

EnergySmarts

WHERE SAVING MONEY IS THE BOTTOM LINE

FOR MICHIGAN BUSINESSSM

FALL/WINTER 2015

MICHIGAN BREWERIES

TAP INTO ENERGY SAVINGS

DON'T STOP!
(See page 16 for details)

◆ **TRIP TO BOUNTIFUL**
Local Businesses Tell How They Got Started Saving Money
(page 11)

◆ **CASH IS KING**
8 Ways to Save More with Incentive Programs
(page 6)

SETH RIVARD AND JEFF SHEEHAN, OWNERS
ROCKFORD BREWING COMPANY, ROCKFORD MICHIGAN

"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

THE TRANSIT. WHATEVER YOUR JOB NEEDS, THE TRANSIT WORKS.

The Ford Transit offers the flexibility to fit any business like a work glove. Available with your choice of three roof heights, three lengths, two wheelbases, three engines, cargo van or passenger wagon, and a seemingly endless list of upfitting options.



2015 Transit Van XLT LWB

2015 Transit Van RWB

2015 Transit Wagon XLT RWB

Transit does everything from hauling cargo to carrying people.

- High-roof van and wagon models accommodate a passenger standing 6 ft. 5 in.
- Cargo van GVWR range: 8,600 lbs. (single rear wheels) to 10,360 lbs. (dual rear wheels)
- Cargo van payload range: 3,060 lbs. (single rear wheels) to 4,560 lbs. (dual rear wheels)
- 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
- Dual sliding doors (medium- and high-roof vans only)



Get to your
Southeast Michigan Ford Dealers!
thinkfordfirst.com





Dave Meador
Vice Chairman &
Chief Admin. Officer

Q&A

Michigan is on a roll. According to Comerica Bank economist Robert Dye, improving home sales, positive employment numbers and strong vehicle sales have all helped pump up Michigan's economy, which has continued to improve through the first half of 2015. The Federal Reserve Bank of Chicago took it a step further in August and reported that Michigan has the fastest growing economy in the Midwest. That's good news for Michigan business.

As a result of the improving economy, some industries that were once only minor players in the state are now becoming prominent. Among these are craft breweries. The Michigan Beer Blog, one of our favorite Internet sites, now lists 151 Michigan breweries. Many of the most successful ones have taken steps to improve the energy efficiency of their operation, thereby reducing costs and improving their bottom line. You can read about two of them in the article, "Brewing up Savings" on page 18.

Of course it's not only breweries that can improve their business model by making energy efficiency part of their business plan. It works for every business, and we provide examples in this issue. On page 14, you can read about how an extensive lighting project is paying off big for Fluidline Components, a distributor of hydraulic and pneumatic parts, and how HVAC upgrades are promising to deliver a good return on investment for Pewabic, an iconic Detroit institution. You'll find that story on page 12.

Part of Michigan's success is the result of working together. Through Pure Michigan Business Connect, thousands of businesses are sharing information and fulfilling their needs right here at home, helping everyone prosper. Read about it on page 30.

Of course municipalities face cost-control challenges similar to those of businesses. Many of them are upgrading infrastructure and enhancing the security of the community by replacing outdated streetlights with energy-efficient LED lamps. That, of course, can enhance the business environment and generate resources. Our state government is helping some of the most financially challenged municipalities achieve that with generous grants. Their story begins on page 24.

In brief, The Mitten is enjoying good times. As Michigan.gov said on its website, "Michigan is the nation's comeback state."



Published and distributed by DTE Energy,
One Energy Plaza, Detroit, MI 48226
dteenergy.com

Editor
Raymond Plummer

EnergySmarts for Michigan Business
welcomes your comments.
Send inquiries, questions or comments to:
EnergySmarts for Michigan Business
926GO – RP
DTE Energy
One Energy Plaza
Detroit, MI 48226-9952
or e-mail EnergySmartsMI@dteenergy.com

Contributors

Kathy Boyd	Terry Hughes
Susan Pluta Deemer	Nick Lico
Erika Geiss	Paul Stenquist
Mark Houston	

Advertising Sales Director
Susan D. Bernardi
248.672.3426
susan.bernardi@mktlinks.com
Penny Campbell
248.789.2848
penny.campbell@mktlinks.com

Account Director
Jo Ann Nagle
248.840.1581
joann.nagle@mktlinks.com

Production & Advertising Representative

Marketing Links Inc.
P.O. Box 250023
Franklin, MI 48025
248.840.1581

EnergySmarts for Michigan Business is published by DTE Energy. © 2015 DTE Energy.
All rights reserved. Reproduction in whole or in part without permission is prohibited. *EnergySmarts for Michigan Business* is a registered trademark of DTE Energy.
While every effort is made to ensure accuracy, *EnergySmarts for Michigan Business* cannot be responsible for content, opinions, practices or how the information herein is used.
All materials submitted, including but not limited to images, logos and text that appear, are assumed to be the property of the provider and *EnergySmarts for Michigan Business* is not responsible for unintentional copyright infringement. *EnergySmarts for Michigan Business* reserves the right to refuse any advertisement. DTE Energy and *EnergySmarts for Michigan Business* make no endorsement of any company listed in this publication.

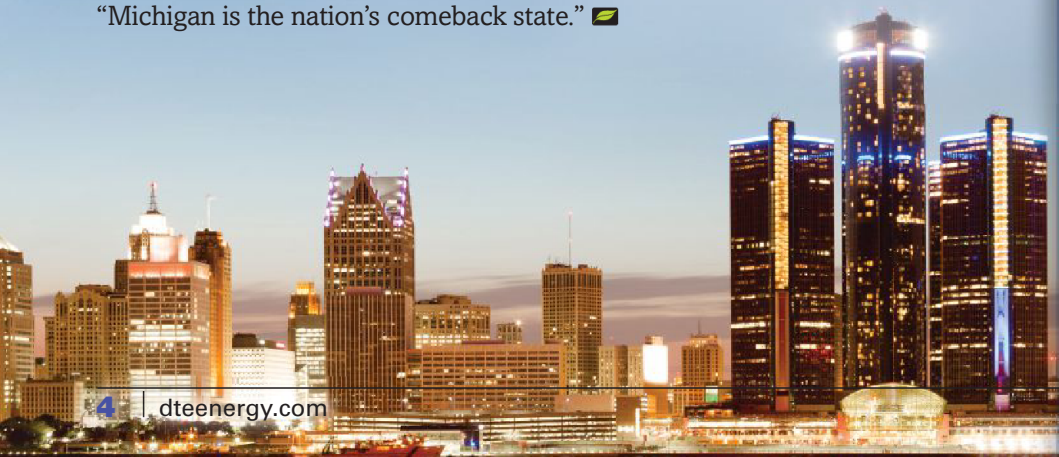
For a free subscription to *EnergySmarts for Michigan Business* send your name, address, city, state and ZIP code to:
EnergySmarts for Michigan Business
926GO – RP
DTE Energy
One Energy Plaza
Detroit, MI 48226-9952
or visit dteenergy.com/subscribebiz

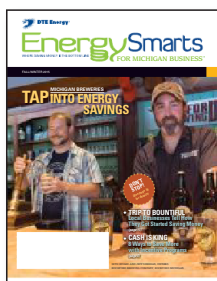


Printed on FSC-certified paper.



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





Three-year-old Rockford Brewing Company is one of more than 150 breweries that dot the state. A focus on energy efficiency has helped Seth Rivard and Jeff Sheehan launch their business successfully.

ENERGY SOLUTIONS

8 PLUG INTO PROFITS

Reduced energy usage and smaller utility bills aren't the only benefits of energy efficiency projects.

11 EXTRA, EXTRA

Local companies discover there is much more to energy efficiency than meets the eye.

12 FIRED UP TO SAVE \$\$

What began as a simple boiler tune-up led this Detroit icon on a journey that benefits employees and customers alike.

14 SAVINGS REALIZED

An industrial component supplier finds that incentives for energy efficiency improvements can help light the way to a brighter future.

16 ENERGIZING DETROIT

Bringing a Detroit historical building back to life benefits employees, the neighborhood and the city.

18 MAKING A CASE

Two Michigan breweries are not only committed to brewing the best beer, but also to optimizing energy efficiency.

22 ENERGY \$ENSE

The prognosis is good for a local animal hospital that began its energy-saving journey with a Business Energy Checkup.

24 VILLAGE GREEN

Four municipalities discovered that LED streetlights save taxpayer dollars while enhancing the quality of life for area residents and business owners.

30 AT YOUR SERVICE

Help your business grow by connecting with Michigan-based suppliers and other in-state resources.

