Mr. Deighan. "I answer



emails at a scheduled time each day rather than constantly checking the inbox. If someone needs an immediate response, a phone call is initiated.”

Mr. Deighan is a proponent of to-do lists, but only when synched with the calendar.

“If you’re going to keep a to-do list, put the item on your calendar as a scheduled task. That way no one controls your time. You do.”

Time Saving Assistance from DTE Energy

Given the cost reductions achievable through energy efficiency improvement, many small business owners say they want to address energy issues. However, most don’t have the time to develop and implement a plan.



I’m very big on investing in myself ... I see it as necessary to give me the energy to be healthy and productive.

PATRICK CALLAGHAN
PRESIDENT, HR PARTNERS, INC.



Greg Garland, DTE’s Energy Optimization Manager says, “One very easy way to get moving on energy usage reduction is by asking DTE Energy to conduct a free Business Energy Consultation (BEC) at your facility. Your investment in time will be minimal.”

When you request a free BEC, DTE’s trained energy educators will check the integrity of your building and its systems. They’ll analyze the seal of doors and windows, measure your

insulation and install energy-saving products – all at no cost to you. They’ll follow up with recommendations for energy efficiency upgrades that can save you money while you conserve energy. Many upgrades are eligible for cash incentives.

If you decide to go ahead with suggested improvements, you can consult the DTE Energy Efficiency Directory at dteenergy.com/findacontractor to select a contractor who will not only get the job done but most will also file any necessary paperwork and handle any heavy lifting for you. The assistance they provide will save you a lot of time. You will continue to run your business and make the best use of your days.

To learn how a Michigan business upgraded their facility significantly with a minimum investment of time, see “Too Good to be True” on page 21.

Finally, once you determine that energy efficiency improvements will yield dividends, don’t dilly-dally. Grab the bull by the horns and get it done. Consider, if you’ve decided to replace your power hungry rooftop air conditioning unit with a high efficiency model that will reduce expenditures by \$110 a month during the summer, do it now. Every day you delay could cost you money. It’s simple. And it’s about time. 🚀



SELF-SERVICE TOOL:
Business Energy Consultation
855.234.7335
Or email saveenergy@seelllc.com

Find a Contractor
dteenergy.com/findacontractor

Top to bottom: Patrick Callaghan, HR Partners, Inc.; Mike Deighan, O’Keefe LLC; Greg Garland, DTE Energy.



It's About Money

Funding your business can be difficult.
Our experts offer some solid financial advice.

There's never enough to meet business needs. Money, that is. The green stuff that makes a business grow. But good financial management can improve your cash flow. If you eliminate waste, control costs and secure funding to build your business, you'll profit down the road.

Many small businesses can't afford to dip into working capital to fund improvements. The margins are too tight. Successful business owners have devised ways to effectively manage cash flow and, when necessary, obtain funding at low cost and with a minimal investment of time. In a search for advice, we turned to our panel of business experts.

Building Financial Relationships

"It's critical to develop a relationship with a banker – not just a casual one – one that is close enough that the banker knows you and your business needs," said Dr. Patrick G. Callaghan, president HR Partners Inc., a consulting firm. "I've found that if you're honest

with your banker, they'll work with you when money is tight. I strongly encourage any small business owner to proactively shop for someone who "gets you," since it's the relationship with the banker and not the bank that is critical."

He went on to say small business owners need to know when and how to ask their banker for help. In other words, plan ahead. Be prepared with supporting documentation. Don't wait until you're in a crisis. Dr. Callaghan has found that if you ask too late, financing options that may have been available could be lost.



A positive cash flow is the life line of a healthy business. Make sure all your cash outlays are necessary and productive.

JOE CORNILLIE
BUSINESS CONSULTANT



Budgeting to Avoid Pitfalls

No business can afford to be casual about budgeting. The United States Small Business Administration at SBA.gov says budgets are difficult to develop and control even in good times. They contend unexpected problems with cash flow, the supply chain, and even the weather can wreak havoc. A sound budget helps manage costs, provides a perspective on profitability, and helps set realistic goals.

The SBA recommends revisiting your budget at least once a month and updating it based on sales forecasts, expenses and any potential problems in your product or service pipeline. A stale budget is of no value. You have to keep up with current conditions.

Mike Deighan, managing director, O'Keefe LLC, a financial consulting firm, is a member of our business advisory panel and a monetary expert. When asked about budgeting, he said, "I began using a 13-week cash-flow budget years ago to track cash needs. As a small business owner, you won't

always have deals in the pipeline that will generate sufficient cash when you have significant cash outflow. Tracking expenses on a 13-week basis allows you to plan well in advance in case you need to draw on credit lines or seek permission to defer a payment.”

Business consultant Joe Cornillie agrees and adds, “A positive cash flow is the life line of a healthy business. You need to know your costs and follow up on line items with large variances, especially larger expense-line items. Make sure all your cash outlays are necessary and productive.”

Michigan Saves Can Provide Funding

Upgrading equipment and improving your building to increase energy efficiency can cut costs. In fact, experts note that energy costs are among the most controllable of business expenditures. Reduce waste, and you’ll profit. But as with most things, you have to have money to make money. Investing in energy efficiency improvements will provide returns, but not all businesses can dip into the coffers to fund improvements, even when the payback is quick. Michigan Saves offers a solution.

Ken Randazzo, DTE Energy manager of Energy Optimization and the Energy Partnership Group says, “Many Michigan business owners are turning to Michigan Saves for help in financing energy efficiency projects. Michigan Saves is a non-profit dedicated to making energy efficiency improvements for all Michigan small-business energy consumers. That means they’re assisting DTE Energy customers. We applaud that.”

