

September 23, 2024

Michigan Public Service Commission
P.O. Box 30221
Lansing, MI 48909

Via email: lara-mpsc-commissioners2@michigan.gov

Re: Case #U-21534

Dear Michigan Public Service Commissioners,

As the President of Ignite Social Media, a privately owned marketing firm based in Birmingham, Michigan, my business partner, Jim Tobin, and I are writing to express support for DTE's electric rate case. DTE's 15-year commitment to prioritizing in-state spending, creates jobs and helps companies like ours succeed.

Thanks to our nearly 10-year partnership with DTE, we've been able to hire additional local talent, invest in our community, and expand our operations in meaningful ways. Our commitment to community involvement is demonstrated through efforts such as volunteering to prepare backpacks for elementary students, caring for animals at the Michigan Humane Society, providing annual contributions to The Heat and Warmth Fund (THAW), and partnering with other DTE vendors for Earth Day initiatives.

DTE's trust in our Michigan-based team to deliver consistent, competitively priced services has given us the confidence and foundation to steadily grow our business. This partnership has enabled us to expand our workforce, promote mid-level employees to leadership positions within our organization, and offer comprehensive benefits that foster employee retention and development.

The ripple effect of DTE's investments goes far beyond our business—it strengthens the entire ecosystem of local businesses, propelling sustainable growth and prosperity within our communities. Thank you for considering the profound impact that DTE's support has on Michigan's economy.

Sincerely,



Deidre Lambert-Bounds
President
Ignite Social Media