DEPARTMENTS

- 6 QUICK HITS
- 27 ALTERNATIVE CURRENTS
- 28 ENERGY NETWORK
- 31 WATT'S ONLINE

FREE SUBSCRIPTION:

A FREE subscription to *EnergySmarts for Michigan Business* awaits you online at dteenergy.com/subscribebiz. Or turn to page 16 and simply complete and mail the enclosed postage-paid card. (If you don't see the word "subscriber" after your name on the front cover of this issue, you'll need to respond today to continue receiving free copies.)





Lucky You: 8 Incentives that Pay Cash Dividends

Everyone knows that in order to win the lottery, you have to buy a ticket. Right? The same holds true for energy savings. You have to make the effort before you can reap the financial benefits. But here's where conserving energy gets better, much better, than pure chance – DTE Energy incentive programs will pay you to play.

That's right, DTE is offering cash incentives to help you get started on your way to saving money on your energy bills. Crazy, right? And, if that isn't enough, these incentives also reduce the payback period of any improvements you make, so you can cash in on the energy savings sooner and longer. It's a win, win, win! Contrary to the old saying, "You need money to make money," we say, "Get money to save money – now and well into the future."

Don't gamble with unproven methods, check out the following incentive programs to get you going on an energy savings journey that will take you all the way to the bank.

1. Prescriptive Incentives

Projects that are proven energy-efficient measures.

We know what works, so we've made a list of projects that can qualify for a cash incentive. If you meet the requirements and get your request in before funds are depleted, there's cash to be had. Incentives are provided for qualified improvements and equipment commonly installed in a retrofit or equipment replacement situation. How much cash you receive will be determined based on the size, quantity and efficiency of the equipment.



It's always a good idea to submit a reservation application. Doing so ensures funds are available for your project.



2. Custom Incentives

Energy-efficient measures not offered by Prescriptive Incentives.

You have a project in mind that will improve the energy efficiency of your business, but can't find a prescriptive measure that fits. That doesn't mean it's not eligible for incentive support. Custom Incentives provide funds for those customers undertaking projects that meet the terms of the incentive program but are less common or more complex than Prescriptive ones.



Custom Incentives can be combined with Prescriptive Incentives for work undertaken by one business. Keep in mind, a reservation application must be completed before beginning any custom project.



3. New Construction Incentives

For larger projects with a range of energy efficiency measures.

You're building a new place of business and want to include energy efficiency measures that are an upgrade from your previous building. Or perhaps you're changing the way your building is used or adding a substantial addition. New Construction Incentives can help defray the cost.

4. Multifamily Program Benefits owners, managers and residents of a multifamily building.

If you have a multifamily building with five or more units under one contiguous roof, there are cash incentives for energy-saving upgrades to both tenant and/or common areas.



With the in-unit incentives, residents of your multifamily building can benefit from energy-efficient natural gas and electric upgrades that save energy and water.



5. Agricultural Businesses

A new crop of energy-efficient incentives for agricultural businesses.

Many agricultural processes are not as energy efficient as they could be, so this incentive is geared for Michigan farms to help pay for equipment upgrades in the areas of irrigation, dairy equipment, grain dryers, greenhouses, fans and pumps, and of course, lighting.



Available for both residential and commercial rate customers.

6. Michigan-Made Bonus Helping business customers while boosting our state's economy.

Business customers can earn a 15% bonus on each eligible measure when installing Michigan-made products in conjunction with energy efficiency projects. Both



Prescriptive and Custom measures can qualify for this offer.

7. Multi-Measures Bonus

The more you do, the more you gain.

Want to increase the value of your incentive reward? Do more than one energy efficiency job at a time. Apply for an incentive that covers multiple

projects in more than one category and receive a 20% bonus on top of your incentive reward. To qualify, no single category can constitute more than 75% of the total cost of your overall project.

8. Michigan Saves Financing

Favorable loans to help fund energy efficiency projects.

A non-profit organization dedicated to helping businesses take advantage of energy-saving improvements. Low interest rates and great terms just got better. DTE Energy is now buying down the interest rates on qualified loans to 0% APR for approved projects. Loans range from \$2,000 to \$50,000 on a 36-month loan. By taking advantage of this offer, your investment in energy efficiency can be cash-positive from day one. For more information, visit michigansaves.org today.



SELF-SERVICE TOOLS:

While incentive programs may seem a little complicated, applying is actually simple – especially when help is available.

DTE Energy Business Team: You can get more information regarding all of the incentives above by visiting dteenergy.com/savenow, emailing saveenergy@dteenergy.com or calling 866.796.0512 (option 3).

DTE Energy Designated Trade Ally:

These contractors are familiar with and are schooled in the qualification and application process. They are experienced and can help ensure you get your fair share of cash back. Visit dteenergy.com/findacontractor.



by Paul Stenquist

We've been telling our friends – you, the business community – about the benefits of energy efficiency improvements for years now. Reduced energy consumption and cash savings are the rewards, and they are enough motivation for many businesses to improve the efficiency of their lighting, heating, air conditioning and business equipment. But there are other benefits that help make energy efficiency improvements an even better deal for all.

Money Talks

Financial incentives are paramount. With generous cash incentives offered by DTE Energy for energy efficiency projects and the savings realized in reduced energy usage, payback periods for many jobs are brief. Because payback is quick, savings are pocketed sooner, putting money back into your business over time. In this issue, we profile companies that were motivated to complete energy efficiency projects because incentives multiplied the benefits of the project.

Incentives were a prime motivator for Ken Southway, facilities manager at Pewabic, whose energy efficiency journey began with a simple boiler tune-up and is described in “Fired Up to Save \$\$” on page 12. Incentives certainly entered into Mary Schmitt's decision to upgrade the lighting at Fluidline Components, a supplier of hydraulic and pneumatic components. Her energy efficiency project is described in “Problem Solved, Savings Realized” on page 14. And because any business will continue to save on energy after the initial cost has been paid back, the improvements can con-



Rewards in Abundance

Reduced energy usage and smaller utility bills aren't the only benefits of energy efficiency projects.

tribute to a better bottom line for years to come. But as we said, financial gain isn't the only benefit of improved energy efficiency.

Reliability and Reduced Maintenance

Installing new systems, whether they are HVAC, lighting or business equipment, can pay you back in terms of reliability and reduced maintenance. And it's not only new equipment that yields dividends, so too can a tune-up, like the boiler work described in “Fired Up To Save \$\$. ”

In many cases, the savings that come with reliability are huge. Consider a business forced to shut down in the middle of winter because the furnace

failed. That can result in product and other equipment damage as well as lost productivity. Reliable, energy-efficient equipment makes shutdowns less likely.

A Comforting Thought

The knowledge that you've done your best to limit energy usage and improve your bottom line can make for sound sleep. But improved energy utilization will also provide physical comfort in terms of better, more even heating and air conditioning, while improved lighting makes the workplace brighter and more cheerful.



See the Light

Lighting improvements are among the most advantageous energy efficiency improvements that a business can undertake. Just ask Fluidline owner, Mary Schmitt. She opted to replace her facility's outdated T12 fluorescent fixtures with high efficiency T8 lamps. Incentives covered approximately half the cost and energy savings will recoup the remainder. And, in years to come, the savings realized will bolster the company's bottom line.

The benefits have been huge in terms of a more pleasant, more productive workplace. It's a wonder more businesses aren't upgrading their lighting. Oh wait – they are. Lighting upgrades account for approximately 76% of DTE Energy cash incentive awards. They're proven winners.

Time is Money

Energy efficiency improvements cost you little in time and effort, because DTE Energy's Designated Trade Ally contractors are trained to not only

install and service energy-related equipment, they're schooled in the incentives offered and will handle the paperwork. You don't lose valuable time.

But an efficient and up-to-date business environment can save you time in other ways as well. When equipment performs reliably and maintenance downtime is minimized, the efforts of you and your employees can be directed to the task at hand. A trouble-free business is a profitable business.

Even small savings in time wasted can add up to a major advantage over the years. For example, when Ms. Schmitt upgraded the Fluidline warehouse, it became easier for employees to locate parts and fill orders. Thus a successful, efficient business became more efficient. Over time, seconds become minutes and minutes become days. Time saved is money earned.

What's it Worth?

Your place of business and operation are assets that have a dollar value. When a defective HVAC system is

replaced with a new efficient one, the value of the building and the company is increased. It's another benefit of energy efficiency improvements. Add increased value to the savings in energy costs, increased productivity, improved reliability, reduced maintenance and an improved work environment.

We Put Our Money Where Our Mouth Is

DTE Energy doesn't just preach business energy efficiency improvements, we practice them. We recently undertook renovating the vacant but architecturally significant former Salvation Army building in downtown Detroit. The improvements not only made the building more energy efficient, useful and attractive, they made it more valuable, adding to the appeal and net worth of the community.