So what can Michigan Saves offer you? For business owners looking to fund



Top to bottom: Mike Deighan, O’Keefe LLC; Ken Randazzo, DTE Energy; Joe Cornillie, LC Materials.

specific energy efficiency upgrades, they currently offer 0% financing on loans of \$2,000 to \$50,000 and terms of three years. Time is limited and restrictions apply, but if you’re interested, go to michigansaves.org/business, find a Michigan Saves authorized contractor and get an estimate on qualifying energy efficiency improvements. The contractor will help you apply for the loan, and you’ll get a decision within hours.

Michigan Saves worked well for Kalb & Associates Inc. of Chesterfield, Mich., an application technology company, when they decided to upgrade their industrial air compressor system. Working with supplier Blue Water Air Compressor Inc. they replaced a power hungry system with state-of-the-art equipment. And Michigan Saves handled the financing.

“Michigan Saves took good care of Kalb & Associates,” said Mark Rangel of Blue Water. “They made sure funds were available right away. I just put them in touch with each other. Then a Michigan Saves associate contacted me with instructions to receive payment. It went really well.”

As a Michigan business, DTE Energy is working to help ensure that things go well for all our business partners. And we hope the advice our panel of business experts provides is a step in the right direction. 🟢





It's About People

Recruiting and retaining the right people is tough.
Here are some tips.

Finding and keeping strong talent can be a challenge for small business. The pool of available skilled workers may not be very deep. An improving economy creates jobs, but many require more skills than are common among the population. MiTalent.org maintains a database of Michigan jobs. As of March 18, that site listed 100,605 available jobs, ranging from parts delivery to electrical engineer. Many of those are still available. Finding help is hard. Every business is on the hunt.

That makes it difficult for a business that hopes to prosper. As a business owner, you know you can't do it all yourself. You have to focus on critical things that require your attention, so you need people you can depend on to fill various roles. The words "people you can depend on" are key.

Is it best to first consider current staff when you need help? That can be an excellent solution as your employees

are a known quantity, but many businesses don't have enough staff depth to promote from within.

It's a dilemma. That's why we've turned to our panel of business experts for advice on finding and retaining personnel. Once again, we've asked for their input.

Cultivating a Solid Staff

"It has always proved best to look inside the company when it's time to find talent," said Mike Deighan, managing director, O'Keefe LLC, a financial consulting firm. "But don't choose someone because they get along with everyone. They have to be trainable and willing to take on new tasks."

Mr. Deighan acknowledges that promoting from within doesn't always work.

"You should become knowledgeable about your current talent pool. Know your employees; understand their strengths and limitations. But there

will be times when you have to look outside. We created a bullpen of independent contractors that we call upon," he said. "It has worked so far and may be the future."

Motivate and Retain

Mike Rooney of Rooney Personnel Company suggests business owners strive to keep their employees. "Developing a plan for motivating and retaining staff is one way to compensate for a lack of prospects.

SELF-SERVICE TOOL:

Find a Contractor
dteenergy.com/findacontractor

To learn more about **DTE Energy incentives**, please visit dteenergy.com/savenow or call 866.796.0512 (option 3).

Pure Michigan Business Connect
www.michiganbusiness.org/grow/pure-michigan-business-connect

Get to know your staff. Everyone has different needs and understanding those needs is key to keeping people on the job.”

He addresses the need to motivate: “Companies today are making efforts to see that employees are motivated and retained by scheduling activities. In some cases, flexible work arrangements or a relaxed dress code can make your business appealing.”

When hiring from outside, Mr. Rooney says loyalty to a source can pay. “Going back to the same source, such as a recruiting company, search firm, college or military branch, may build your reputation as a good place to work.”

Don't Forget the Boomers

“The good news for growing businesses is most of us will have to work longer, since we won't have enough savings to retire,” said Dr. Patrick G. Callaghan, president, HR Partners Inc., a consulting firm. “Many older workers are capable and willing to work if the employer offers flexibility.”

Dr. Callaghan pointed out that older workers are well-suited to serving Baby Boomer customers.

He also had some thoughts on retention. “Find out what your employees want. The more you know about their needs, the better you can meet them. Happy employees don't leave.”

Staying in Touch

The more contact you have with other business owners in your area, the better informed you'll be. Networking can point you in the direction of better deals on products and services, as well as personnel sources. One great way

to network is through Pure Michigan Business Connect (www.michiganbusiness.org/grow/pure-michigan-business-connect). This initiative connects buyers to suppliers, while expanding opportunities for every Michigan business.

For specialized jobs, businesses can take advantage of contractor services. While your employees handle most of your company's needs, turning to a pro is sometimes the best solution.

For example, if you're out to improve your bottom line through energy-usage reduction, you don't want to turn the job over to an employee. Instead, you may want to engage a DTE Energy Designated Trade Ally. Trade Allies are trained contractors who are prepared to help you plan an energy efficiency project, and then get the job done.

“Our Designated Trade Allies are aware of the cash incentives available to help fund the work and most will fill out all the paperwork for you and manage the job to the finish line,” said Bill Clemens, DTE Energy Program Manager. “It's like having an extra employee at no cost to your payroll.”

To find a contractor, visit the DTE Energy Efficiency Directory at dteenergy.com/findacontractor.

Need more help sorting out business-related energy issues? Just contact the DTE Energy Business Team at dteenergy.com/savenow. Email them at saveenergy@dteenergy.com or call 866.796.0512, option three.

Help is on the way. And the future of business in Michigan grows brighter by the day. 🌱



Top to bottom: Mike Rooney, Rooney Personnel Company; Bill Clemens, DTE Energy; Patrick Callaghan, HR Partners, Inc.





Cream of the Crop

The Guernsey Farms Dairy takes a fresh approach to energy efficiency improvement.

