

[Having trouble viewing this email? Click here](#)

## Cascade Natural Gas Trade Ally Newsletter

Fall 2014

### A Message from Cascade Natural Gas

November - traditionally a month to reflect on that which we're thankful for: family, friends, health, warmth and comfort.

While I am of course thankful for my family and the creature comforts (brought to me courtesy of my natural gas heating of course!) I wanted to take this opportunity to **Thank You** - our partners in energy-efficiency.

As a natural gas utility, and specifically the conservation branch of that utility, I am often reminded of the broad reach our residential programs have thanks to the efforts and partnership from local contractors like you.

Consumers of our product don't commonly spend time contemplating their utilities unless something unexpected or unpleasant occurs. If everything is operating smoothly and utility bills aren't out of line with expectations, then the utility's role is unobtrusive. Meaning, we're mostly out of sight-out of mind.

This can be a positive and a negative. As part of our general practices we provide outreach and messaging about incentives to weatherize and upgrade to high-efficiency natural gas appliances. We engage in consistent outreach through various media, yet there's always the potential the message falls on deaf ears if the reader isn't in a position to act right then.

It can take a pretty severe wake up call, occasionally in the form of a *cold shower*, to get consumers thinking about upgrading inefficient appliances regardless of steady rebate messaging from the utility.



It is at this point, our partnership with Trade Allies can make the most difference in our mutual customer's experience. If a water heater or furnace goes out, it's the HVAC and plumbing contractor who is invited into the consumer's home to help fix the problem, not the utility. It's Trade Allies like you that help the customer make decisions on replacements for their home that are economical and environmentally sound - i.e. high-efficiency whenever feasible and practical.

We love partnering with you to provide appropriate and helpful messaging to customers about the benefits of the high-efficiency models. Hopefully, the rebate helps drive the install and offsets the incremental costs of upgrading to more environmentally responsible options.

It's also important I recognize the part our weatherization contractors play in helping customers understand the importance of the building's envelope in maintaining comfort and health. Weatherization can be less intriguing for a home owner to consider as it is less tangible than a new shiny piece of equipment. Having said that, it's critical the owner understands the home operates as a system taking into account the interaction between the building's envelope and the heating within.

It's our goal to continue to assist with your on-the-ground efforts while providing valuable incentives to drive high-efficiency upgrades. Your efforts to promote efficiency and help our mutual customers are greatly appreciated! **Thank you** for all you do, and we wish you a productive and busy heating season to come.



Sincerely,  
**Monica Cowlshaw**  
Manager, Energy Efficiency & Community Outreach  
Cascade Natural Gas Corporation

## A Tip from Cascade

With the busy season here, it is easy to get caught up in daily duties and routines. Don't get complacent or in a hurry when installing natural gas equipment.

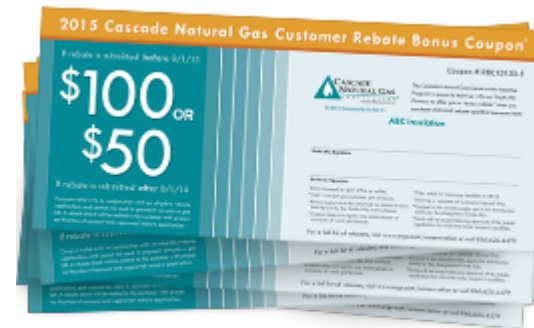
### Cascade's Mission Statement:

" ... **safely** provide products and services that exceed customer expectation."



## Rebate Bonus Coupon Deadline Reminder

The installation deadline for Cascade's 2015 Customer Incentive Application and \$50.00 Customer Rebate Bonus Coupon is **December 31, 2015**. All qualifying measures must be purchased and installed by December 31, 2015. The Customer Bonus Coupon must be attached to the Incentive Application and both postmarked and/or received by **March 1, 2016**.



The Customer Bonus Coupons are in addition to the incentive your customers receive when they submit their application to Cascade. Utilizing the coupons can encourage a customer to choose a high-efficiency model over a standard one, and help you meet the minimum annual threshold of five incentive applications for Trade Ally qualification. The Customer Bonus Coupon must be received with a paid-in-full invoice for Cascade Natural Gas Corporation tariff-approved, high-efficiency measures, and it must be signed by the customer and Trade Ally. It is not applicable towards a gas bill, and funds will be distributed to the customer once the rebate has been processed and approved with the \$50.00 included as part of the customer's incentive.