We went a step beyond normal energy efficiency improvements and thoroughly remade the Art Deco building's systems. In fact, it has achieved LEED Silver Certification. That acronym stands for Leadership in Energy and Environmental Design. To qualify, a building must be the very model of efficiency. We've made it so.

We believe in leading by example. We hope you'll join us and begin an energy efficiency journey of your own. 🌱



SELF-SERVICE TOOL:

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



CAN YOUR BUSINESS HELP MICHIGAN GROW RENEWABLE ENERGY?

DTE Energy invites you to help us support renewable natural gas by enrolling your business in our BioGreenGas program. Together we can support a cleaner, healthier, more sustainable Michigan. This program keeps greenhouse gasses from entering the atmosphere by capturing methane that arises naturally from landfills and refining it to make pipeline-quality natural gas. Participating in the program shows your customers and community that you care about the environment and local sources of energy.

Join our growing community of BioGreenGas members.
dteenergy.com/biogreengasbiz



BioGreenGas
BUSINESS



DTE Energy
Know Your Own Power®

EXTRA! EXTRA!

As financially rewarding as energy efficiency improvements are, we have learned they yield much more than savings. A heightened sense of comfort and safety, increased workplace productivity, and improved visibility that better displays products and effectively illuminates work areas are just a few of the valuable extras.

Need a little *extra* incentive? There are cash rebates to help you begin – dramatically reducing the time it takes to recoup your investment, thereby saving you and your business even more. Every month. All year round, long after your initial investment has been paid back.

Those are particularly warm thoughts as we head into the winter months.

On the following pages, read how energy efficiency improvements – financed in large part through incentive programs – helped local businesses save money while benefitting from all those extras.



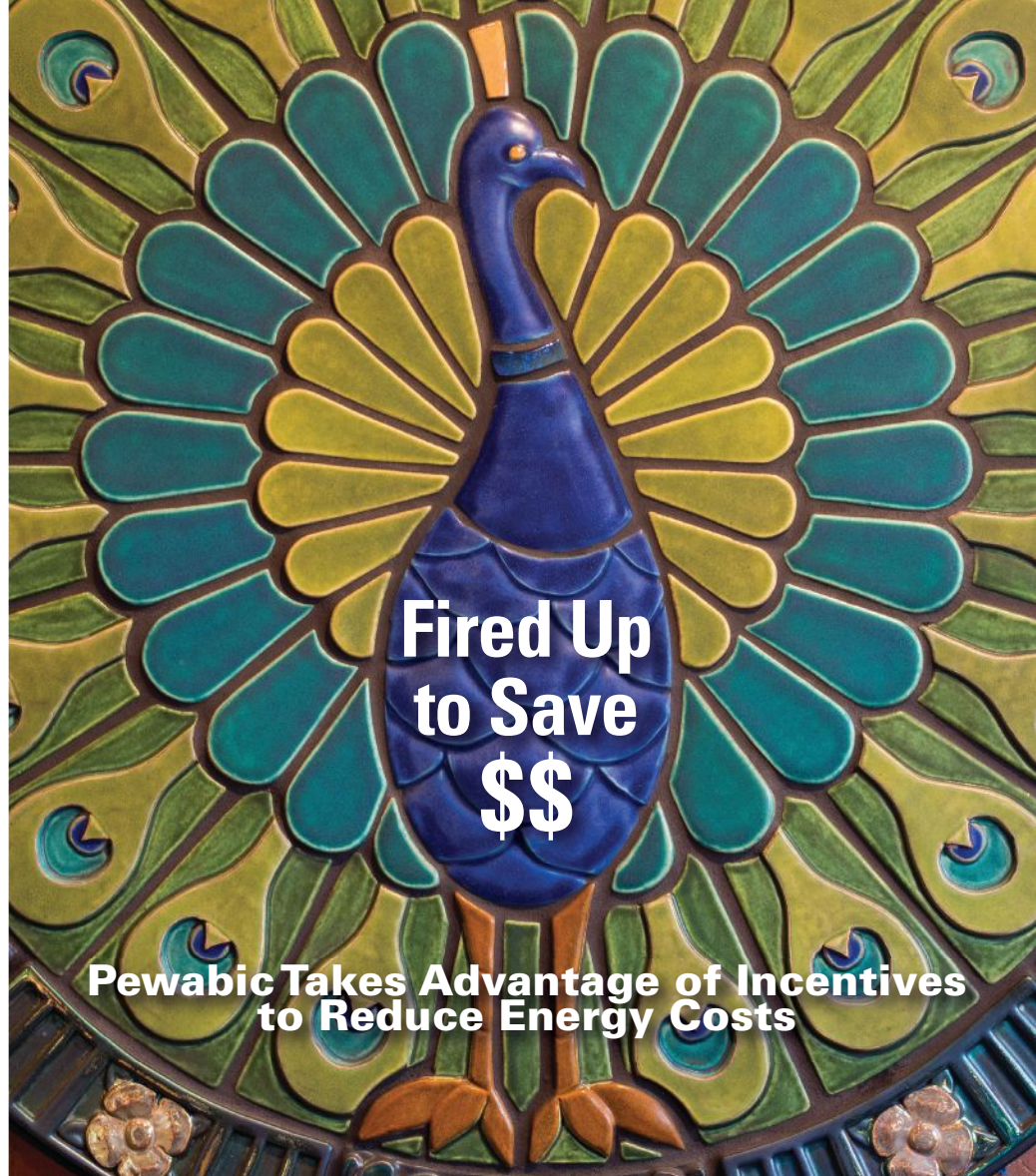
by Nick Lico



Pewabic is found in everyday homes, in such illustrious places as the Detroit Institute of Art, the Metropolitan Museum of Art, the Freer Gallery of Art at the Smithsonian, and in a number of Detroit landmarks, including the Guardian Building, the Detroit Zoo, the Detroit Public Library and Comerica Park,” said Lou Casinelli, Manager, Marketing & Communications.

Founded in 1903 by Mary Chase Perry Stratton and Horace James Caulkins, Pewabic has achieved international fame. The company’s history is symbolic of Detroit: dogged determination, an entrepreneurial spirit and unwavering commitment to excellence. This beloved institution – today a nonprofit organization – is eager to share its knowledge and love of pottery and ceramics with the world. But like most nonprofits, it operates with a meager budget, making energy efficiency extremely important.

Because Pewabic has occupied the same building since 1907, Ken Southway, the company’s facilities manager, faces many challenges. Fortunately, Southway has an ally – a DTE Designated Trade Ally – in Jerry Martin from Williams Refrigeration & Heating in Warren. Together, they planned energy efficiency measures that take advantage of incentives



available from DTE Energy. The incentives have led Mr. Southway on an ongoing energy-saving journey.

A Helpful Ally

That journey began in March 2011, when Williams Refrigeration & Heating tuned up two boilers, earning Pewabic a \$400 rebate from DTE Energy. As a result, Pewabic achieved immediate savings in the form of rebates and, with the boilers operating more efficiently, long-term savings in reduced energy consumption and utility bills.

“Jerry is my backbone. He tells me when incentives are available and we improve our energy efficiency accordingly,” Mr. Southway said. Even more

impressive energy-saving measures were implemented earlier this year.

A few years ago, Pewabic had to eliminate asbestos in another building, a job that involved removing insulating pipe wrap from a boiler. Unfortunately, they couldn’t afford to put pipe wrap back on and went several years without insulation.

“Earlier this year, Jerry told me that incentives to insulate the pipes were available,” said Mr. Southway. “He came, measured, gave me a quote and explained how much of a rebate we would get from DTE.”

The incentives were over \$1,900 for the pipe wrapping. That in turn

helped the company achieve additional energy efficiency measures elsewhere in the building. For example, in June, Pewabic replaced its outdated lighting in the customer gallery with highly efficient LEDs.

Cool Lighting

“Lighting was an issue; it was inefficient and generated a lot of heat,” Mr. Southway said, adding that the previous lights generated so much heat the staff would ask for the front door to be left open to help cool the gallery area.

“We had Gary Hollidge from Clor Lighting Group come in and show us various options,” he added.

“We’ve done numerous retail operations and they all have specific color needs,” Mr. Hollidge said. “We

were able to work with Pewabic to switch to LED and give them lighting that best showcases their ceramic products while maximizing energy efficiency.”

In addition to brightening the customer gallery and reducing heat, the new lights earned Pewabic a \$712 incentive from DTE Energy. As was the case with Williams Refrigeration & Heating, Clor Lighting Group completed and submitted all of the paperwork required to receive the incentive.