When John McGuire established Guernsey Farms Dairy in Northville in 1940, he had a simple philosophy: produce exceptional products, maintain quality and provide excellent service in delivering those products to customers. Son Marty McGuire and his family are still making good on that commitment over 75 years later. They're churning out premium small-batch ice cream in 75 flavors, a variety of milk products – including, in many people's opinion, the world's best chocolate milk – plus chocolate syrup, butterscotch, caramel and hot fudge toppings.

Since 1966, the family-owned business has been located in a 28,000-square-

foot facility on Novi Road, which is where the magic happens. The raw milk is received, processed into various products and served up in the McGuire Family Restaurant and in the Scoop Shop and Specialty Store. It's there that we met Mr. McGuire and discovered that, while very little has changed in the family's efforts to preserve their recipes, a lot has changed in their efforts to conserve energy.

The Inside Scoop on Their Energy Efficiency Journey

In 2000, Guernsey Farms Dairy invested in their first energy efficiency upgrade, discarding their inefficient portable freezers and building a new blast-freezer room that is a bone-chilling -20°F, with

a -40°F wind chill. Although Mr. McGuire now had an efficient freezer, it was lit by less-efficient high pressure sodium lamps that had to remain on to operate consistently, due to the cold. "Because of the freezing temperatures, if someone shut the lights off we'd have to call an electrician to get them back on," he says. So they stayed on 24 hours a day, seven days a week.

Fast forward to 2015 when Mr. McGuire consulted with Craig Wright of Wright Energy Partners – and a recognized DTE Energy Designated Trade Ally – about replacing his inefficient lights with high-efficiency LEDs.

"Our business focuses on warehouse, office and retail space – and Guernsey

happened to be all three, so it was a perfect opportunity,” says Mr. Wright. “There was also good chemistry between us.”

When Mr. Wright visited the 28,000-square-foot facility, he figured the retrofit would require 600 LEDs. In many places throughout the facility, there were four fluorescent tubes per fixture, but because the LEDs are much brighter, only two were necessary. “We want to sell the least amount of lamps as possible to help a client quickly pay off their investment,” says Mr. Wright. “I’ll always take a four-lamp fixture and make it a two-lamp fixture to save clients money, as long as the light levels are sufficient to perform the tasks.”

Mr. Wright told Mr. McGuire that, with incentives from DTE Energy and interest-free financing available to all Michigan businesses through the Michigan Saves program, the payback would be about eight months with significantly lower utility costs. He would also complete all the paperwork and the DTE Energy incentive would arrive in a timely fashion. At first Mr. McGuire was hesitant. “If it sounds too good to be true, it usually is,” he says. “But I had a gut feeling this was the right thing to do.” It was.

Mr. McGuire turned the project over to Stacey Sharp, Guernsey’s Senior Accountant, who ran the numbers and figured out the payback. “She confirmed everything Craig said was true,” he says. “She also said that, even if we paid for it ourselves, it was worth doing.” While some small businesses might not replace 600 good fluorescent tubes, Mr. McGuire didn’t hesitate. “I was listening to Stacey about all the money we were going to save once we got these new lights, so I said,

‘Let’s get it done’.” Additionally, Mr. McGuire paid \$200 to take all the old tubes to a recycling center.

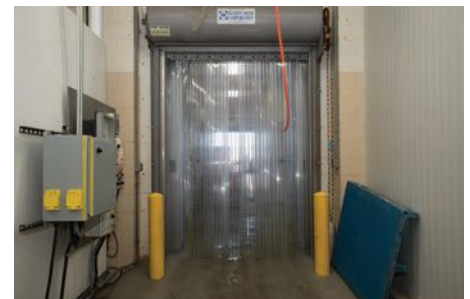
“Next, we set up a meeting between Mr. Wright and our electrician, Colin Tunison, from Ott Electric,” says Mr. McGuire. “Together, they counted the lamps that needed replacing, and DTE Energy came in and conducted their inspection to verify that the job qualified for incentives. Then Ott installed the lamps.” When you change fluorescents to LEDs, you may have to rewire the fixture or bypass the ballast (best to consult an electrical contractor first), which is why Ott Electric got involved. (Learn more about linear LED tubes on page 26.)

Getting Their Just Desserts

The LEDs were installed from July through October 2015. Ironically, the last of the inefficient lights to be replaced were in the blast freezer, which is where Guernsey saved the most money.

“We saved Guernsey over \$25,000 in lighting bills in the freezer alone,” says Mr. Wright. “Their yearly bill for the freezer will now be about \$686 because of the LEDs and a reduction in usage from 168 hours a week down to 50.” Being forced to leave those lights on 24/7 not only ratcheted up the utility bill, they also generated a lot of heat. The new LEDs substantially reduce the heat load in the blast freezer, which also saves energy on the cooling system since it isn’t working as hard.

While Guernsey is in the early stages of payback, the savings are significant. A comparison of October, November and December of 2014 with 2015 revealed they’re saving 20% a month in electric bills. And the incentive



The McGuire family and employees in the Scoop Shop; Guernsey’s award-winning chocolate milk; working on the milk line; freezer curtains keep refrigerated air from escaping; the brightly-lit blast freezer.

Bright Ideas, *continued on page 20*

Bright Ideas, *continued from page 19*

check for \$17,028.20 they received from DTE Energy which included rebates and multi-measure bonus, was used to pay Ott Electric. That, coupled with the Michigan Saves 0% financing, meant Guernsey didn't even have to go out of pocket.

"Over a ten-year period, Guernsey will save over \$326,000 on its electric bills," Mr. Wright says. "That takes into account the utility incentives from DTE Energy."

