

Conservation Incentive Program January 2011 Trade Ally Newsletter



As promised here's an exciting update to our 2011 Trade Ally Program. We've included some basic Q & A for you to reference and will be sending out notifications in writing soon.

- **What changes can we expect to see in the Trade Ally Program in 2011?**

In 2011, we will be rolling out a substantial series of revisions to our Trade Ally Program, including the addition of a \$1,000 training fund for each active weatherization trade ally and twenty \$50 bonus coupons to each HVAC/equipment trade ally for distribution to customers qualified for an incentive through our Conservation Incentive Program.

- **Why is the Trade Ally Program changing?**

The Trade Ally Program is changing in response to trade ally input and prior program experience in order to better serve your needs. We believe that by providing our trade allies with a strategically focused program we can help you grow your business, while growing the amount of energy efficiency measures installed by our customers. Its a win-win.

- **Is CNGC going to offer any special benefits for trade allies this year?**

Yes, all active weatherization/insulation trade allies may select and attend up to \$1,000 worth of third party trainings relevant to their field and apply for reimbursement from CNGC pending pre-approval by the end of second quarter (June 30th). All active HVAC/water heat trade allies will receive 20 (twenty) specialized bonus coupons worth \$50 each to provide their customers with extra motivation to install qualified high efficiency measures.

- **What type of marketing assistance will be available to active trade allies in 2011?**

We have redesigned our benefits to enable all of our active trade allies to take advantage of them. While we will not offer direct reimbursements for cooperative marketing materials for 2011, we would still love to work with you to assist in designing marketing materials relevant to your business and the Conservation Incentive Program (CIP). And we can still approve the use of the Cascade Natural Gas logo on pre-approved materials.

- **Your program now has an "active" and "inactive" status. What does this mean?**

An active trade ally has had at least 10 incentive measures processed (10 participating customers) since the start of our CIP. We have set this threshold in order to ensure that those who are most engaged with our program receive the greatest benefit. As long as a trade ally has active status, they qualify for all the benefits and privileges of being a trade ally. Additionally, if at least 5 incentive measures have been installed and claimed through the program then that business will still be listed on our CNGC website under the trade ally list. All other trade allies will be considered inactive and will not be eligible for participation in the program.



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- Are there any other requirements to being an active trade ally?

Yes, in addition to the 10 incentive threshold, active trade allies must have an excellent quality control inspection history, with 100% pass rate following inspection recommendations (where deemed necessary by the QC inspector). Quality control history will be evaluated annually during the third quarter by the TA coordinator in order to determine continued active status.

- If I am listed as an inactive trade ally how do I get back on active status?

If you have had less than 5 projects receive conservation rebates since the beginning of the program, you must reapply for trade ally status. This must be accomplished by Q1 of 2011, in order to qualify you for participation in 2012. Following 2011, all TA applications must be submitted by Q3 of the previous year in order to be active for Q1 of the following year. If your numbers fall between 5-9 projects claimed, you will have until April 1st of 2011 to raise your participation levels and receive all the benefits of being an active trade ally.

- How do I know if I am an active or inactive trade ally?

We will send out both an electronic and written notice to advise you of your trade ally status. If you would like to know your status sooner, please contact Monica.foster@cngc.com.

- If I had marketing materials preapproved for cooperative marketing last year will I get reimbursed in 2011?

We sent out notices to our Trade Allies that all preapproved marketing material requiring reimbursement needed to be received for processing by November 19th 2010. Therefore, we can no longer reimburse any pending marketing materials.

- Why do I need to provide the revised insurance information requested in October?

We no longer use Conservation Services Group to deliver our residential program. Lockheed Martin and Cascade Natural Gas need to be noted on the insurance qualifications. Failure to provide the required information may affect your active status.

*If you are solely a commercial trade ally (i.e. you perform no residential work related to the CIP whatsoever) and are sent a notification of inactive status, please contact us so that we can discuss possible alternative arrangements.

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