“All I had to do is sign my name; they did the rest,” Mr. Southway added.

More Efficient Kilns

Pewabic has also begun making its production process energy-efficient.

“We recently installed three new gas-fired kilns. The previous ones used to

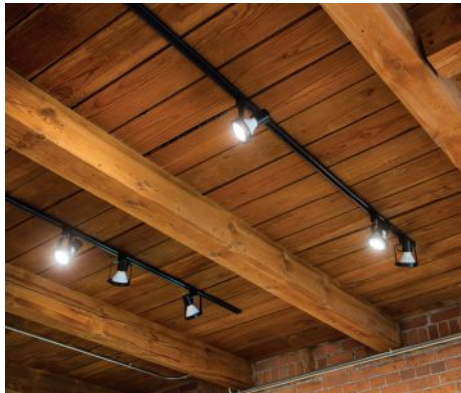


overheat the building. It took a day and a half to get the kilns up to 2,300° and it would take three days for them to cool down enough to remove the product,” Mr. Southway said.

The new kilns require only 24 hours to heat up and cool down, resulting in increased production and significantly reduced energy costs, since less natural gas is used. Now that the kilns are working as designed – retaining rather than radiating heat – the kiln room is much cooler.

“We’ll probably have to install a small heater in the kiln room in the winter,” he said with a smile.

Energy Solutions, *continued on page 26*



Upper left: The new kilns reduce energy cost and increase production. Upper right and bottom: Thanks to the new LED lighting, the customer gallery is now brighter and more comfortable.



SELF-SERVICE TOOL:

HVAC and Boiler Tune-Ups
dteenergy.com/tuneup



Fluidline's Mary Schmitt Knows a Good Deal When She Sees It.

Mary Schmitt, owner and president of Fluidline Components in Clawson, Michigan, struggled to read the Spring 2013 issue of *Energy Smarts for Michigan Business*. And no wonder, the old fluorescent lights in her office were dim and flickering. So too were those in the company's warehouse, making it harder for employees to read part numbers.

Despite the poor lighting, Ms. Schmitt was intrigued with what she was reading: an article that explained how DTE Energy's free Business Energy Consultation could lead to significant improvements in energy efficiency. All accomplished with little effort on the part of the business owner. The article outlined how energy efficiency projects, including lighting replacement, HVAC upgrades and other energy efficiency enhancements, not only reduce current and future energy usage and costs, but can also reward a business with significant incentives from DTE Energy, potential tax savings and increased business value.

Ms. Schmitt has been at the helm of Fluidline, a leading distributor of pneumatic and hydraulic components, since 1998. Her parents started the company in their basement in 1972, and the firm moved to its present warehouse and office building in 1983. Ms. Schmitt runs a tight ship, with an extremely well-organized warehouse and system that can deliver the parts customers need immediately. The business has been recognized as both a Certified Women's Business Enterprise and a Certified Woman-Owned Small



Business. Both credentials are difficult to achieve, and they are testimony to both Ms. Schmitt's expertise and her company's efficiency and organization.

In fact, on the day Ms. Schmitt was reading *EnergySmarts for Michigan Business* just about everything at Fluidline was working well, save for that lighting and some of the other energy-consuming systems. Every inch of the facility was illuminated with ancient T12 fluorescent fixtures. At its best, the lighting was just barely adequate with lamps failing at a record pace.

"I had known the T12 lighting was becoming obsolete and realized we may

have a hard time finding replacement bulbs," said Ms. Schmitt. Then I read about the BEC program and the DTE Energy incentives."

Randy Schmitt, her retired husband, was at the office that day, so she asked him if he could investigate further.

An Energy Efficiency Journey Begins

The Schmitts had always been energy conscious and they recently had Fluidline's heating and air conditioning systems tuned up, resulting in modest efficiency gains. They knew the HVAC equipment was old and that eventual

replacement should be part of their energy efficiency plan, but the lighting was a more pressing need.

Mr. Schmitt called 855.234.7335 and requested a Business Energy Consultation. Soon, DTE Energy technicians Jeff Shelton and Martin Jankowski were at the Fluidline facility. They checked energy-related systems, installed foam insulation on the electric water heater's pipes, installed an LED exit sign kit and recommended a complete lighting overhaul. Perhaps most important, they explained that generous incentives were available from

availability of incentives, explained the procedure and filed all the necessary documentation. Then he brought in a highly skilled crew and replaced all of the old T12 lighting with high efficiency T8 lamps.

"It was a very good deal for Fluidline," Mr. Wisely said. "The DTE Energy incentive covered almost half of the cost, and energy savings paid for the rest of it in ten months. That's a terrific return on investment."

Not only is it a great return on investment and a remarkably quick

Ms. Schmitt is likewise pleased that the enhanced lighting has greatly increased the value of her company, both in terms of the building's net worth and the impression it leaves with clients.

Moving On

In fact, the Schmitts are so pleased with the result that they're ready to continue their energy efficiency journey. Mr. Schmitt recently wrote to Mr. Wiseley at Oscar W. Larson Company and asked that he be made



Left to right above: Locating parts in the now well-illuminated Fluidline Components warehouse. Fluidline's HVAC equipment has been well cared for, but updating will bring energy-efficiency and financial dividends. So too will replacing the outdoor lighting with efficient LED lamps.

DTE Energy. What's more, they told the Schmitts an approved lighting contractor would be happy to do the job and handle the rebate processing paperwork.

Taking the Next Step

Mr. Schmitt checked DTE Energy's list of approved contractors at dteenergy.com/findacontractor and called several of them.

"Oscar W. Larson Company of Clarkston had a good reputation for service and offered competitive pricing," he said, "so I contracted them to do the work."

Roger Wiseley, the contractor's energy services manager confirmed the

payback, but the energy efficiencies achieved will continue to pay dividends in reduced operating expenses for years into the future.

The lighting overhaul not only made financial sense; the visual result was outstanding.

"Our IT technician stopped by after we upgraded our lighting to check out our computer systems and asked if we had painted the walls," said Ms. Schmitt. "He was struck by the bright and cheerful look of our offices and warehouse. The new lighting changed the nature of our workplace, while making it easier for everyone to do their job. We're extremely satisfied."

aware of any other DTE Energy incentive programs for which Fluidline might be eligible.

Mr. Wiseley responded in the affirmative: "We enjoyed working with you on the lighting project. I would like to talk to you about your heating and cooling requirements. We may very well be able to help you with that and with exterior lighting."

The journey continues. 🚀

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

Find a Contractor
dteenergy.com/findacontractor

by Nick Lico

As a business owner you watch expenses, so implementing energy-efficient measures is an attractive strategy. Reducing energy use helps you keep more of your hard-earned money. Sometimes enhancements improve more than your bottom line. They increase property values and make the neighborhood welcoming and attractive.

That's what happened when DTE Energy revitalized the former Salvation Army Service Center. Not only did the renovation provide an opportunity to demonstrate energy efficiency measures, it brought a historic building back to life, benefitting the DTE Energy employees who work there and the community.

A Look Back

When it opened in 1938, the Salvation Army building was an Art Deco architectural gem that provided food and shelter for the less fortunate. In later years it fell into disrepair and became vacant in 2004.

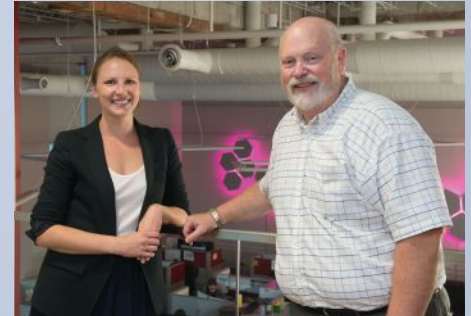
ENERGIZING DETROIT

An energy-efficient renovation saves a historic Detroit landmark, while enhancing the neighborhood and city.

The building deteriorated, which was not in keeping with DTE Energy's vision to energize Detroit, so the utility purchased the three-story, 32,000-square-foot building in 2012 as part of its Neighborhood Revitalization Initiative.

"DTE Energy is committed to assist in the rebuilding of Detroit," said Ron May, DTE Energy Executive Vice President. "As part of this commitment, we recognized an opportunity to refurbish the Salvation Army building and rename it Navitas House – Navitas being Latin for Energy."

"Bringing vacant buildings back to life is a key to revitalization. It helps a street feel alive, makes it safer and improves neighborhood stability," said Alissa Sevrioukova, DTE Energy Neighborhood Revitalization Fellow. "This building is located



Alissa Sevrioukova and Harold Domke proudly stand on the second floor of the newly renovated Navitas House.

across the street from our headquarters, so it serves as a reminder of the need to rejuvenate this area."

