

Conservation Incentive Program June/July 2012 Trade Ally Newsletter

Promotional Opportunity for Cascade Trade Allies in Whatcom, Skagit and Island Counties



Beginning on August 1, Cascade Natural Gas is sponsoring KGMI 790's Bagless Bellingham Promotion. As part of our sponsorship, station staff will distribute 1,000 co-branded canvas bags in key locations throughout the city. In addition to the bag distribution, Cascade's sponsorship will be discussed on the airwaves throughout Whatcom County over the course of several months. The bag design will promote high performance natural gas equipment and will include materials and handouts promoting our conservation programs.

As a value-add to our trade allies, we would like to provide a flyer listing all of our trade allies in the Whatcom, Skagit and Island County areas. All trade allies in the region will be listed on this flyer. However, if you would like to provide 1-3 lines about your company's services and/or a promotional offer specific to this campaign, please let us know as soon as possible so we can include it in our promotional distribution. **Send your copy to monica.foster@cngc.com by Monday, July 9 if you would like to participate.**

Additional outreach opportunities like this may arise and we will keep you posted as the campaign develops!

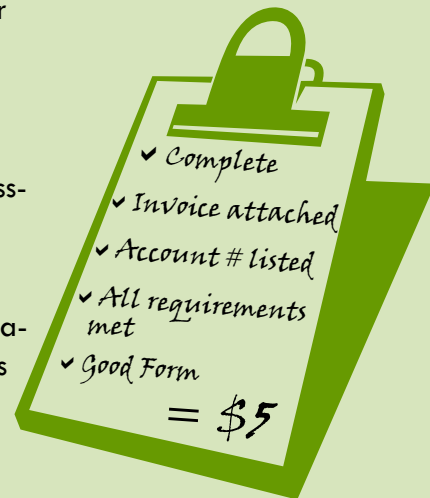
The Check's in the Mail - Have you received your Good Form Rewards?

Check your mailbox, if you are a Trade Ally for Cascade you are eligible for your mid-year **Good Form** rewards. Remember those?

As a benefit to our Trade Allies for every "Good Form" submitted to the program for a qualifying measure you get \$5. These forms must be complete, have all required paperwork attached, and require no additional follow-up from our processing team. This is a new benefit we enacted as of 2012 and your first installments are in the mail as we speak.

We've sent letters and checks to our Trade Allies who have had qualifying applications submitted and mailed additional letters to all other Trade Allies offering tips on how to help customers complete and submit these forms in the future.

It's not too late to be rewarded. Keep up the great work.



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