When you figure Guernsey Farms Dairy will get about 20 years out of these new LEDs (up to 30 years in certain areas of the facility), it's an amazing amount of money saved. "It's one thing to save money, but to save money and brighten everything up at the same time is terrific," adds Mr. Wright.



Other upgrades included replacement of exterior pole lights and the dairy's sign with LEDs. LED strips were installed to illuminate refrigeration cases and Electronically Commutated Motors replaced the old inefficient motors in several refrigeration units.

Guernsey Farms Dairy is well on its way to becoming the cream of the crop in energy efficiency. 🌱



SELF-SERVICE TOOL:

To make your small business more energy efficient, enlist the help of a DTE Energy Designated Trade Ally at dteenergy.com/findacontractor and realize significant savings with DTE Energy incentives. To learn more, visit dteenergy.com/savenow.

Considering using geothermal to heat and cool your home?

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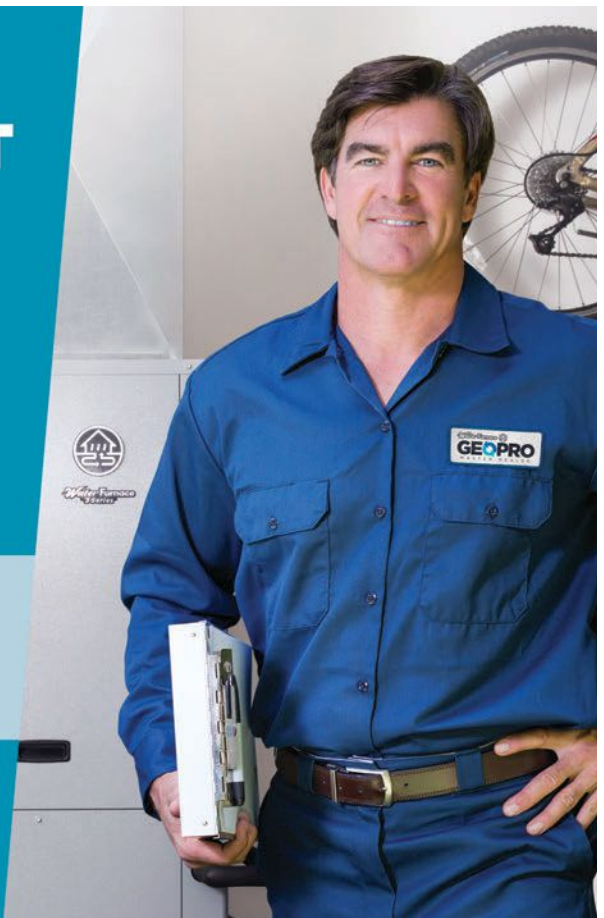
Only a portion of WaterFurnace dealers are invited to join the GeoPro program and each works hard to maintain it. GeoPros are assessed on their geothermal experience, training and customer satisfaction so they're the perfect choice to install your geothermal heating and cooling system. If you're considering the unmatched comfort and efficiency of geothermal, make sure to contact Comfort 1 Heating & Air Conditioning, your local WaterFurnace GeoPro contractor for installation and service of geothermal products.



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Skeptical Funeral Home Director Becomes Believer and Proponent of BEC

The roots of A.J. Desmond and Sons Funeral Directors go back nearly 100 years, with a location established on Woodward in Highland Park in 1917. Family-owned since its founding, the company today has three locations: two in Troy and one in Royal Oak. Like many successful businesses, Desmond fields its share of sales calls making enthusiastic but dubious promises, serving only to confirm a skeptic's favorite adage: "If something sounds too good to be true, it usually is."

Once in a while, however, you find something that's as good as promised. That was the case A.J. Desmond and Sons experienced with the Business Energy Consultation (BEC) from DTE Energy.

"To be honest, I was skeptical when a DTE Energy representative called me to set up an appointment," said Kathy Desmond Barr, the company's vice president and treasurer. "I had never heard of a Business Energy Consultation, so I asked, 'What's the catch?' He told me it would help us save energy and money. (No catch!) I consulted with Rick Stout, our Buildings Manager, and together we decided to try it at our Crooks Road location."

BEC: The First Step to Energy Efficiency

Think of the Business Energy Consultation as the first step on your journey to an energy-efficient future. It's designed to help business owners reduce their energy consumption.

Making a Case, *continued on page 22*

Disproving the "Too Good to be True" Myth



*Kathy Desmond Barr, VP and Treasurer,
and Rick Stout, Buildings Manager,
A.J. Desmond and Sons.*



It begins with visiting your business to check the integrity of the building and its systems, analyzing its efficiency. Once the inspection is completed, energy educators discuss their findings with you, install energy-saving products and recommend energy efficiency measures you can implement to help you further reduce your utility bills. They also provide details about any applicable incentives that will help you save even more.

And it's free! Specifically, the energy educator will:

- ◆ Check the building doors, windows and level of insulation
- ◆ Examine the heating and cooling systems
- ◆ Analyze electric and natural gas use
- ◆ Look for equipment that may not be operating correctly

At the A.J. Desmond and Sons Crooks location, the energy educator swapped out numerous old, inefficient lights with new, high-efficiency compact fluorescent (CFL) or LED equivalents as available. He also installed faucet aerators to help reduce water consumption and its associated cost. (For a complete list of energy-efficient products that are installed free, see sidebar on the next page.)

Seeing the Light

Ms. Desmond Barr was so pleased with the experience and the potential savings of the first BEC that she scheduled one for the Woodward location. A third BEC was conducted at the Rochester Road site. As was the case at the Crooks location, the energy educators exchanged



The BEC identified lighting as a key area for A.J. Desmond and Sons to improve its energy efficiency. Swapping out inefficient interior and exterior lights with higher-efficiency counterparts is saving the company money and time.

numerous inefficient incandescent lights with energy-efficient equivalents.