Last December, DTE Energy moved 140 of its information technology employees into the refurbished building – the first DTE Energy building to receive Leadership in Energy and Environmental Design (LEED) certification. (See the article on page 18 for more information about LEED certification.)

A previously forlorn building is now bright and inviting – day and night.



Energy Efficiency

The renovation enabled DTE Energy to integrate significant energy efficiency measures.

“All of the lighting is LED, which uses minimal energy and substantially reduces maintenance costs,” said Harold Domke, DTE Energy Manager of Capital Projects.

The building’s HVAC system is just as efficient. It includes 32 heat pumps, two condensing boilers and an energy recovery unit for the building’s ventilation system.

Heat pumps are highly efficient since they use a small amount of power to move existing energy from one area to another, transferring that energy into warmer or cooler air. This significantly reduces the total amount of energy required to warm or cool the entire building.

“One meeting area on the second floor features a series of large windows,” said Mr. Domke. “Even in cooler weather, the sun load can warm the area to the point where it needs to be cooled. The system can take that energy and transfer it to an area of the building that’s cooler, keeping everyone more comfortable.”

Additional Navitas House energy efficiency measures and conservation efforts include:

- 30 solar panels installed on the south side of the building to offset some of the energy consumed, as well as reducing CO₂ emissions by an estimated 22 metric tons
- 24% less water used than code requires, due to low flow/volume fixtures

- Reduced storm water runoff due to an onsite rain garden that absorbs water and removes silt before releasing the water to the sewer system. The garden also provides a habitat for birds and butterflies.
- 73% of construction waste was recycled
- Construction materials included products with high-recycled content, sourced within 50 miles
- Additional insulation brought the building up to code
- Efficient double-paned windows
- Solar powered recycling unit and trash compactors outside let DTE’s facility services know when service is needed

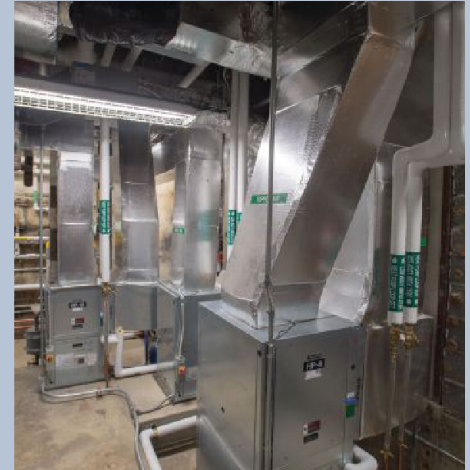
Preserving History

“In keeping with LEED certification, we made every effort to preserve many of the Art Deco interior and exterior elements during reconstruction,” Ms. Sevrioukova added. “For anyone with an interest in history or architecture, it’s a great place to work.”

Blueprints of the original building were used as artwork throughout the building. The original terrazzo floors and marble walls in bathrooms were retained, as were doors that divided spaces in the original building.

The Appeal of Older Buildings

If the prospect of taking an older building – such as your current one – and making it more energy efficient appeals to you, incentives from DTE Energy can help defray the cost. These may include Prescriptive, Custom or New Construction and Major Renovation Incentives. Each



Highly efficient heat pumps are an integral part of the building's HVAC system.

has specific requirements and parameters. For more information, please speak with a Designated Trade Ally. (Visit dteenergy.com/findacontractor for the list.) The State of Michigan also offers tax credits for rehabilitating older buildings. (Visit Michigan.gov for more information.)

“The restoration of this historic building is a win for DTE Energy, our employees, our community and the City of Detroit. It’s part of a larger, ongoing effort to energize Detroit, to make it a vibrant community,” Ms. Sevrioukova said. 🟩



SELF-SERVICE TOOL:

Information about Prescriptive, Custom and New Construction and Major Renovation Incentives

dteenergy.com/savenow or 866.796.0512 (option 3)

Find a Contractor
dteenergy.com/findacontractor

Brewing Up Savings

Michigan Breweries Tap Into Energy Efficiency

In less than 20 years, the number of breweries in Michigan has exploded – from a handful in 1997 to over 150 today. Also exploding is their economic effect.

According to Scott Graham, Michigan Brewers Guild executive director, Michigan ranks fifth nationally in the number of breweries, with the industry directly responsible for more than 5,000 jobs, over \$144 million in wages and more than \$277 million in output. If one considers indirect and induced effects, those figures jump to over 7,000 jobs, over \$232 million in wages and more than \$608 million in economic benefits.

Craft breweries dot our state, with heavy concentrations in Metro Detroit, Traverse City, Grand Rapids, Holland, Kalamazoo and Ann Arbor.

On a recent summer morning, we visited two craft breweries in the Grand Rapids area and discovered both have committed not only to brewing the best-tasting beer but also to optimizing energy efficiency.



Rockford Brewing Company

It was kismet. Seth Rivard and Jeff Sheehan were each looking for a partner to open a craft brewery in Rockford when city representatives introduced them.

That's how the Rockford Brewing Company (RBC), in historic downtown Rockford, got started. Though only three years old, it has garnered attention for both excellent beer and a commitment to energy efficiency.

"We installed a highly efficient HVAC unit that includes sensors that monitor the level of CO₂ in the air. It only exchanges air when required, not based on ambient temperature," Mr. Rivard said.

The HVAC unit features two thermostats with algorithms that maximize efficiency. The thermostats learn when the building needs to be heated or cooled. As a result, the furnace or AC doesn't turn on in the middle of the night when the building is empty.

Further maximizing efficiency is the HVAC's energy recovery ventilation (ERV) feature.



Seth Rivard and Jeff Sheehan



Left: The brewing process is also designed for maximum energy efficiency. Top right: The heat pump system heats and cools the front of the building. Bottom right: The HVAC system features multiple components for optimal efficiency.

As Rivard explained, the ERV takes air out of the building and uses it to condition the incoming air. For example, in winter, the ERV uses interior air to warm and humidify outside air. Rather than having to warm air that is 35°, the furnace works with air that is 60°. That means less energy is used to bring that air to 68-70°, resulting in lower utility bills.

To further augment patron comfort while maximizing energy efficiency, RBC installed ceiling fans on timers to make sure they run only when needed, and added window shades to minimize the impact of the sun load in the warmer months.

Natural resource conservation is also a priority.

“City water, which is typically around 55°, is piped through the brew tanks to chill the solution before we start the fermentation cycle,” said Mr. Sheehan. “Thanks to a heat exchanger, that water, captured in the hot liquor tank, is now hot. We use it to start the next beer batch and it requires less energy to bring it up to our prescribed temperature.”

Rockford Brewing Company is one of only two breweries in Michigan situated in a state park. If you are into biking, hiking or fly fishing, we recommend spending a few hours at this scenic location. While there, sample their offerings, including their Paradigm MPA beer. Available year-round, it’s made exclusively with Michigan ingredients.

Continuing the all-Michigan theme is the fine woodwork at the brewery. As Mr. Sheehan explained, it’s all locally made, with some of the tables, chairs and benches featuring the proprietors’ handiwork. The wood was grown in Michigan, as are most of the brewing ingredients, many of which are sourced from nearby farms.

Making A Case, *continued on page 20*



How Beer Is Made

Below is a very brief primer on the steps required to make beer:

1. **The mash** is where the starches in malted barley are converted into fermentable sugars, which are used in the next step.
2. **The boil.** Liquid from the mash is put into a huge brew kettle and brought to a boil. The result is called *wort*. Hops are added during this process to provide flavor.
3. **The whirlpool.** The solids are separated and the *wort* is cooled so the yeast can begin fermentation.
4. **Fermentation** is the process by which yeast converts the glucose in the *wort* to ethyl alcohol and carbon dioxide gas. This gives the beer its alcohol content and carbonation.
5. After a specific period, which varies based on type, the beer is ready to be bottled or kegged.



Brewery Vivant

Situated in a historic building in Grand Rapids, Brewery Vivant was the first brewery in the nation to be LEED certified. LEED (Leadership in Energy and Environmental Design) is an internationally recognized green building certification system that promotes energy efficient and sustainable building and development practices.

LEED certification is a rigorous process. To achieve this certification, building projects must satisfy prerequisites and earn points. Brewery Vivant worked tirelessly to meet the arduous guidelines required for LEED certification.

“LEED certification was a goal from the beginning. My wife Kris and I have a strong passion for sustainability. LEED certification is a symbol of our dedication and gives employees something to share with our patrons,” explained Jason Spaulding, the brewery’s president and founder.