If you would like more incentive applications or have questions regarding the Customer Bonus Coupon, contact Sheila McElhinney at [Sheila.McElhinney@cngc.com](mailto:Sheila.McElhinney@cngc.com) or 1-866-626-4479.

## Cascade Partners with Four Washington Home Builders Associations

This fall Cascade Natural Gas was proud to partner with four Washington Home Builder Associations (HBAs) as part of our continued community engagement efforts. Cascade supported the Parades of Homes Tours by placing informational signage next to each of the natural gas appliances, highlighting the high-efficiency versions and posting yard signs touting the benefits and green nature of the homes using natural

gas. We also supported the Skagit-Island Counties Builders' Association by providing refreshments and program materials during the tour.

This year, 75% of the homes on the tours featured natural gas appliances out of a total of 41 homes. They included 122 natural gas appliances in total with high-efficiency accounting for 45% of the furnaces and hot water heaters.

**OUR CHALLENGE TO YOU** is to help us increase the percentage of high-efficiency appliances in the Home Tours next year! You may not have direct control over what the builders choose to install, but we encourage you to tout the benefits of high-efficiency natural gas options to help deliver our message and make an impression that helps our mutual customers save money and energy for many years to come.

The HBAs work diligently to support their members and the building community, with attendance at the home tours steadily increasing in the past couple of years. This year's attendance was no exception:

- Building Industry Association of Whatcom County:  
600 attendees
- Central Washington Home Builders' Association:  
2400 attendees
- Home Builders' Association Tri-Cities:  
about 9800 attendees
- Skagit-Island Counties Builders' Association:  
2300 attendees



If you're not a member already, we encourage our Trade Allies to learn more about becoming involved with their local Home Builders Associations. It's a great way to reap the rewards of business-to-business networking and community engagement in a whole new way.

## Builder Spotlight: New Tradition Homes

By Sheila McElhinney  
*Senior Conservation Analyst*  
*Cascade Natural Gas Corporation*

Steve Tapio, New Tradition Homes Project Manager, called me at Cascade Natural Gas to inquire about our incentives for New



Home Packages. During our conversation, I was intrigued by his exemplary effort towards efficiency; I became interested in his business model and wanted to share it with you. Steve and I met in Richland Washington in August 2015.



**1. Steve, tell me a little bit about you. Have you worked in the construction industry for a long time?**

I have worked 27 years in the construction industry. It's a family tradition - my father is a retired building contractor, 2 brothers are building contractors.

**2. What is your current position? How long have you been in this position?**

I am a Project Manager and the Building Science Team leader for New Tradition Homes, working out of our eastern Washington division. I've been with New Tradition Homes for 12 years, and the Building Science Team leader for most of the last 10 years.

[Read More](#)

## Department of Energy: Direct Final Rule Furnaces Update



### The Issue

Department of Energy (DOE) proposed in March 2015 to increase the efficiency standards for all Non-Weatherized Gas Furnaces (NWGF\*) and Mobile Home Furnaces. In the spring 2015 CNG Trade Ally Newsletter, we highlighted the DOE Direct Final Rule, so here's an update on the current rule status. \*(NWGF is any furnace that is not located INSIDE of the building enclosure - like a commercial roof-top unit. NWGF is the gas-industry standard for residential furnaces. )

### DOE Direct Final Rule Furnaces and Cascade Natural Gas Conservation Incentive Programs

There is no immediate impact on CNG Conservation Incentive Programs at this time. Once DOE finalizes the furnace standard these proposed standards, when adopted, would apply to all products manufactured in, or imported into, the United States on or after the adoption date 5 years after the publication of the final rulemaking. **DOE intends to have new standards for NWGF in place by the end of 2016. In 2021 the DOE Direct Final Rule will apply to all furnaces in the United States.**

[Read More](#)

Take Our Quick Survey

We value your opinion. Please take the time to complete our quick **one-question** survey about our newsletter below:

[Take the Survey](#)