Lighting is an integral part of any small business and its energy bill. For a funeral home such as A.J. Desmond and Sons, it can be significant, so switching to higher efficiency CFL and LED lighting delivered immediate and measurable results.

Proven Results

"We've seen a 15%-20% reduction in our energy bill," Ms. Desmond Barr said.

Because of their longer life, energy-efficient CFLs and LEDs also reduce operation and maintenance issues, saving time – a welcome benefit for any business owner. As the saying goes, time is money.

"I would spend approximately 45 minutes a week switching out burned-

out fluorescent bulbs. I haven't had to switch one out since we replaced them and likely won't for quite some time," Mr. Stout said.

Comfort Paired with Savings

The improved energy efficiency also delivered greater comfort and convenience.

"We have over 100 lights in the casket selection room and the old lights made the room hot. Since selecting a casket for a loved one is already a stressful task, the heat from the old lights made things even more unpleasant. With the installation of new lights, which don't give off heat, the room is much more comfortable," Ms. Desmond Barr explained.

"During the summer months I've also noticed the A/C doesn't turn on

as often, again lowering our energy bills,” Stout added.

The experience at a funeral home is an intimate one, so A.J. Desmond and Sons made sure the new LEDs in the viewing rooms are soft or warm white. The result is energy efficiency paired with a comforting ambiance.

Furthering Their Energy Efficiency Journey

Ms. Desmond Barr discovered very quickly the benefits of saving energy and has become a BEC believer and a proponent of energy efficiency and the savings it offers the business.

“We bought new ENERGY STAR® appliances, including two refrigerators, a washer and dryer. We also bought a new energy-efficient refrigeration unit and will continue to look for other energy-saving opportunities. Everything we do or purchase will be with a focus on increasing our energy efficiency,” she said.

For example, they quickly acted on the recommendations of the BEC and replaced fluorescent tubes with new linear LED tubes to further reduce energy consumption.

“The new linear LED tubes are bright, so we’re using only two instead of four fluorescent tubes in many of our overhead fixtures,” Stout said.

Additional A.J. Desmond and Sons energy efficiency measures include:

- ◆ Upgrading insulation, ensuring a much tighter energy envelope
- ◆ Installing occupancy sensors that automatically turn off lights when a room is unoccupied
- ◆ Installing new LED exit signs. As Ms. Desmond Barr explained, “The

fire marshal told us that installing new LED exit signs would be more affordable than replacing the bulbs on our previous exit signs.”

Cash Back

In addition to saving money via reduced energy bills, A.J. Desmond and Sons qualified for a number of rebates from DTE Energy. In total, the company received \$4,100 over the last two years for additional energy-saving measures. Much of that money has been used to further the company’s energy efficiency quest.

A Program Advocate

Ms. Desmond Barr realized that the benefits of a BEC could be duplicated at home. She had a Home Energy Consultation (HEC) performed at her home and advised her colleagues to

do the same. Like a BEC, the HEC provides valuable information and items to make your home more energy efficient.

If you have not yet begun your energy efficiency journey, Ms. Desmond Barr offers the following advice:

“Like any business, you have to look at where you can save money. The BEC is a no-brainer that took up very little of our time. It’s a money- and time-saver that also enhances comfort. All in all, it was a very positive experience,” she said. 🟢



“ Everything we do or purchase will be with a focus on increasing our energy efficiency.

KATHY DESMOND BARR
VICE PRESIDENT, A.J.DESMOND AND SONS FUNERAL DIRECTORS

The DTE Energy BEC Lineup

DTE Energy’s free Business Energy Consultation provides a comprehensive analysis of the workplace designed to improve energy efficiency and increase profitability. Some BEC services and equipment installations are listed here.

ENERGY-SAVING ITEMS	COST
Building envelope analysis	FREE
Workplace equipment analysis	FREE
HVAC system analysis	FREE
CFL lighting installation	FREE
LED lighting installation	FREE
Faucet aerator installation	FREE
Prewash spray valve installation	FREE
Pipe insulation installation	FREE
Programmable thermostat installation	FREE
LED exit sign light kit installation	FREE
Follow-up report prioritizing energy efficiency improvements	FREE



A Lease That Works as Hard as You

Three things to know before you sign a new one or renew an existing one.

If you own a business but don't own the building where it's located, you have a lease. A lease is among the most important parts of your business, since how it's negotiated can mean the difference between success and failure. Since many commercial real estate lease agreements are prepared by the landlord and in favor of the landlord, take care to secure one with terms that work for you.

Tip #1: Your Lease Should Work to Your Advantage

Whether you're moving into a new space or prefer to remain where you

are, it's important to negotiate the terms first. The sooner you begin, the better informed you'll be about available options and the current condition of the marketplace. You'll have more leverage in getting what you want. It's an ideal time to:

- ◆ Hire a commercial real estate broker or tenant representative broker to represent your interests, not your landlord's.
- ◆ Research comparable rents, terms and the going costs that may influence the lease and bring these differentiating factors to the table.
- ◆ Secure landlord dollars to expand or improve the facility you occupy or to buy new equipment.
- ◆ Expand or downsize your premises.

- ◆ Reduce or remove security deposits, personal guarantees or letters of credit.
- ◆ Resolve any unsettled disputes between you and your landlord.

Tip #2: Landlord Bankruptcy: How to Protect Yourself in a Lease

While landlord bankruptcy may be unlikely, you should know how it would affect you. Make sure your lease includes a standard recognition or non-disturbance clause, and it should be made as early as possible during negotiations. If your landlord has a loan on the property, this is an agreement between you and the landlord's lender to ensure you'll be able to remain in possession of the

leased property despite any foreclosure action against your landlord. And that, in such a case, you may pay rent directly to the lender. You could also add a clause allowing you to terminate early if your landlord files for bankruptcy.

