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## Cascade Natural Gas Trade Ally Newsletter

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Summer 2014

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### A Message from Cascade Natural Gas (CNGC)



Partnership is often the key to success. At Cascade, we realize this and greatly value you as our Trade Ally partners!

The HVAC, plumbing and weatherization contractors working within our program are the front line for reaching consumers interested in improving the warmth and comfort of their homes. You reach customers at a critical decision point. Do they stay with cheaper, low efficiency equipment or do they spend more to invest in the long-term comfort of their home and reduce their natural gas bills?

As a partner with Cascade Natural Gas, we know that you share our vision of helping customers reach reliable, affordable energy solutions. This means making customers aware of our incentives for high efficiency, high performance natural gas hearths, water heaters, furnaces, weatherization and more!

Energy efficient natural gas solutions are a win for everyone. The customer saves money and energy, increases the value of their home, and receives a rebate from Cascade! This means our homeowners can rest easier at night knowing their utility bills will reflect their higher-efficiency home upgrades.

We appreciate each and every one of our Trade Allies and want to make sure you have the tools you need to help guide customers to energy efficient natural gas upgrades. We encourage you to take full advantage of your Trade Ally benefits which include co-branded coupons, training funds, and co-op marketing.

And remember, natural gas is an affordable, clean burning resource that's even better when paired with energy efficiency upgrades!

We're in this together, and look forward to continued success in the years to come.



Sincerely,

**Monica Cowlshaw**

Supervisor, Conservation  
Cascade Natural Gas Corporation

## June 18th Webinar - Best Practices for CNGC Washington Trade Allies

Join us on Wednesday, June 18th from 8:30 a.m. to 9:30 a.m. Pacific to review best practices for Cascade Natural Gas Washington Trade Allies. During this webinar, we will review:

- How to properly submit rebate applications to accumulate Good Form Rewards and avoid unnecessary processing delays
- The Do's and Dont's for the CNGC Cooperative Marketing Reimbursement Program
- How to keep your company's CNGC online directory listing updated so that you can benefit from the monthly customer bill inserts
- How to drive increased CNGC rebate application volume through the use of customer reminder stickers



**Register Now**

- How to leverage CNGC Customer Rebate Bonus Coupons to differentiate your company from your competition and increase your sales of efficient natural gas equipment
- The complimentary EGIA member benefit programs including GEOSmart customer loans which CNGC Trade Allies are already approved to offer to their customers

## Trade Ally Spotlight - Arrow Insulation Company

Arrow Insulation Company has been serving Western Washington including Seattle, Bellingham, Bellevue and Tacoma for over 25 years. The company is a local and family owned business that prides itself on offering the highest standards of traditional customer service with the latest in insulation contractor technology. Arrow's experts specialize in insulation removal, installation and retrofit upgrades including insulation products. The original family business began as a pest control company in 1987 with the separate insulation business branching off in the early 2000's. Arrow was recently awarded the 2013 Builder of the Year Award from the Skagit / Island Counties Builders Association, and received the Angie's List 2013 Super Service Award.



**Download the  
Full Case Study**

## Invoice + Rebate Applications = Best Practices of a Trade Ally

Recently there have been a high number of applications delayed because of some common application submission errors. Submitting a Cascade Natural Gas New or Existing Homes Application is not enough. An invoice is also needed with each incentive application. The application must be completely filled out, and the invoice must include the following:

- The site address of the install
- Cost breakdown for products installed
- Must be marked paid in full or reflect a zero balance
- Invoices reflecting furnaces, water heaters, and gas hearths must list the manufacture and model number
- Insulation invoices must show the square footage of insulation as well as the beginning and ending R values. If the cavities are filled annotate that on the invoice as well.



[Click to view correct invoice examples](#)

Ensuring each invoice reflects all the required information the first time will help increase the repayment of applications, increase customer service, and increase your Good Form Rewards. Those who have full participation in the program can earn \$5.00 for every perfect application received. A perfect application is one that is approved without requesting additional information. Don't miss out on your Good Form Rewards by not providing a valid invoice.

## Requirements for Cooperative Marketing Reimbursement Funds

Cascade Natural Gas Corporation is providing Active Trade Allies with Cooperative Marketing Reimbursement funds to offset a portion of pre-approved marketing/advertising costs when promoting qualified measures covered under the Conservation Incentive Rebate Program. Cascade Natural Gas will reimburse Active Trade Allies up to 50%, with a \$750.00 per year limit, of the marketing placement/implementation cost. Design or production costs are not reimbursed through the program. Active Trade Allies must have their 2014 pre-approved placement reserved by October 1, 2014. Funding is limited and will be distributed on a first-come, first-served basis.