Brewery Vivant also participated in the Battle of the Buildings, a competition sponsored by DTE Energy, Consumers Energy and the Michigan USGBC. It encourages Michigan commercial and industrial buildings to reduce their energy use. (Visit www.michigan-battleofthebuildings.org for more information.) “Our building had a lot



Jason Spaulding



Left to right above: A glycol cooling system chills the beer tanks and the draught beer cooler. Brewery Vivant's delicious menu items are prepared by Adam Lance on a natural gas stove for optimal energy efficiency. The heat exchanger reduces energy needs by transferring energy from one area to another.

of uses in its former life, including a funeral home. None lent themselves to this industry, so we had our work cut out for us. The location is in a historic neighborhood district, which has its own restrictions. We ended up gutting the building and all of the infrastructure and utilities. The end result says it was well worth it," Mr. Spaulding added.

The list of energy efficiency measures incorporated at Brewery Vivant includes high efficiency heating and cooling units with CO₂ sensors. A glycol cooling system for the beer tanks chills the draught beer cooler as well. Additionally, 60% of the employees walk or bike to work and many are buying homes nearby.

If you visit Brewery Vivant, note how the former funeral home chapel has been turned into a dining room, with a bar reflecting the shape of the chapel's pointed arch. Of course, you should try the beer. Four varieties are available year-round and ten specialty beers are offered at different times.

Our visit coincided with the release of Cherry Doppelbock, containing Michigan cherry juice.

"This is a malty, sweet beer with hints of cherry and a chocolate finish," Mr. Spaulding explained. We concur.

Common Energy Efficiency Measures

While Rockford Brewing Company and Brewery Vivant initiated energy efficiency measures specific to their industry, they also implemented many that can be adopted by any business. If you're looking to save on utility bills, consider the following:

- Heat exchangers can efficiently transfer heat from one medium to another, reducing the amount of energy required to heat the second medium.
- Occupancy sensors in bathrooms reduce lighting use.
- Low-flow toilets and waterless urinals conserve water. Brewery Vivant estimates annual savings of nearly 50,000 gallons.
- Sensor-activated bathroom faucets that turn on and off automatically conserve water.
- High efficiency hand dryers with minimal run times conserve energy and eliminate paper waste, benefiting forests and landfills.
- LED lighting significantly reduces energy costs and keeps areas cooler.

Raise a Glass

The tremendous growth of craft brewing continues at a record pace in

Brewery, Microbrewery, Brewpub

As you visit various establishments you may notice that some are designated breweries, microbreweries or brewpubs. Here is how they differ:

- A brewery can sell directly to consumers in not more than two of its own locations, as well as through retailers.
- A microbrewery can produce up to 60,000 barrels annually and can sell beer at its own tavern or through retailers. Those producing above 30,000 barrels are limited to three taverns, while no restriction exists for those producing less than 30,000 barrels.
- A brewpub is limited to six locations and can manufacture up to 18,000 barrels annually. Beer is sold only inside its location and includes beer to go. A full-service bar is allowed. It must operate a full-service restaurant, with at least 25% of sales coming from non-alcoholic items.

Source: The Michigan Brewers Guild

Michigan. In addition to the employees, a wide range of suppliers including farmers, brewing equipment manufacturers and retailers are benefiting. Grand Rapids and other brewery hot spots are also seeing a significant tourism increase.

We believe it's only fitting to toast this refreshing industry by raising a glass to yet another uniquely Michigan experience. 🍷

CURE FOR WHAT AILS YOU

A Business Energy Consultation put Island Animal Clinic on the path to a more efficient future.

Dr. Helena Woodward-Ryan has worked tirelessly to make creatures large and small well again at her Island Animal Clinic in Grosse Ile, Mich. But while her attention was focused on ailing animals, her clinic was in need of an energy efficiency update. Fortuitously, office manager Nancy Clemons met a DTE Energy Consultant when she attended the “Roar on the River” boat race in Trenton, Mich. The DTE expert told her about the free Business Energy Consultation (BEC) and how it was a first step that could put Island Animal Clinic solidly on the road to energy efficiency – efficiency that would conserve energy, save dollars, reduce the clinic’s carbon footprint and make it a more comfortable and inviting place to work.

The free DTE Energy BEC is a boon to any business, large or small. A detailed and extensive consultation for both electric and natural gas customers, it can help anyone save on energy costs. What’s more important to a busy business owner, the BEC requires minimal effort. All one has to do to arrange for a BEC is call 855.234.7335 or email saveenergy@seillc.com. DTE Energy does the rest.



Dr. Helena Woodward-Ryan and Lacey.

Mrs. Clemons was sold and requested a BEC for Island Animal Clinic and a home energy consultation (HEC) for her house. She was pleased with the results of her HEC, so she was expecting good things when it was time for the clinic’s BEC.

“I always arrive promptly at the scheduled time on the day chosen for the BEC,” said DTE Energy Educator, Jeffry Shelton when interviewed at Island Animal Clinic. “I introduce myself, give the person who made the appointment my business card, and then explain the program and the BEC process.”

The energy educators install energy-saving products and make recommendations for energy efficiency upgrades. At Island Animal Clinic, Mr. Shelton replaced 13 inefficient 60-watt incandescent bulbs with more efficient CFL bulbs, replaced six incandescent flood lights with CFL floods, and installed three faucet aerators that reduce water use and conserve energy used to heat water.

On a tour of the facility, he found the furnace had been well maintained and its filter was new, but he advised that since it was over 30 years old, reductions in energy usage could be

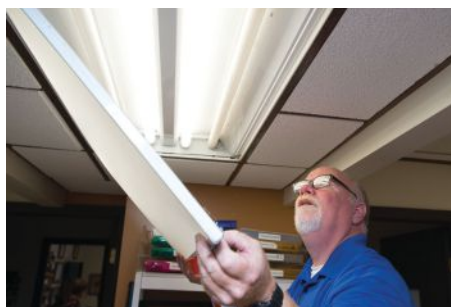
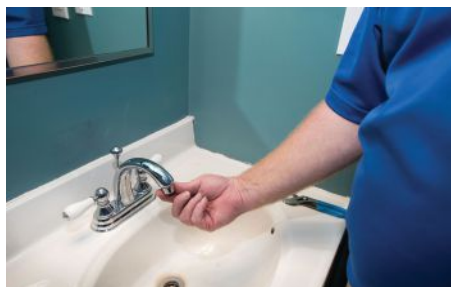
achieved by replacing it with a new high efficiency furnace. A check of the air conditioning unit alongside the building found it to be in good condition, but Mr. Shelton emphasized the need for regular cleaning of the condenser fins and coils. He examined the building insulation, which was also in good condition, but Mr. Shelton said some improvement could be achieved by adding more insulation in certain areas.

With the free equipment installed and the inspection complete, Mr. Shelton met with Mrs. Clemons to explain what had been done and how the installed equipment and other recommended enhancements would conserve energy and save money. (Dr. Woodward-Ryan was on a humanitarian mission, tending to an ailing horse on the morning of the BEC.)

The most pressing need, Mr. Shelton said, was a lighting upgrade. He recommended replacing numerous T12 fluorescent lamps with high efficiency T8s. He also said gains could be achieved by replacing the outdoor high intensity discharge floodlights (HIDs) with LED floodlights. Both jobs could qualify for DTE Energy incentives that would cover a substantial part of the cost. And with the resulting energy savings, the payback period should be less than two years. After that, the savings go right to the bank – forever.

The next step for the Island Animal Clinic will be to visit dteenergy.com and choose a Designated Trade Ally contractor. The Designated Trade Ally will estimate the job, apply for incentives and do all the paper work. All Dr. Woodward-Ryan will have to do is reap the benefits.

You can do the same. Request a Business Energy Consultation today. 📄



Office manager Nancy Clemons and DTE Energy Educator Jeffrey Shelton review the results of the Island Animal Clinic's Business Energy Consultation. The most pressing need: a lighting upgrade.



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

Big Savings Through HVAC Modernization

If your business is heated by a furnace that's more than 15 years old, chances are you're burning money to heat your building. Older low efficiency heating systems achieved an annual fuel utilization efficiency rating (AFUE) of only about 60%. That means that for every dollar spent on fuel, 40 cents worth of heat went up the chimney and was lost. Modern high efficiency furnaces can achieve up to 97% AFUE. Replacing that old furnace can save you around 35% in fuel costs. A better furnace means more consistent temperature and a more comfortable business environment.

While you're thinking HVAC, think humidifiers as well. A humidity level of 40% to 60% will prevent dry skin and keep everyone comfortable. If you have a forced-air furnace, a whole-house humidifier mounted in the air duct of the furnace is your best bet.

