

REGROUP

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,

I own REGROUP, a brand and performance agency and a certified women owned business (WBE) located in Ann Arbor. I'm writing to express my support for DTE's electric rate case. DTE has a 15-year commitment to put Michigan first by prioritizing spending with in-state businesses. This commitment creates jobs and helps hard-working companies like mine succeed.

Because of DTE's investment and mentoring, we're thriving. We are grateful to have been found through their supplier diversity initiative and retained as the DTE agency of record twelve years ago. Their ongoing program has been key to introducing us to other partner suppliers and prospective clients. Without this program we and many other minority suppliers might not have had the opportunity to grow as we have.

Since partnering with DTE in 2012, we have grown our business by an impressive 70%, enabling us to increase our Michigan-based workforce by 60%. This growth has allowed us to invest in new technologies and equipment, grow our service offerings, and expand our presence by leasing additional space in downtown Ann Arbor—all of which directly stimulates the local economy.

DTE trusts us and our Michigan employees to consistently provide a good product at a competitive price. That trust gives us the strength and incentive to invest in the partnership. As an agency, we are responsible for spending millions of dollars annually on their behalf. We and they ensure that all communications are produced and placed in the state of Michigan using local partners and talent. Those communications include lifesaving storm alerts and information on how to reduce energy costs for the benefit of DTE residential and business customers.

DTE encourages us to pay it forward by doing business close to home and supporting our communities. As a certified B-Corp, we are committed to an inclusive, equitable and regenerative economy. Through our certification, we are measured on our environmental and social impact. The DTE Sustainability Report was a key proof point that the clients we

serve are also committed to protecting the environment. The DTE MIGreenPower program enabled us to get credit for using 100% renewable energy for our office. Following DTE's example, we were able to demonstrate that we provide paid time off for our employees to donate their time to the non-profit of their choice. Our team members have helped many local organizations including: Matthaei Botanical Gardens, Huron Valley Humane Society, Michigan Humane Society, Huron River Watershed, Food Gatherers, Michigan Theater, Humble Design, The Wave Project, Meals on Wheels, Give 365 and Michigan Public Schools across multiple counties.

Thank you for considering how DTE's investments and support of Michigan businesses create a ripple effect that translates into greater prosperity in local communities.

Sincerely,

A handwritten signature in black ink, appearing to read "Janet Muhleman", with a long horizontal flourish extending to the right.

Janet Muhleman
President
REGROUP, Inc.
734-604-6437M