The more you know about your landlord, the better prepared you'll be to make a smart decision.

Tip #3: **Building Improvements** **Are a Win-Win**

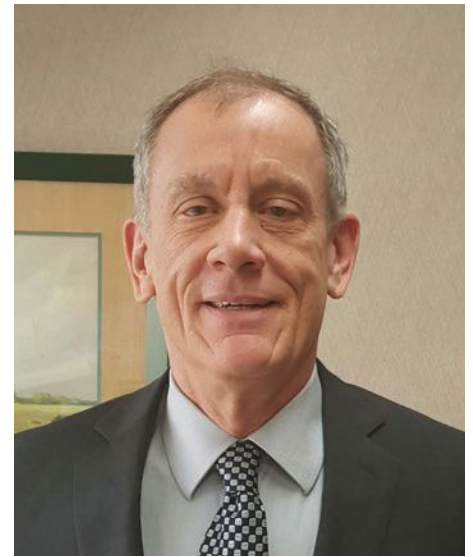
Everyone profits from energy efficiency upgrades, so don't be surprised if your landlord is as interested as you. You reduce your utility bills and increase the comfort of your space for employees and customers. Your landlord benefits due to the value-added enhancement and long-term marketability of his or her space.

Start the conversation with a big ticket item like the HVAC system. Since heating and air conditioning bills can account for up to 50% of your businesses' energy costs, an inefficient and outdated system will cost you more to operate. That may give you additional leverage in your negotiations. If you're new to the space, inquire up front how old the system is and ask to see the monthly bills. If you like your space and want to renew your lease, it still doesn't hurt to ask – you have nothing to lose and everything to gain in savings.

Lighting represents about 20% of a typical business' electric bill, so ask to have outdated fluorescent lighting replaced with energy-efficient linear LED tubes. Since it's an upgrade that's mutually beneficial, your landlord may agree to have it done. As Dan



Left: Donna Figi, Senior Associate, CBRE's Retail Specialty Group in Detroit, Right: Dan Verderbar, Vice President, Friedman Integrated Real Estate Solutions in Farmington Hills.



Integrated Real Estate Solutions in Farmington Hills explains, "I'm working on 3,800 square feet of space for a client and, fortunately, the building owner is taking it up an energy-conscious notch. He's being very proactive by replacing T12 and T8 fluorescent tubes with new LEDs. Not only are the LEDs more energy efficient, they provide a brighter light and a better quality light to work in."

Donna Figi, senior associate with CBRE's Retail Specialty Group in Detroit, advises small businesses to also look at exterior lighting, especially parking lot lighting. "If you're in a single-entrance space right off the street or parking lot, you need to project a well-lit, safe environment for your customers and for employee retention," she says. "The quality of the exterior LEDs is dramatic and it's so much brighter."

BONUS: **Tips Everyone Can Use**

Whether you're negotiating, renewing or are in the middle of a lease, there are still some energy-saving improvements you can make.

- 1.** For starters, install programmable thermostats and make sure they're properly set to optimize comfort and efficiency. Install motion sensors on lighting and ceiling fans to conserve energy in spaces that are unoccupied. For more ideas visit dteenergy.com/savenow.
- 2.** If you're currently in a lease and are a DTE Energy customer, schedule a free Business Energy Consultation. Skilled energy educators will visit your business, install energy-saving products, examine the building and its systems and make recommendations on how you can save money – all free. Not only will the results help you save money right away, it may also help with future negotiations with your landlord. Start by emailing saveenergy@seillc.com or by calling 855.234.7335.

Whether your landlord will pay for them or not, implementing no-cost and low-cost energy-saving improvements will lower your energy bill and put money back in your pocket. 🍀



Breakthrough!

Linear LED tubes are a significant lighting advancement and a sure way to conserve energy today and save dollars down the road.

Did we ever love fluorescent lighting fixtures? Many cast an unpleasant hue. They flicker and buzz. Their life may be limited when used with occupancy sensors or dimmers. Yet for years, they've been the choice for business. Now that's changing.

The LED Alternative

There's a great replacement: linear LED tubes. They're at least 30% more efficient than fluorescents and last almost twice as long. They don't flicker or buzz and are available in a range of color temperatures. Most linear LED tubes also work with LED compatible dimmers and occupancy sensors, which won't affect their useful life. Linear LED tubes also generate less heat than fluorescents. That's a lot

of advantages, and businesses that have made the switch love them. (See "Cream of the Crop" on page 18 and "Too Good to be True" on page 21.)

The main concern could be cost, but the price of LEDs has declined, and if you replace T8 fluorescents with LEDs today, your investment should be paid back in two years. After that, the cash savings are yours.

Linear LED Tube Options

Various types of linear LED tubes are available. The main distinction is whether or not they can be used with your existing fluorescent fixture's ballast.

The Easiest Way to Go

Some linear LED tubes can be plugged right into an existing fluorescent fixture. The Underwriters Laboratories (UL),

refers to them as Type A tubes. The packaging will indicate if they are designed to work in any fixture with an instant-start ballast. Some will even work with magnetic ballasts. Before buying multiple tubes, you should test them in one of your fixtures, as every fixture and ballast combination may not be compatible.

One downside with this approach is that the existing ballast may fail before the tube. Other minuses include limited



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Find a Contractor
dteenergy.com/findacontractor

dimming functionality and some loss of efficiency as compared to other linear LED tubes because the ballast remains in use.

