

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



Cascade Natural Gas Trade Ally Newsletter

Summer 2015

A Message from Cascade Natural Gas

Here we go again - another spring - another summer and another opportunity to rev up for fall and the impending heating season!

Ok, so it's probably a tad early to discuss the next heating season, but I will take the opportunity to thank you for a great 2014 program year and say I'm looking forward to the rest of 2015.

We're wrapping up our reporting season with the official close of project acceptance on March 1st for 2014 installed measures and are sending out letters to our customers to follow-up with any pending applications. We often receive rebate applications missing various pieces of information like paid in full invoices, beginning & ending R-values, assignment of funds signatures, etc. which require follow-up from us and result in denial of rebates if not addressed. Helping customers verify they've provided all required information when applying for a rebate is a *great* way to improve your customer's satisfaction and our processing times - just a hint as a best practice to strive for.

I want to mention the March 1st deadline as a reminder to our Trade Allies to encourage customers to submit their applications before March 1st of the year after installation. We took some recent customer suggestions to heart and updated the placement and prevalence of the deadline on our applications to make it more apparent and clear when the applications need to be turned in for acceptance and approval of rebate requests. If you have any questions on program deadlines or applications please don't hesitate to contact us directly.

Also - don't forget to use your bonus coupons! As was the case last year we're offering up to \$100 if the coupon is received prior to the heating season, and \$50 after August 1st - use them as a tool to encourage customer uptake during the summer season.

Have a great spring and early summer and thanks again for your continued partnership!

Monica Cowlshaw
Manager, Energy Efficiency & Community Outreach

Introducing Kary Burin, New Supervisor of Conservation

It is our pleasure to introduce you to Kary Burin, the new Cascade Natural Gas Supervisor for Conservation.

Kary hails from Boise where she lived for 14 years with her husband Michael. While in Idaho she managed Idaho's ARRA funded \$38 million - 3 year project to weatherize low and moderate income residences. The time she spent in the weatherization world has uniquely prepared her for a position with our conservation department, especially since she obtained an auditor/inspector certification as part of her efforts.

She has been nationally recognized for her work as a recipient of an award for Innovation at the 2012 Energy Out West Conference.

Extensive experience in data management and a background in engineering drives her systems approach. Prior to her weatherization work she served as Hewlett-Packard's Americas Manager of Quality Management Systems and oversaw research and data management for Hewlett-Packard's Total Customer Experience business.

2014 in Review & Goals for 2015



Kary and Michael are relocating to our Bellingham District Office and say a love for the San Juan Islands (and seafood) helped them make their decision to join us, along with the desire to be closer to her stepson who conveniently lives in Washington State.

Please join me in welcoming her to our Trade Ally network.



1) TRADE ALLY BENEFITS



With the 2014 Trade Ally Program coming to a close, it's a good time to reflect on the year's accomplishments. Each of you helped to increase the value of your customers' homes by installing high efficiency equipment and insulation. While exact figures are not yet available, more than 150,000 therms were saved, over 1100 pieces of energy efficiency equipment were installed and more than 500 weatherization measures were completed during the 2014 Incentive Program year. Cascade would like to say "Thank You" for the instrumental role you played in the success of the Cascade Natural Gas Commercial and Residential Conservation Incentive Programs.

As the 2015 year starts up, your willingness to promote the Commercial and Residential Incentive Programs will be crucial to the program's ongoing success on behalf of the customers we serve. As your partner in the Trade Ally program, our goals for this year's Trade Ally Program are:

1. Encourage your participation in Trade Ally Benefits
2. Boost the number of customers receiving a rebate for both Air Sealing and Insulation

One of the ways Cascade is able to show their appreciation for your willingness to promote the CNGC Incentive Program is by offering you benefits through the Trade Ally Program. To be eligible for full benefits a minimum of 5 applications must be submitted each incentive year. Many of you surpassed the minimum threshold by leaps and bounds, but did not participate in the benefits.

If you are thinking about attending a conference or developing marketing materials, please review the Reimbursement Forms for Coop Marketing and Training to learn how you can reduce your out-of-pocket expenses. Active Trade Allies can see a full list of the benefits on the [Trade Ally Headquarters site](#).

Username: TradeAlly **Password:** logmein

Note: The username and password are case sensitive

2) AIR SEALING AND INSULATION INCENTIVES

The Whole House Residential Air Sealing is a great incentive for our weatherization Trade Allies since it goes hand-in-hand with insulation to improve the energy efficiency and comfort of the home. If you would like education or training on Whole House Residential Air Sealing, please contact your Trade Ally Coordinator, Sheila McElhinney (sheila.mcelhinney@cngc.com 360-788-2346).

