

# Conservation Incentive Program April 2011 Trade Ally Newsletter

## Reminder! Updated Trade Ally Application and Insurance Certificates Due



As per the new Trade Ally program requirements all applications and revised insurance certificates were due by **March 31, 2011**. If you have not submitted the information and wish to remain on the program please contact Monica Foster at [monica.foster@cngc.com](mailto:monica.foster@cngc.com) or Brian Farnsworth at [brian.j.farnsworth@lmco.com](mailto:brian.j.farnsworth@lmco.com).

## Keys to Success - Did your customer apply for his or her rebate?

We provide our rebates as an incentive to encourage customers to take a step beyond simply replacing a standard appliance with the same model, and instead upgrading to a high-efficiency model. Many customers choose to make these upgrades based on the premise that they will receive reimbursement to help offset the initial cost. They would like to see something in return for their investment.

And yet, for some, an interesting thing happens when faced with the prospect of filling out and submitting the application – nothing. Occasionally customers forget (out of sight- out of mind) and others choose not to fill out the form.

Do you realize that an unclaimed rebate affects both the customer and you as our trade ally? Granted, your customer doesn't get his or her money, but you as a trade ally also don't get credit for installing the measure. Each qualified measure you install during the year, which is subsequently reported, counts towards the 10 incentive a year minimum required of our Active trade allies.

Here's a few tips on helping your customers apply for those rebates:



**Walk the customer through the form and assist at time of installation**

**Offer to mail it for your customer**

**Include a pre addressed envelope with the form**

**Complete the majority of the form for your customer**

**Offer a friendly reminder call prior to the 90 day deadline**

## Commercial/Industrial & Residential

Autumn Marks • Commercial & Small Industrial  
253.508.7116 • [autumn.d.marks@lmco.com](mailto:autumn.d.marks@lmco.com)

Tim Clark • Western Washington Communities  
425.877.9796 • [timothy.l.clark@lmco.com](mailto:timothy.l.clark@lmco.com)

Brian Farnsworth • Eastern Washington Communities  
425.877.2314 • [brian.j.farnsworth@lmco.com](mailto:brian.j.farnsworth@lmco.com)

## Marketing & General Program Assistance

Monica Foster • CNGC Conservation Analyst  
360.770.5970 • [monica.foster@cngc.com](mailto:monica.foster@cngc.com)



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