A More Efficient Way to Go

Linear LED tubes designed for use without ballasts are normally equipped with a built-in driver that runs on regular AC current. The UL designation is Type B. Before they can be installed in a fluorescent-compatible fixture, ballast wiring must be bypassed. Ideally, the ballast should be removed. Type B linear LED tubes perform more efficiently than Type A tubes, because no power is wasted in the ballast.

The Most Efficient Way to Go

Linear LED tubes that require an external driver are sometimes sold as a retrofit kit that includes the driver. The ballast must be removed from

Right: Linear LED tubes provide directional lighting and will illuminate a given work area more efficiently than traditional fluorescent tubes. (At right: Adama Talla, Guernsey Farms Dairy)

the old fluorescent fixture and the driver installed. UL refers to these as Type C tubes. They are currently the most efficient of all linear LED tubes because they deliver more lumens per watt than other types. They work well with LED-compatible dimmers and lighting-control systems.

If you choose a tube type that requires fixture rewiring, you should have a licensed electrician handle the installation.

The Choice for New Lighting or a Complete Upgrade

Complete fixture replacement is always an option, as linear LED fixtures are now widely available. While this is initially the more costly approach, you'll



have all new equipment that is assured to be fully compatible and efficient.

Talk with a lighting contractor – a highly recommended option – to help you decide what type of linear LED lighting is best for you. Go to dteenergy.com/findacontractor to get started. There you'll find DTE Energy Designated Trade Allies who are lighting experts and can upgrade your facility and help you qualify for cash incentives.

It's a brilliant way to light your business. 🌱



Oscar W. Larson Company

Incentives for Energy Saving Measures

General Construction

- Construction Management
- Design/Build
- Remodel
- Engineering & Architectural Services
- Site Search & Analysis
- Feasibility Study
- Site Design & Analysis
- Environmental Analysis
- Municipal Representation
- Zoning Compliance
- Budget Development
- Franchise Development



HVAC / R

- Heating & Air Conditioning
- Gas Furnace/RTU Tune Up
- Destratification Fans
- High Efficiency Furnaces & Air Conditioning
- Infrared Heaters
- Programmable Thermostats
- Setback/Setup Controls
- Variable Frequency Drives
- Refrigeration Controls
- Reach-In Refrigeration Case Doors/Curtains
- ECM Motors for HVAC/R
- Anti-Sweat Heat Controls
- 24-Hour Emergency Service
- * Fixed Cost Contracts for:
 - * Walk-In Coolers & Freezers
 - * Rooftop HVAC Units
 - * Ice Machines

Electrical

- LED Fixtures for both Interior & Exterior, 10-Yr Warranty
- Lighting Controls
- Lighting Retrofit Fixtures
- Power Management
- Transformers
- Centralized Energy Management System
- Unitary Controls
- Sign Lighting
- Motors
- Design



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Safe and Reliable Natural Gas Service Is our Primary Concern

One of the many things you – a business owner – and DTE Energy have in common is an unwavering commitment to the safety of your customers and the reliability of your products and services. That's why DTE Energy is investing \$1.4 billion over the next five years to continue modernizing our natural gas system. The investment includes replacing more than 100 miles of cast iron and steel main pipelines this year with upgraded materials, which will further improve the safety and reliability of our natural gas infrastructure. You're likely to see us performing work in your community this year, including installing new service lines to businesses.

We also conduct more than 300,000 gas-meter inspections every year to

maintain safe and reliable operation. In addition, we survey nearly 10,000 miles of pipeline annually, verifying there are no natural gas leaks in the system that serves our customers.

We take great pride in meeting your energy needs every day, while striving to ensure the safety and reliability of our natural gas system. You can help by following these safety guidelines:

- ◆ Remember to call 811 before you dig. MISS DIG is a free service that will come out and place yellow flags where the natural gas lines are located on your business property. Excavators must hand dig to expose gas lines if within 48 inches of either side of the yellow flags. A cautious approach will help avoid

injuries and pipeline damage, which could result in an interruption of service and a dangerous leak.

- ◆ A natural gas leak smells like rotten eggs. If you or any of your employees suspect a natural gas leak, **do not** use any electronic devices or open flames. Leave the area immediately and call 1-800-947-5000 at any time of the day or night.

As a business owner, you strive to ensure your service is consistent and hazard-free. The energy we provide is used to heat schools, hospitals and businesses like yours, so it's critical that we maintain a safe and reliable natural gas system. In fact, safety is our number-one priority – each and every day. 🌱

Going Down: Natural Gas Prices

DTE Energy's commitment to making energy more affordable is reflected in significantly lower natural gas prices. Since the beginning of 2016, we've reduced prices by 16%.

The new rate of \$3.44 per thousand cubic feet went into effect on April 1. It's a significant reduction from the \$4.07 rate of last November and an even larger reduction from the 2008 market price of \$11.36. As a result, the rate decrease provides savings for businesses like yours. Other factors, including your efforts to reduce gas

consumption coupled with the warmer than normal weather, help contribute to a lower utility bill. Additionally, when prices decline, DTE Energy buys large quantities of natural gas, storing it underground until needed, enabling us to pass the savings on to you.

"Although the winter heating season is over, our business customers will continue to save throughout the year when using their natural gas-fired equipment," said Mark Stiers, DTE Gas Company president and chief operating officer.