Other HVAC system savings are possible as well. Older furnaces and bargain-priced newer models, are equipped with inefficient Permanent-Split Capacitor (PSC) motors that operate on AC. An Electronically Commutated Motor (ECM), running on current that has been converted to DC, can be 60% more efficient. Fortunately, there are companies that offer ECM-mimicking motors designed to replace PSC motors. Substantial savings are possible.



A Brighter Future

Four Municipalities Conserve Energy and Save Money by Converting to LED Lighting.

Savvy business owners know one of the easiest ways to conserve energy and put money back in their pocket is to replace outdated lighting with energy-efficient LED lighting. LED lamps last far longer than old inefficient lamps, making conversion jobs cost effective. With the cash incentives available through DTE Energy and the savings that come with reduced energy usage, the payback period can be short and the savings will go on.

The cost-effective approach holds true for municipalities. Replacing outdated streetlight fixtures with modern LED lamps conserves energy, contributes to improved quality of life and rewards governments with long-term savings. Energy optimization rebates from DTE Energy help make lighting projects cost effective.

LED conversion projects became even more cost effective when Governor Snyder announced an \$8 million grant to help “financially distressed cities, villages and townships” improve services and quality of life through various projects, including streetlight enhancements. Four Southeast Michigan municipalities applied for the grants and are now well on their way to improved lighting and big savings.

LED Lighting: A Difference You Can See Immediately

The municipalities of Hamtramck, River Rouge, Ecorse and Royal Oak Township received over \$1,500,000 to convert outdated high-pressure sodium or mercury vapor lighting to new energy-conserving, money-saving LED lighting. Debra Cain, Account Manager for DTE Energy, said the grant was established to help

municipalities make upgrades or sustainable improvements that would lead to long-term financial savings.

“The new lighting has been transformative for these communities,” Ms. Cain says, “and they’re experiencing large savings.”

Ms. Cain also said that in addition to financial savings, “The communities get the latest in lighting technology, plus they feel good being part of the new greener initiatives. The new LED lighting enhances public safety, so it’s loved by law enforcement. With high-pressure sodium lighting, it was difficult to distinguish between a blue car and a red car; they all looked the same. These new LED lights can help deter crime.”

River Rouge Is Seeing the Light – Over 1,100 Lights

River Rouge Mayor, Michael Bowdler, is thrilled because his city received approximately \$350,000 in grant money to convert more than 1,100 existing streetlights to energy-efficient LED technology. Every streetlight in the city was replaced, as well as the lights in Memorial Park on Jefferson Avenue. “We saw this grant application as something that would benefit the whole community and help us save money over the long run. Plus, we got an energy optimization rebate from DTE Energy for about \$50,000,” he said.

“Everyone in the community is happy. The city looks cleaner, it’s safer and it’s brighter.”

It’s so bright in Memorial Park that kids can use the skate park at night. Mayor Bowdler said, “The new lighting

is the only thing on our Facebook page that hasn’t generated one negative comment. That’s a first.”

Royal Oak Township Rocks New Lighting Too

Royal Oak Township was awarded \$85,559 to convert 195 high-pressure sodium lights to LEDs. Robert Burgess, a consultant for the township and one of the first to apply for the grant, said the savings are significant: “We’ll be able to save about \$8,500 a year because of converting to the new lighting and we couldn’t have done it without the grant. I’m also excited because we’re getting a \$9,700 energy optimization rebate from DTE Energy,” said Mr. Burgess.

He added that the city’s residents are thus far very pleased with the change-over: “The lights were converted by July 24, and I went out and randomly

asked people, ‘So, what do you think?’ And everyone, with the exception of one person, was very excited.”

DTE Has a Process to Help Cities – and Businesses – Save with LED Lighting

For municipalities, businesses and homeowners, lighting conversion is a great first step to becoming more energy efficient and reaping financial rewards. Cash rebates and energy optimization incentives are available, and many programs, products and services have been developed to help get the job done. The sooner lights are upgraded, the sooner cities, businesses and homeowners can start saving and the brighter everyone’s future will be. Visit dteenergy.com/savenow to begin your energy efficiency journey. 📱

THE MAGIC ISN'T ALWAYS *on* THE FIELD

Football is here again! While you treasure your favorite team for the magic they create on the field, sometimes the real magic is hidden just out of sight. A WaterFurnace geothermal comfort system taps into the stored solar energy just below the surface of the earth to provide savings of up to 70% on heating, cooling, and hot water—with a comfort you have to experience to believe. Contact Comfort 1 Heating and Air Conditioning at (517) 764-1500, www.comfort1.net your local Waterfurnace dealer to learn how geothermal can be a game changer for your home.



call (517) 764-1500
or visit comfort1.net



visit waterfurnace.com

WaterFurnace is a registered trademark of WaterFurnace International, Inc.

THE 30% FEDERAL TAX CREDIT
EXPIRES AT THE END OF 2016



700A11
41 EER
5.3 COP



The boiler's new pipe wrapping provides a more comfortable work area.

Comfortable Environment

No one ever scoffs at money, and a nonprofit such as Pewabic certainly appreciates efforts to reduce its energy budget. However, these energy measures also contribute to employee and visitor comfort – benefits that can't be quantified on the accounting ledger.

"My office is in the basement, next to the boilers," Mr. Southway said. Prior

to the pipe wrapping, I would go home drenched in sweat from the heat radiating from the pipes. Now, it's much more comfortable. The same goes for the offices above the kiln room. All that escaping heat made for an unpleasant work environment. That's not the case anymore."

Mr. Southway came to Pewabic by chance and without a background in energy efficiency. Today, thanks to helpful allies such as Williams Refrigeration & Heating and Clor Lighting Group, he has become somewhat of an energy conservation expert himself, and is more attuned to helping Pewabic implement additional energy efficiency measures. A journey that began by happenstance is delivering measurable results. 🌱



Mark Your Calendars

Any day is a good day to visit Pewabic, a Detroit treasure. However, two upcoming dates are worthy of special mention: On October 10, you can fire your own piece of art at the highly anticipated Raku Party – where a commemorative, sport-themed tile will be revealed to the public. Be sure to also circle November 12 on your calendar. That's when Pewabic's holiday season kicks off with special pricing on holiday-themed items. Visit pewabic.org for more information.

"WHAT'S DTE ENERGY DOING TO MAKE IT EASIER ON BUSINESS?"

The new interactive eBill from DTE Energy makes it easy to analyze energy usage and pay your bill. The new, simple layout shows your usage at a glance, gives you links to energy-saving ideas, and lets you pay your bill in a snap. There are even sections specific to your business that can help you understand and manage what you use, and pay.



DTE Energy
Know Your Own Power®



Sally Like, Owner
Marcile's Fashions
& Bridal



BioGreenGas: It's A Big Deal

Take Advantage of This Renewable Energy Source from DTE Energy.

At DTE Energy we say, "Garbage in, clean energy out." It's a motto we've embraced ever since we started utilizing renewable natural gas produced from methane generated in landfills. And now, business owners like you will have the opportunity to contribute to the development of this valuable resource by enrolling in DTE's new BioGreenGas program.

As a BioGreenGas steward, you'll pay a small, \$2.50 premium on your monthly natural gas bill, but the payoff will be big for both the environment and your business. Did you know

that 80% of Americans agree they can make a positive difference by purchasing products from socially or environmentally responsible companies? This makes it a win-win-win: You support the BioGreenGas program. We support you with marketing tools. And, as a result, customers will support your business.

It's Green Energy for Everyone. But What Is It?

Biogas produced from landfill methane replaces gas from nonrenewable sources, so it helps conserve natural gas resources. But there's another environmental benefit: Landfill methane is a harmful greenhouse gas, so capturing it to produce biogas prevents its release into the atmosphere.

Landfills produce methane gas when garbage decomposes. It's a natural process that's been occurring since life first appeared on earth. The biogas production process taps into that methane resource by means of wells sunk into the landfill. The methane is then delivered to a facility where it's cleaned and converted to pipeline-quality renewable natural gas. Because the process is repeatable, the energy supply is self-sustaining while the landfill is active and for a number of years after it has been capped.

And the \$2.50 you pay monthly? It goes directly to purchasing the renewable natural gas.

BioGreenGas Generates Good Will and Great Customer Relations

You can never overestimate the goodwill that programs like BioGreenGas can generate in your community. So let your customers know you're supporting the environment by supporting the production of clean, sustainable gas.



BioGreenGas marketing materials let customers know you're doing your part.



At the same time, you'll be letting them know you're a good corporate citizen and a supporter of Michigan's economy.

