



Cascade Natural Gas Trade Ally Newsletter

Summer 2013

Cascade Conservation Incentive Program...Now Better Than Ever!

Cascade Natural Gas continues to improve its Conservation Incentive Program making investing in energy efficient natural gas equipment even more affordable. Effective May 10, Cascade updated its residential rebate offerings in Washington. As part of this change many of the rebate levels were increased, and higher efficiency tiers were added enabling even greater rebate amounts. As part of the improvements a new online application was launched to streamline the application submittal process.

Cascade is committed to cost-effectively growing customer participation in our incentive programs and providing Cascade Trade Allies with the

program knowledge and sales, marketing and business development tools that enables your company to increase the profitable sales of high efficiency natural gas equipment.

Download our new paper applications by clicking the images below.



It Pays to be a Cascade Trade Ally

The Electric & Gas Industries Association (EGIA) is

program enhancements to increase Trade Ally

the new Trade Ally Program Management Consultant for the Cascade Natural Gas Residential Conservation Incentive Program. As part of the reorganization major enhancements were recently made to the Cascade Trade Ally program.

New Trade Ally benefits were added and a comprehensive Trade Ally website was launched to provide Trade Allies with greater access to program resources and sales tools. Activities include:

- [Customer Leads](#)
- [Training Grants / Scholarships](#)
- [Bonus Incentives](#)
- [Cooperative Marketing Funds](#)
- [Sales, Marketing & Business Development Training](#)
- [Trade Ally Newsletter/ Best Practice Case Studies](#)
- [Project Financing](#)
- [Website Listings](#)
- [Authorized Trade Ally Logo](#)

Over 90 Washington Trade Allies registered for a Program Update webinar on June 25 to review

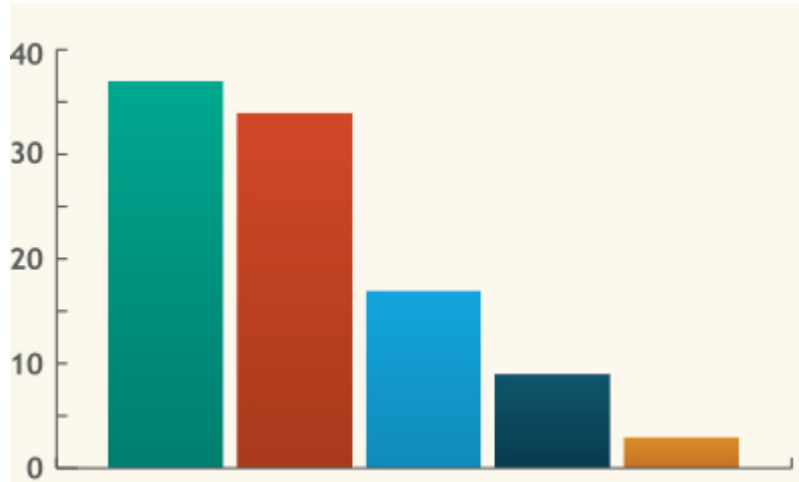
participation and overall program effectiveness. Allison Spector, Manager, Energy Efficiency & Community Outreach and Monica Foster, Supervisor, Conservation from Cascade Natural Gas described new customer rebates and provided details on the utility's 2013 strategic direction. Ed Thomas with EGIA, reviewed Trade Ally program enhancements and walked participants through an introduction to the Trade Ally website. A recording of the webinar and presentation slides are available to all registered Trade Allies.



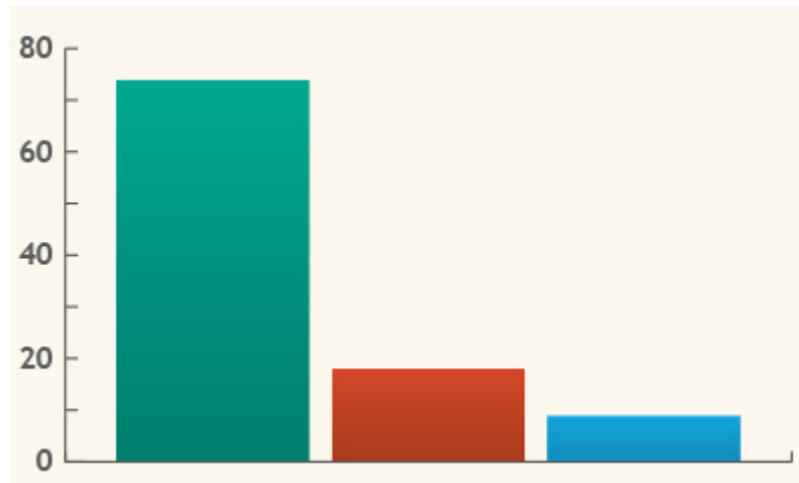
Trade Ally Survey Results

During the Trade Ally webinar we polled Trade Allies to determine which benefit program participants felt would have the biggest positive impact on their business. Your responses were:

- 37% - [Bonus Incentive For Your Customers](#)
- 34% - [Trade Ally Directory / Customer Leads](#)
- 17% - [Cooperative Marketing Funds](#)
- 9% - [Project Financing Options](#)
- 3% - [Training Grants & Scholarships](#)



