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Cascade Natural Gas Trade Ally Newsletter

Fall 2014

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A Message from Cascade Natural Gas
(CNGC)



For many, the holiday season means time to relax and spend quality time with family and friends. The last thing our customers want is to have their holiday guests turn on the shower in the morning only to find no hot water, and a frigid cold house to greet them.

We know, for those of us in the energy and heating industry, it ushers in our busy season!

This time of year means increased business, extra work and additional push from customers to make sure their homes are ready for the inevitable influx of guests seeking hot water and a warm place to stay. Let us help make things as easy as possible for you and your customers. When homeowners find themselves in

a bind and need to change out their equipment right away, take the time to educate them on our rebates so they can make informed decisions.

As emergency heating needs arise, consumers are often too busy and distracted to consider the long-term energy use of the appliance they're having installed. They very likely are looking for something to meet their immediate needs at the lowest upfront cost possible. As our Trade Ally, this is your opportunity to help the customer see the long-term benefits of installing higher-efficiency equipment and insulation. It will pay them back in the long-term with decreased energy bills and will put a little money back in their pockets if the installations qualify for our rebate programs.

Getting money back after the holiday season is always an encouraging prospect.

In fact, if you have any Cascade Bonus Coupons left (Remember those? The customer gets an additional \$50 towards a rebate-eligible upgrade...) you could also provide one to your customers as an enticement to go with higher-efficiency upgrades.

It's also a great time to help the customer fill out their applications and get them turned in to Cascade as soon as possible. As the TA, you have a better understanding of the requirements of our program and can complete the model information, efficiency and programmatic inquiries faster than the customer. Don't forget to include your invoice with the application with all relevant information already included so the form can be processed without delay.



Let us know if there's anything we can help with in the meantime and have a happy, healthy, busy holiday season!

Sincerely,

Monica Cowlshaw

Manager, Energy Efficiency & Community Outreach
Cascade Natural Gas Corporation

P.S. Please join me in welcoming Kary Burin to our family in the Conservation Department here at Cascade. She's joining us as our new Conservation Supervisor. I'm sure you'll hear more from her in the near future.

**Incentive Application and Customer Rebate
Bonus Coupon Deadline Reminder**

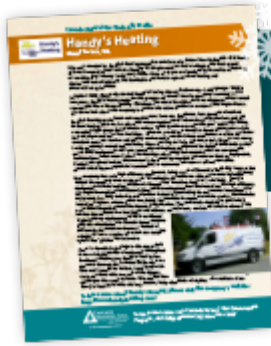
The 2014 Incentive Application and \$50.00 Customer Rebate Bonus Coupon deadline is rapidly approaching. All qualifying measures will be installed by December 31, 2014 and Customer Rebate Bonus Coupons must be attached to the rebate and both postmarked and/or received by March 1, 2015. The Customer Rebate Bonus Coupons are in addition to the incentive your customers will be receiving when they submit their 2014 qualified rebate application and paid-in-full invoice for Cascade Natural Gas Corporation tariff-approved, high-efficiency measures. The coupon is only valid in conjunction with an eligible 2014 rebate application. It must have both the customer and Trade Ally signature, and is not applicable towards a gas bill. Funds will be distributed to the customer once the rebate has been processed and approved with the bonus amount included as part of the customer's incentive check.



If you have any questions regarding the Customer Rebate Bonus Coupons or Incentive Application, contact Sheila McElhinney at Sheila.McElhinney@cngc.com or 1-866-626-4479.

Trade Ally Spotlight - Handy's Heating

Like most companies, Handy's Heating started as an idea and a dream from its founder Bill Handy. Bill was born and raised in Sedro Woolley Washington and started working in the heating and air-conditioning industry in the early 1980s. After ten years of perfecting his craft and learning the ins and



Read the Case Study

outs of industry, Bill decided it was time to open his own heating and air-conditioning business.

Department of Energy - Direct Furnace Rule

In our effort to keep abreast of current and future standards for natural gas appliances, we are happy to present this update on the Department of Energy (DOE) Direct Furnace Rule (DFR). DOE recently released the metrics and analysis methodology to be used in the DFR. Unfortunately, there is no opportunity for open comment at this time. The DFR will most certainly have consequences in the natural gas residential heating industry, so it's good to understand what the current standards are and what the future may hold.

Read the Full Article



Rebate Application Walkthrough Guide



Follow the button to the Rebate Application Walkthrough Guide where you will find a handy step-by-step walkthrough on how to submit an online rebate application via <https://cng.conservarebates.com>.

