



Cascade Natural Gas Trade Ally Newsletter

Autumn 2013

Quarterly Trade Ally Spotlight

Cascade Natural Gas will be highlighting Trade Allies quarterly to let you know how the Cascade Natural Gas is helping Washington and Oregon homeowners conserve natural gas and save money.

Trade Ally: Smith Insulation



Smith Insulation began in 1946 and today offers insulation and window installation. The company used to offer heating and cooling equipment sales but now limits its HVAC work to system testing and duct insulation. Smith Insulation is among the most active trade allies in the Cascade Natural Gas Conservation Program and John McEwen, the company owner, is quick to offer a secret of his success.



[Download the PDF](#)

Trade Ally: Matthews Energy Services



Increased interest among area homeowners in energy efficiency solutions led Matt Stefnik to create Matthews Energy Services in 2010 as a division of the existing Matthews Construction Services, Inc. a full service general contractor specializing in home performance, energy efficiency, weatherization and remodeling. Matt Stefnik is an experienced and certified building energy analyst. Both its energy and construction divisions have BPI, PTCS, EPS, Lead RRP, OSHA and VA certified professionals to make sure their customers receive the best service available. Matthews is locally owned and operated in Kitsap

County, serving Western Puget Sound and the Olympic Peninsula.



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Complimentary EGIA Membership for Active Trade Allies

Cascade Natural Gas has partnered with the Electric & Gas Industries Association (EGIA) to provide Active Trade Allies with complimentary EGIA membership (normally \$250/year). EGIA has been delivering valued contractor programs for decades and gives member contractors the competitive edge they need to increase market share and profitability, while also staying abreast of state & national programs and market trends impacting the industry.

EGIA's member benefits include:

- Consumer Financing Programs
- Access to Industry Trend Research
- Discounted Business Products & Services
- Educational Webinars
- And More!

If you have not already completed and returned your Cascade Natural Gas sponsored EGIA Membership Application, download it by clicking the image to the right.

EGIA Membership Application

Company Information

Company Name: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Contact Person: _____
 Company Phone: _____ Company Fax: _____

Membership Type

Business Capabilities

Subject Application

EGIA is a non-profit organization dedicated to advancing energy efficiency and renewable energy solutions through a nationwide network of member contractors.

EGIA's Snapshot Surveys Available to Active Trade Allies



EGIA Uncovers Trends Around Contractors Use Of Employee Benefits, Employee Recognition Programs & Radio Advertising

Through your complimentary EGIA membership, your organization has free access to EGIA's industry research. EGIA surveys its contractor network every month on a specific focus area to gain insight on how contractors are evolving their business practices to achieve maximum success. At the conclusion of each month, EGIA publishes a summary of the survey results and make findings available exclusively for EGIA members. These monthly survey reports are a quick and easy way for contractors to see what is working and what isn't working for their peers within the industry.

Over the past 3 months, EGIA has surveyed their contractor network on Employee Benefits, Employee Recognition Programs and Radio Advertising. View the full summary reports for each topic linked below to find out:

Employee Benefits

- What percentage of contracting businesses are offering medical, dental, vision and life insurance coverage to their employees
- What percentage of contracting businesses offer a 401k matching program to their employees
- How much paid time off other contracting businesses are offering to their employees
- How employee benefit packages are impacting other contractor's ability to retain their employees

Employee Recognition

- What the most popular types of employee recognition programs are amongst other contracting businesses
- What types of rewards / awards contracting businesses are providing to their employees through their employee recognition programs
- What contractors say the primary objectives of their employee recognition programs are
- How much contractors are budgeting for their employee recognition programs

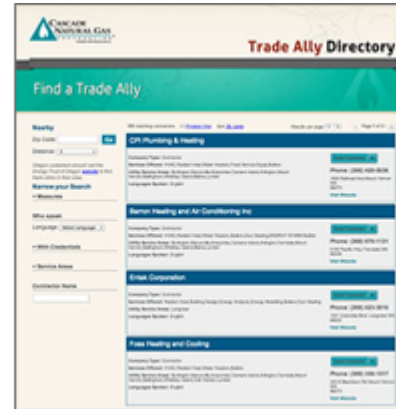
Radio Advertising

- What percentage of contracting businesses have tried advertising on the radio in the past and what percentage currently continue to do so
- How much contractors are budgeting for their radio advertisements.
- What days of the week and times of the day contractors are getting the best results from their radio advertisements
- What type of radio station our contractor network advertises on

[View the Summary](#)
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Cascade Trade Ally Directory Connects Homeowners With Contractors

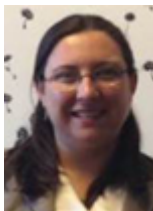
All contractors who are enrolled in the Cascade Natural Gas Trade Ally Program are listed on the Cascade Trade Ally Directory. The Directory is designed to connect Cascade Natural Gas Customers with licensed and screened contractors in their area. As a Cascade Trade Ally, you can log-in at www.cngconserve.com/existing-trade-ally with your username and password at anytime to update your company's directory listing. If you haven't already, we highly encourage you to view your company's [Trade Ally Directory](#) listing to make sure that all of your information is correct.



New Members Join The Cascade Natural Gas Trade Ally Team

It is our pleasure to announce that we have hired Amanda Sargent and Shelia McElhinney as the newest members of the Cascade Natural Gas Trade Ally Team!

Amanda Sargent



Amanda Sargent (amanda.sargent@cngc.com) came to us from the Regulatory Affairs Department at CNGC. She has a BA in Environmental Economics and exceptional organizational and planning skills, a

Sheila McElhinney



Sheila McElhinney (sheila.mcelhinney@cngc.com) has an extensive background in both residential and commercial building science. She is a Journey Carpenter, Building Performance Institute (BPI) Certified

background with research, creative design, and project coordination from her years with the Washington State Transit Association. Amanda is excited to share her abundant enthusiasm with our DSM, Energy Efficiency and Community Outreach activities. She fulfills data requests and works closely with all of our partners to meet the needs of the communities we serve.

Energy Auditor and Building Inspector, has co-authored best-practices papers, and has presented her expertise at the American Council for an Energy Efficient Economy (ACEEE). Prior to joining us, Sheila served multiple energy management roles across the utility industry and most recently served as a Home Energy Advisor for the Sustainable Connections/Opportunity Council's Community Energy Challenge. Sheila provides technical assistance with regard to rebate eligibility, product and project analysis, and she performs on-site inspections.