Thank you for that vote of confidence for the programs already underway and the new ones we are expanding. But, what was even more encouraging was your outlook about your own future success. When we asked Trade Allies to project what they believe their sales of high-efficiency natural gas equipment or weatherization products would be over the next 12 months compared to the past year, they responded as follows:

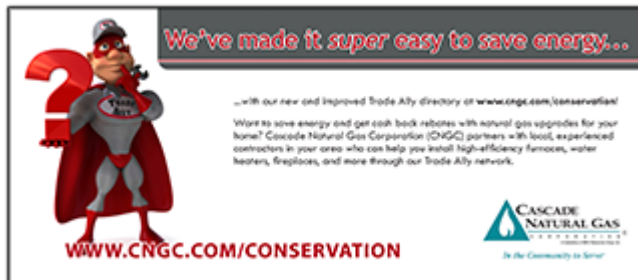


74% - Greater Than Last Year
 18% - Same As Last Year
 9% - Less Than Last Year

With partners like you, it's clear that now is a great time to be delivering the value of natural gas to the communities that we serve. We wish you all the success you anticipate...and more.

Are You Getting ALL Your Customer Leads?

Cascade Trade Allies can now update their enrollment application online to be sure they are properly listed in the Trade Ally Map and Trade Ally Directory linked to the Cascade Natural Gas website at www.cngc.com/conservation. Home and business owners who visit the Cascade Natural Gas' Conservation Corner website are highly motivated to make energy efficiency improvements. All are directed to the online Trade Ally Directory where active Trade Allies are listed.



Sneak preview - Cascade is featuring the Trade Ally Directory with [a bill insert going out to approximately 200,000 customers](#), with the August energy bills. This will increase homeowner and business awareness of the Trade Ally Directory and result is additional customer leads for participating Trade Allies. To get your share of valuable customer leads, you must be sure your online enrollment application is up-to-date. Donica Brown, EGIA Trade Ally Program Administrator is reaching out to all active Trade Allies by phone and email to review their data and invite them to update their information to confirm they are listed accurately in the online database that feeds the Trade Ally Directory.

If you are already registered, be sure your company is enrolled accurately or if your company is not already an Active Trade ally, [go online and complete the process](#).

If you need any help or have any questions contact Donica at 866-367-3442 ext. 388.

Coming Soon: \$750 in Bonus Incentive Coupons!

In late July, packets are being mailed to all active Trade Allies that include fifteen (15) specialized bonus incentive coupons worth \$50 each with a total value of \$750. The coupons, personalized with your company name, may be given to your customers, as

Please note that active Trade Allies have the option of participating in the [Bonus Incentive Coupon Program](#) or the [Training Grants / Scholarship Program](#), but not both. If you elect to participate in

an added incentive to install rebate program approved natural gas efficiency upgrades. The bonus incentive amount is paid at the same time as the customer incentive is processed creating an enhanced rebate for your targeted customers.

the Training Grants / Scholarships do not use the Bonus Coupons.



Upcoming Events

Mark your calendars for August 21 from 10:00am - 11:30am for the next Cascade Trade Ally webinar. In this webinar we will provide a quick rebate program update. We will also describe the EGIA member benefit programs (www.egia.org/benefits) with emphasis on its portfolio of residential and commercial project financing programs available to qualified Cascade contractors. For example, Cascade Trade Allies receive complementary membership in the Electric & Gas Industries Association. We will also provide an overview of the Cascade Trade Ally Cooperative Marketing program where Cascade can reimburse your company for a portion of its marketing and advertising costs (restrictions apply).

Full webinar details and registration instructions will be distributed shortly.



SPOTLIGHT: Housing Kitsap,

Building a better home



Efficiency made simple by Housing Kitsap at half the energy cost, but twice the comfort. The Authority is currently earning a \$1,000 rebate from Cascade for each home which significantly offsets the systems' up-front cost. "It is easy to work with Cascade. We make sure we get the paperwork in, and a check from them soon follows."

"Natural gas fueled hydronic in-floor space heating coupled with a tankless water heater is the easiest way for us to get the BTUs we need to meet rigorous ENERGY STAR® Home standards when we build in Cascade Natural Gas territory," according to Dean Nail Construction Manager for Housing Kitsap (Kitsap County Consolidated Housing Authority). Dean recently conducted a field study that shows Cascade Natural Gas bills during the 2011-2012 heating season were 50% lower for homes built by the Authority than similar homes built to minimum building codes. Housing Kitsap is beginning to collect utility bill releases from all its homeowners to further track how much is being saved.

Housing Kitsap was a 2011 ENERGY STAR Northwest Regional Builder of the Year. The Authority also uses high performance double paned windows, closedcell spray foam to line the stud cavity, and a dry cellulose fill to achieve an R23-R25 wall rating and R-49 throughout the attic. The homes must

achieve no greater than four air changes per hour to qualify for ENERGY STAR. Housing Kitsap has managed to average 2.7 air changes per hour.

"We have used these high-efficiency natural gas systems to heat over 100 new homes we have built for low-income families in the past four years, and we are on target to complete another 19 homes with natural gas systems this year," says Dean.

Learn more about Housing Kitsap and its green building practices at housingkitsap.org and www.rcac.org

If you would like to see your company featured in the Spotlight, [tell us your story](#).

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