We are proud of the professionals in our Trade Ally program and appreciate the opportunity to work with you to promote Natural Gas Commercial and Residential Incentives. Together we can save our customers more money and energy to make 2015 even better than 2014!

Do You Have Your 2015 Customer Bonus Coupons?

By now you should have received your 2015 Customer Rebate Bonus Coupons. As a reminder, the Customer Rebate Bonus Coupon is in addition to the incentive your customers will receive when they send in a 2015 rebate application with a paid-in-full invoice for CNGC tariff-approved high efficiency measures. The coupon is worth an extra **\$100** if submitted by **8/1/2015**; if the coupon is submitted after **8/1/2015** its value is **\$50.00**. If you have any questions regarding the coupon, or if you did not receive your coupons please contact 1-866-626-4479.



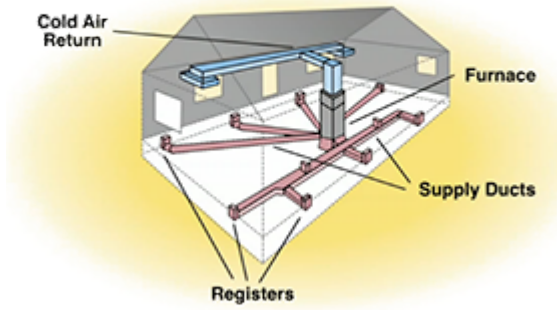
Ducts in the Attic, Ducts in the Crawlspace

Here's something for our weatherization Trade Allies to keep in mind when quoting an insulation job:

When you write a proposal for insulation work, do you consider whether the ducts in the attic or crawlspace are sealed? Here in the Pacific Northwest, more than half the homes use forced-air systems for heating which means ductwork.

Most customers don't give their ducts much thought - they are out of sight-out of mind; usually in a crawlspace or attic. However, studies have shown in the majority of homes, these systems are not air-tight, and often leak large amounts of air. That means the system is dumping air to the outside that the customer paid to heat.

Fabrication of duct systems in cramped and difficult work areas such as attics and crawlspaces can result in poor quality work - resulting in unwanted and wasteful air leaks. These air leaks can in turn create serious indoor air quality problems by allowing unwanted contaminants to enter the home from the



Picture used with permission of Washington State University Extension Energy Program

attic and crawlspace - areas not well known for their air quality.

When you provide an estimate to a customer for insulation, please consider whether there are ducts located in the attic, crawlspace or wall area. Because if there are ducts, and they leak, it creates a pathway for insulation particles to travel from the attic, crawlspace or wall directly into the home and living space.

Sheila McElhinney,
Senior Conservation Analyst at Cascade Natural Gas

Trade Ally Spotlight: Ray's Heating & Air Conditioning

â,

With a company name of Ray's Heating & Air Conditioning, one would think the owner's name is Ray, but that's not the case. Meet David Lybecker, the founder and owner of Ray's Heating & Air Conditioning. When David decided to start his own HVAC Company, he wanted to come up with a meaningful name to last for centuries. He found inspiration in the word "Ray". According to Webster's Dictionary, "Ray" means: 1) A beam of light that appears to come from a bright source. 2) A graphic representation of the above. 3) Any of several lines radiating from a center point. 4) A tiny amount; slight trace, as in "a ray of hope." Once David read the definition, he knew the name of his business should be Ray's Heating & Air Conditioning as he began his company with a ray of hope and faith.



A stack of three promotional cards for Ray's Heating & Air Conditioning. The top card features the company logo, a photo of a technician, and text about the company's history and services. A large orange button with the text 'Click to Read More' is overlaid on the cards.

Pre-Approved for the Express Loan Program



As an active Trade Ally through the Cascade Natural Gas Conservation Incentive Program your benefits include a complementary EGIA membership (normally \$250/ year). As a member you have access to EGIA's suite of member benefit programs designed to help Trade Allies thrive.

Why not take advantage of one of the benefits of membership like the GEOSmart Express Loan program? If you are an active Trade Ally you are pre-approved for EGIA's GEOSmart Express Loan Program. The Express Loan Program is great for contractors who prefer a quick, easy and paperless online application process. The program offers unsecured loans with fixed ARPS as low as 2.99, Same-as-Cash with No interest/No Payments, as well as Zero interest loans. Funds are directly deposited via ACH payment into the contractor's account minus dealer fees, and 80% approval rates with in-home decisions in minutes over the phone. If you're interested in offering this financing option to your customers simply fill out the [Free EGIA Membership Application](#) and [GEOSmart Express Loan Program Dealer Agreement](#) and return them both to your Trade Ally Coordinator, Sheila McElhinney at Sheila.McElhinney@cngc.com.