Newspaper inserts, broadcast media, and door hangers are some examples of qualifying marketing materials. Phone books and yellow page ads are not allowed. The marketing/ advertising materials

must include the Cascade Natural Gas Trade Ally logo, should specifically mention the Conservation Incentive Rebate program, and should include one of the following slogans:

- "Save Money, Save Energy with Cascade Natural Gas"
- "High Performance Natural Gas Equipment Saves Money and Energy"
- "It's Easy to Go Green with Natural Gas"
- "Cascade Natural Gas Corporation has Rebates Available. Call 1-866-626-4479 or visit [www.cngc.com/conservation](http://www.cngc.com/conservation)"



[Click to view correct and incorrect examples](#)

Active Trade Allies are authorized to use the Cascade Natural Gas Trade Ally logo. All proposed materials using the Cascade Natural Gas Trade Ally logo must be reviewed and approved regardless of participation in the cooperative marketing reimbursement program. To maintain legal protection of the logo, alterations, substitutions, or modifications of the letterforms are not permitted. It must be prominently displayed and under no circumstances be placed so that it is viewed at an angle, sideways, upside down, or inverted. The logo cannot be used in conjunction with any other utility or company other than the Trade Ally without authorization from Cascade. For more information on the logo guidelines and to apply for the Cooperative Marketing Reimbursement, [learn more online](#). Questions regarding the Trade Ally Cooperative Marketing Reimbursement Program, other benefits offered, or your participation status, should be directed to Sheila McElhinney at [Sheila.McElhinney@cngc.com](mailto:Sheila.McElhinney@cngc.com) or 1-866-626-4479.

## High Efficiency Combination Hot Water & Space Heating System Incentive

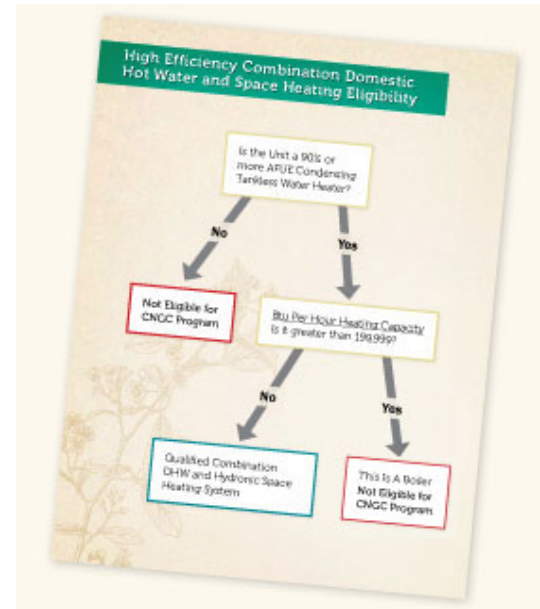


Cascade Natural Gas is committed to delivering rebates for cost-effective Natural Gas technologies. The High Efficiency Combination Domestic Hot Water and Space Heating System (Combination System) provides

an incentive of \$1,000. We've recently encountered confusion about product eligibility for the Combination System, so here are specific guidelines:

- Qualifying systems are completely hydronic / radiant
- The system must use a single-source condensing tankless water heater
- The system must be designed to provide domestic hot water and heat the water for the space heating system
- AFUE minimum rating is 90%
- The Btu per hour heat capacity for the residential combination system cannot exceed 199,999

All installations require pre-approval. If you plan to install a Combination System through the Cascade Natural Gas Residential Conservation Incentive Program, please call Sheila McElhinney at (360) 788-2346 or email: [sheila.mcelhinney@cngc.com](mailto:sheila.mcelhinney@cngc.com).



[To determine eligibility, view the PDF flow chart](#)

## Existing Homes Rebate Applications & Customer Reminder Stickers

Cascade will be providing each Trade Ally with the latest version of the Existing Homes Application and reminder stickers. Reminder stickers have been created to help customers remember their Cascade Natural Gas Rebate. For those Trade Allies who do not submit the incentive application on behalf of the customer. Using the stickers may help increase customer follow-through on rebate applications and their overall appreciation of the project experience.



The small sticker should be stuck on the invoice by the Trade Ally and the large sticker is meant to be placed on the appliance, also by the Trade Ally, not handed out to the customer. Using the customer reminder stickers correctly can increase a Trade Ally's chances of receiving Good Form rewards. To order more applications or stickers, please contact Sheila McElhinney at [Sheila.McElhinney@cngc.com](mailto:Sheila.McElhinney@cngc.com) or 1-866-626-4479.

## Keep Your Company's Listing Updated to Benefit from the Monthly Bill Inserts

Every month, Cascade includes a bill insert that is sent to approximately 200,000 customers. The insert is used as a marketing tool that increases homeowner and business awareness of the Cascade Incentives and Trade Ally Directory, which will result in additional customer leads for participating Trade Allies. In order for you to receive your share of valuable leads, please ensure the company's most up-to-date information is listed on the Cascade Natural Gas website.

To update or review your company's listing, log into your account at <https://cngc.conservationsrebates.com/trade-allies>.

If you need assistance with updating your account or if you have forgotten your log in information, please contact Sheila McElhinney at [Sheila.McElhinney@cngc.com](mailto:Sheila.McElhinney@cngc.com) or 1-866-626-4479.



[Take a look at past bill inserts](#)

## Complimentary EGIA Membership

Cascade Natural Gas has partnered with the Electric & Gas Industries Association (EGIA) to provide Active Trade Allies with complimentary EGIA membership (normally \$250/year). With your completed EGIA Membership Application, you'll gain access to EGIA's suite of member benefit programs that are designed to help Trade Allies grow their business and become more profitable.

EGIA Member Benefits Include:

- [Customer Financing Programs](#)
- [Industry Trend & Best Practice Research](#)
- [Business Development Training](#)
- [Discounted Business Products & Services](#)

Log-in to download your Cascade Natural Gas Sponsored EGIA Membership Application.



Trade Ally Log-In

## Next Newsletter

Keep your eye out for the next Trade Ally Newsletter that will be sent out at the beginning of October!