"We're continually looking for ways to make our operations more efficient, keeping energy affordable for our customers," Stiers added, "and natural gas continues to be the cleanest and most cost-effective option for meeting our customers' energy needs." 🌱

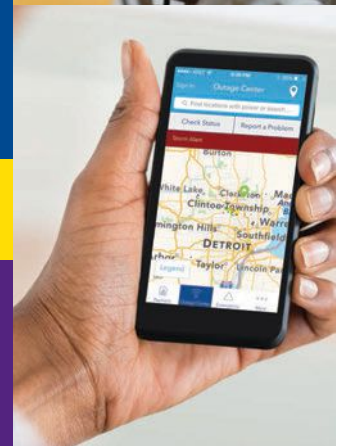
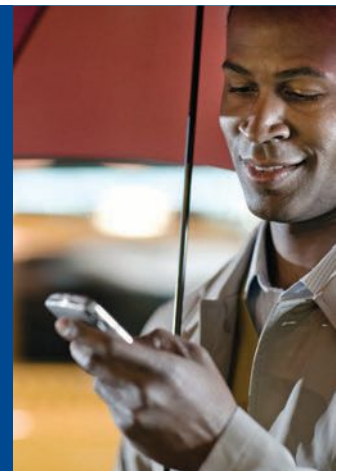
"CAN DTE ENERGY HELP MY BUSINESS WEATHER THE STORM?"


The DTE Energy Mobile app is the best way for business owners to stay in touch during a storm or outage. The app allows you to easily and quickly report outages, downed lines, and gas leaks and keeps you informed by sending restoration updates as repairs are made, all on your mobile device.

Download the DTE Energy Mobile app today at dteenergy.com/mobile or text DTEMobile to 80565 to get a link.



DTE Energy
Know Your Own Power®





Energy Efficiency Upgrades Made Easy

DTE Energy's Online Energy Efficiency Directory is new, mobile and the best way to find contractors with knowledge of DTE Energy incentive programs.

As a small business owner, running your business as efficiently as possible is your job. Our job is to help you do just that by managing your energy usage and providing incentive programs to help you use less gas and electricity.

One of the ways we're doing that is by taking the work out of finding qualified contractors or as we refer to them, DTE Energy Designated Trade Allies, to help you implement energy efficiency solutions. To that end, we've put a lot of effort into simplifying our new online Energy Efficiency Directory, dteenergy.com/findacontractor.

It's a great way for small business owners to find contractors who specialize in commercial and industrial customers' needs.

The Energy Efficiency Directory can help you find companies that will perform an energy assessment that will pinpoint ways to conserve energy and save money. It will put you in touch with contractors who sell and install energy efficient equipment, including lighting solutions, motors and drives, controls, HVAC materials, refrigeration options and food service equipment. What's more, every contractor in the directory has been

trained in DTE Energy programs and most will be able to take advantage of all applicable incentives while handling any necessary paperwork for you. By putting these resources at your fingertips in a single, easy-to-use online directory, we're also saving you valuable time.

From straight-forward energy efficiency measures like replacing old fluorescent lighting with new energy-efficient long-lasting linear LEDs, to more complex projects, you need a reliable and experienced contractor. They'll get the job done with confidence and provide access to the incentive programs that can offset some of the costs. The Energy Efficiency Directory's database will come in very handy, both in terms of who can handle the job and the questions you should ask.

Using the Online Directory Requires Little Energy

The newly designed website is easy to use and mobile-friendly. You'll find contractors for just about any energy-related project – an energy assessment, updating your cooking equipment, sourcing ENERGY STAR® appliances, retrofitting your refrigeration, duct sealing, installing insulation, lighting upgrades, servicing compressed air systems, restoring electric motors, updating water heating and much, much more.

When you're ready to begin, you can search either by location or by contractor. You simply enter your location – city, ZIP code or address – and then choose a search radius. Next, you select the program and services you need and click "Search for Contractors." When you click on a contractor's name, you'll see exactly

how many DTE Energy projects or paid applications that contractor has completed within the current and previous program year.

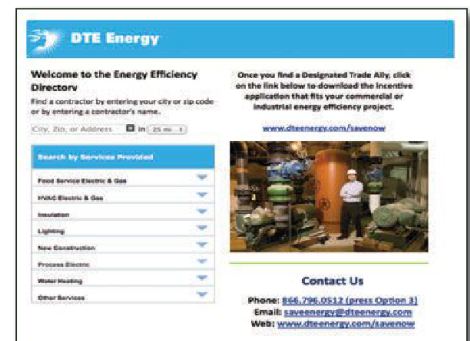
Taking Care of the Paperwork for DTE Energy Efficiency Incentive Programs is Our Job

When you hire a contractor through the DTE Energy Efficiency Directory, you can rest assured they're knowledgeable about – and participate in – energy efficiency rebate programs that can reduce your costs and put money back in your pocket. Each contractor knows the incentive programs inside out. In many cases, they will take care of everything for you, from securing the forms to getting your signature and mailing them in. And they offer two options on how to receive your incentives: you can receive the incentive directly via a check

or you can elect to have it applied to the cost of your service and then simply pay the difference. It's up to you.

Put the Directory to Work for Your Business

The DTE Energy Efficiency Directory is easy to use and packed with valuable information. That's why it pays to begin your energy efficiency journey with a visit to dteenergy.com/findacontractor. If you would like more information, call us at 866.796.0512 (press option 3), or e-mail us at saveenergy@dteenergy.com. 





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"IS IT REALLY EASY TO SAVE MONEY BY SAVING ENERGY?"

It's never been easier to save your business money. Replace old incandescent exit signs with LEDs, and you can save up to 95% on energy costs. An energy management system that turns lighting equipment off during downtime can save you a lot. And installing a programmable thermostat to automatically lower heating and raise air conditioning temperatures during off hours will save you even more. Plus, you can tour our Interactive Business and Lighting Advisor tools for more ways to save. For additional cost-saving tips, go to dteenergy.com/biztips. Saving money has never been easier.



DTE Energy
Know Your Own Power™

USE LESS.
**SAVE
MORE.**

Start saving today, visit:
dteenergy.com/savenow