To make sure your customers become aware of your environmental efforts, we're developing a marketing toolbox with decals you can put in your windows and elsewhere, graphics for letterheads or business cards and other promotional materials that will identify you as a BioGreenGas program member. Most consumers prefer to do business with a company that's environmentally responsible, so your participation will be recognized.

Are you ready to start generating some green goodwill for your business and renewable energy for your community? Then visit dteenergy.com/biogreengasbiz to enroll in DTE Energy's BioGreenGas program.



by Terry Hughes



Up North Energy Extravaganza

Mark Your Calendar for the 2015 Traverse City Business Expo

the changes that are coming in the near future. Energy is a more relevant topic today, than ever before for the small business."

The highlight of the breakfast will be an informal discussion featuring Valerie Brader, Executive Director of the Michigan Agency for Energy and the top energy adviser to Governor Snyder and state department leaders. "As Michigan shifts from the energy sources of the past to those of the future, we'll focus on energy policies that will help families and businesses have affordable, reliable and environmentally protective energy," Ms. Brader said. Joining her in the discussion will be Doug Luciani, President and CEO of TraverseCONNECT and David G. Mengebier, President of the Consumers Energy Foundation and a member of the board of directors of the Michigan State Chamber of Commerce and the Michigan Economic Development Foundation.

"Attendees will walk out of the breakfast with critical information that will help them identify how energy will impact their business planning for the first quarter," Ms. Oblinger said.

Are you interested in finding out about the latest developments in the energy world, making new contacts, and hearing a powerhouse panel discuss energy and how it can affect your business? Then come on out to the Traverse City Business Expo on Tuesday, November 3 at the Traverse City Resort and Spa. What a day it will be! Energy is the focus of this year's Expo and there will be plenty of it generated throughout the day. The day begins with the Economic Outlook Breakfast and culminates with 140 exhibitors offering small-business

owners the chance to network and learn about new products and services that can increase their profitability.

The Economic Outlook Breakfast is Generating Excitement

No pun intended, but "It's one powerful day," said Laura Oblinger, Executive Director, Traverse City Chamber of Commerce. "The day starts at 7:30 a.m. with our Economic Outlook Breakfast and informal discussion. It's typically a sell-out crowd with over 500 people in attendance. This year our focus is on energy, the legislative issues that are impacting energy, and

Get Ready for a Huge Wave of Energy When the Doors to the Expo Open

When the Expo begins at 9 a.m., business owners will be greeted by 140 eager exhibitors. "The business community really looks forward to this event. It gives them a reason to connect and a place to go, and I'm always impressed by their involvement," said Ms. Oblinger.

Tim Burden, CEO of CoolLED Inc in Traverse City, has been an exhibitor before. "A lot of businesses stopped by that had heard about energy-saving LED lighting and wanted to know more," said Mr. Burden. We had lots of lights for people to look at, touch and feel, and see what the technology was all about. The first year, we had maybe 40 follow-up meetings, which was great. Business owners wanted

Save The Date

Tuesday, November 3

Economic Outlook Breakfast

7:30 a.m.

Traverse City Business Expo

9:00 a.m. – 5:00 p.m.

Traverse City Resort and Spa

To register for the Expo, see pricing, view the list of vendors and floor layout, and plan your day accordingly, visit the Traverse City Chamber of Commerce website at <http://tcchamber.org> and go to Events & Program.

additional information, samples and estimates, and we got some business out of that."

While not every business that stopped by made the LED lighting conversions,

Mr. Burden said they're still talking to those companies. "They haven't made a change yet, but they're still looking to make one and they're still evaluating the substantial energy efficiency and savings of LED lights."

Barbara J. Rykwald, Program Manager for DTE Energy, will also be on hand at the DTE Energy booth to chat about energy, offer tips on ways to save energy and provide information about DTE's energy efficiency programs. "The Traverse City Expo sees 1,200 to 1,300 people come through in one day. It's amazing to see the small business owners embrace the Chamber of Commerce; they participate and they really support events like this one," Ms. Rykwald said. 📧



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



**Oscar W.
Larson Co.**

Phone: 248-620-0070

Fax: 248-620-0071

E-mail: info@larsonco.com

Website: www.larsonco.com

by Paul Stenquist

DTE Energy and Pure Michigan Business Connect are helping grow our state's economy.

“We’re all in this together,” said Dave Meador, vice chairman and chief administrative officer for DTE Energy. “The best and most responsible businesses in our state are working together to help grow Michigan’s economy through Pure Michigan Business Connect. That’s why we’ve pledged to double our commitment to this superb program.”

Pure Michigan Business Connect – a public/private initiative of the Michigan Economic Development Corporation, state agencies and Michigan companies – helps local businesses grow and create jobs by connecting suppliers with in-state business resources. And it works. By the end of 2014, DTE Energy had already injected more than \$1.72 billion into the local economy by spending with Michigan-based businesses since 2013. Now, the utility has pledged \$5 billion in investment with other Michigan-based companies over the next five years. This represents more than \$500 million annually in new supplier contracts – an increase of more than 200% since the program’s inception.

Governor Rick Snyder, speaking to the media at the state capitol, said, “These latest commitments, along with those of our other partners, will mean significant growth opportunities for Michigan companies. I encourage all of Michigan’s business community,

companies that have supply needs and those that are looking for new opportunities, to join the program.”

Pure Michigan Business Connect helps find ways to raise capital, get access to professional business services at little or no cost, connect through a new business-to-business network, and identify potential suppliers and resources. When first conceived, it was an idea with potential. Now, it’s an alliance that works for all of us.

In brief, it’s a tool that provides even small businesses with a connection to sales and supply chain opportunities to which they might not otherwise have access. It’s a program that benefits every Michigan business while making our state stronger and increasing employment opportunities for all Michigan residents.

By keeping business activity within the state, we all win. Your business grows stronger and so does your neighbor’s.

“DTE Energy is proud to be a leader in this positive collaboration with the governor and the Michigan Economic Development Corporation,” said Gerry Anderson, chairman and CEO of DTE Energy. “We have partnered with high-quality suppliers that provide us with the cost-effective products and services we need, keeping thousands of jobs in Michigan, while improving service reliability for our customers.”

Pure Michigan Business Connect: It’s a significant plus for our business and yours. It’s time to get on board. Go to www.michiganbusiness.org/grow/pure-michigan-business-connect for more information. 📄



SELF-SERVICE TOOL:

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

Better Together





Your Most Powerful Tools Aren't Always Power Tools

When it Comes to Conserving Energy and Saving Money, DTE Energy's Online Business Tools Pack a Lot of Muscle

The only thing you need to power up is your computer. Once you do, go online and check out three tools that can help reduce energy expenditures and increase profitability.

A Lighting Advisor for Business? Say Watt?

When you consider that lighting may account for 20% – or more – of your business's electric bill, it pays to take a look at the energy-efficient lighting options available to a commercial or industrial business. You can see how efficient your existing lighting is and view your replacement lighting options – plus lots more – at **dteenergy.com/lightingadvisor**.

Find a Contractor. A Reliable One.

No business should suffer costly mistakes due to an unqualified contractor. With our online Energy Efficiency Directory, you can find reliable contractors to make your business more comfortable and energy efficient, helping you save energy and money. We've put together listings for contractors who sell and install energy-efficient equipment for a lot of applications, like lighting, motors and drives, HVAC, refrigeration and food-service equipment. We'll even help you ask the right questions before you hire. Head to **dteenergy.com/findacontractor**.

Sign Up for Your No-Cost Business Energy Consultation

The Business Energy Consultation helps you save money on energy, starting with a free analysis that includes free facility enhancements. Once you set the date and time, our energy team visits your business, analyzes your energy usage, and even installs energy-saving products – replacing lightbulbs, adding water-saving faucet aerators and wrapping hot water pipes – all free of charge. While they're at your place of business, they'll also recommend other energy efficiency measures and show you how to get cash incentives to pay for them. Sign up by calling **855.234.7335** or by emailing **saveenergy@seelllc.com**.

When it comes to trimming your business's energy costs, our online tools are as handy as a power saw. Check them out. After you do, remember to leave your computer in sleep mode; it's one more way to save energy. 🌱

"HOW DID MR. BUCK TRIM HIS ENERGY BILL?"

After visiting DTE Energy's online Lighting Advisor, Mr. Buck replaced old incandescent bulbs with more efficient models to reduce lighting costs. He also adjusted his thermostat just a few degrees when his business was closed. Then he wrapped his water pipes and adjusted his hot water heater to save him even more. All in all, Mr. Buck says he saved around 10%, despite the harsh winter. DTE Energy wants to help you give your costs a trim, too.

Go to dteenergy.com/savenow today.



DTE Energy®
Know Your Own Power®