



# COOPERATIVE TRADE ALLY PROGRAM

## INFORMATION AND TRAINING:

### STEARNS ELECTRIC ASSOCIATION HOSTED MEETING:

Stearns Electric Association hosts an informational meeting in order to build relationships with our Trade Allies. This meeting is intended to keep you informed and knowledgeable about EnergyWise® programs, Stearns Electric rebates and industry topics.

One meeting is hosted each year in the Spring.

Dates and topics are announced in the Contractor Insights newsletter, in addition to mailed invitations.

Future meetings may include: EnergyWise® 101 and/or Vendor Spotlights.

## NEWSLETTER:

### STEARNS ELECTRIC ASSOCIATION CONTRACTOR INSIGHTS:

Two times a year, Stearns Electric publishes a Trade Ally newsletter as a go-to-source for Cooperative news and announcements.

Contractor Insights is limited to one double-sided page featuring only our most important news and serves as a primary communication tool with Trade Allies. Watch for this newsletter to know when we are running special promotions.

Stearns Electric will mail a printed copy to your business and electronically send copies to everyone with an email address in our database. If you have multiple employees with email addresses, please contact the Cooperative to update our database to make sure this important information is reaching everyone in your organization.

## REQUIREMENTS:

- Electrical, Plumbing, HVAC or Building Contractor must service the Stearns Electric Association service territory.
- HVAC Trade Allies must be Quality Install Certified.
- Trade Allies must contact the Stearns Electric Association Energy Services department before your customer does. Your referral will be noted at this time in our computer system.

## OTHER BENEFITS:

Product information to help make additional sales.

Free Stearns Electric Association literature to distribute to customers to help with sales.

## INFORMATION AND FORMS:

Detailed information on all of our rebates along with many of the required forms and wiring diagrams are available 24/7 on the Stearns Electric Association website, [www.stearnsselectric.org/contractors](http://www.stearnsselectric.org/contractors).

## QUESTIONS:

### CONTACT:

Michelle Christiansen,  
Member Service Representative/Office Coordinator  
[mchristiansen@stearnsselectric.org](mailto:mchristiansen@stearnsselectric.org)

Stearns Electric Association  
29643 Frontage Road, PO Box 816  
St. Joseph, MN 56374  
Phone: (800) 962-0655

# TRADE ALLY INCENTIVES:

## REFERRAL POINTS:

When you call to enroll the member on our EnergyWise® programs and place an order for the equipment, you will earn points toward Trade Ally rewards.

	VENDOR POINTS	PREFERRED VENDOR POINTS
Cycled Air Conditioning (Central AC)	25 points	50 points
Cycled Air Conditioning (ASHP/GSHP)	75 points	100 points
Peak Shave Water Heating	25 points	50 points
Stored Water Heating	50 points	75 points
Dual Fuel Heating	50 points	75 points
Electric Vehicle Charging	100 points	125 points
Interruptible Program <i>(formerly Generator program)</i>	100 points	125 points
Fleet Rebate Sticker	100 points <i>(one time per company)</i>	

Checkout Points: 50 additional points for each system checked out within two weeks of the EnergyWise® equipment leaving the Stearns Electric office.

## NEW IN 2022:

1. Vendors on our Preferred Vendor list will receive 25 extra points per program referred.
2. Referring Contractor receives the vendor points or preferred vendor points. The Participating Contractor(s) will receive 25 points per job.

## REWARDS:

REWARD LEVEL	POINTS	REWARD
1	100	(2) \$50 Best Buy Gift Cards (\$100 value)
2	250	(2) \$125 Home Depot Gift Cards (\$250 Value)
3	400	(4) \$100 Menards Gift Cards (\$400 value)
4	550	(2) \$275 Scheels Gift Cards (\$550 value)
5	700	(2) \$350 Visa Gift Cards (\$700 value)
6	800+	(2) \$500 Visa Gift Cards (\$1,000 value)

# TRADE ALLY PREFERRED VENDOR LIST:

Stearns Electric Association maintains a Preferred Vendor List available to members through the Stearns Electric Association website. The Preferred Vendor List consists of a directory of Trade Allies that have earned a place on the list by participating in the Stearns Electric Association Trade Ally Program.

Two ways to earn your business name on the Stearns Electric Association Preferred Vendor List\*:

1. Attend one meeting/training
2. Earn 500 referral points

*\*HVAC Trade Allies must be Quality Installation certified.*

*\*Stearns Electric reserves the right to remove a Trade Ally from the Preferred Vendor List at any time.*

# TRADE ALLY RESOURCES:

Stearns Electric Association distributes vehicle stickers to all Trade Allies and provides marketing materials for Stearns Electric programs that Trade Allies can use to support sales and service to our members. Earn 100 referral points by adding Stearns Electric's "Ask Us About Stearns Electric Rebates" vehicle stickers to your fleet. This is a one-time only promotion. To earn your points, snap a photo of the sticker on your fleet vehicle and send to Michelle by email at [mchristiansen@stearnselectric.org](mailto:mchristiansen@stearnselectric.org).

Detailed information on all programs, rebates, contractor incentives and wiring diagrams, along with many of the required forms, are available 24/7 on the Stearns Electric Association website, [www.stearnselectric.org/contractors](http://www.stearnselectric.org/contractors).