# Conservation Incentive Program April 2011 Trade Ally Newsletter



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

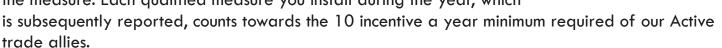
As per the new Trade Ally program requirements all applications and revised insurance certificates were due by March 31, 2011. If you have not submitted the information and wish to remain on the program please contact Monica Foster at monica.foster@cngc.com or Brian Farnsworth at brian.j.farnsworth@lmco.com.

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

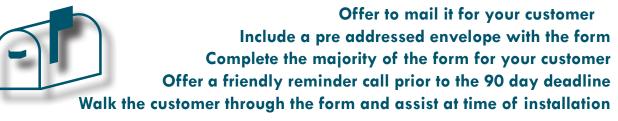
We provide our rebates as an incentive to encourage customers to take a step beyond simply replacing a standard appliance with the same model, and instead upgrading to a high-efficiency model. Many customers choose to make these upgrades based on the premise that they will receive reimbursement to help 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



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



### **Commercial/Industrial & Residential**

Autumn Marks • Commercial & Small Industiral 253.508.7116 • autumn.d.marks@Imco.com

Tim Clark • Western Washington Communities 425.877.9796 • timothy.l.clark@lmco.com

Brian Farnsworth • Eastern Washington Communities 425.877.2314 • brian.j.farnsworth@Imco.com

#### Marketing & General Program Assistance

Monica Foster • CNGC Conservation Analyst 360.770.5970 • monica.foster@cngc.com



In the Community to Serve®