

Welcome Ben Hietpas – our newest Trade Ally Ambassador

Ben has been in the commercial/industrial lighting business for more than a decade and was heavily involved with Wisconsin's Focus on Energy incentive program. Outside of work, he enjoys bow hunting, golfing, fishing and snowmobiling. Ben is excited to help MidAmerican Trade Allies utilize our programs and answer any questions they may have.



To reach a Trade Ally Ambassador, call 877-290-4517 or email tradeallycentral@midamerican.com.

EER/EER2 Air conditioner Instant Discounts reminder

Instant Discounts incentives for residential and nonresidential small central air conditioners were updated in March 2023 to include EER and EER2 qualifications. This qualification took effect May 1, 2023. Below are the current qualifications:

Residential units must be:

<65 MBtuh and SEER \geq 16 and EER \geq 11.8

or

<65 MBtuh and SEER2 \geq 15.2 and EER2 \geq 11.2

Nonresidential units must be:

<65 MBtuh and SEER \geq 16 and EER \geq 11.2

or

<65 MBtuh and SEER2 \geq 15.2 and EER2 \geq 10.6

Refer to the Instant Discounts reference sheet for more details.

Are you listed as an Instant Discounts provider?

Make it easy for customers to know working with you can help them save money! If you have already partnered with an Instant Discounts distributor, check to be sure your company name comes up on our [Trade Ally Search tool](#). Email tradeallycentral@midamerican.com and include your company name and the name(s) of your distributor(s) to ensure your name or business appears when customers search for Instant Discount providers.

And, if you are not already listed on the search tool, complete [this form](#) to send us your company and distributor contact information.

Complete the form ►

ENERGY STAR® Smart thermostat rebate available – up to \$75!

Installing new smart thermostats for customers? Make sure they are ENERGY STAR certified. MidAmerican offers rebates of up to \$75.

If you are installing new HVAC equipment, bundling it with an ENERGY STAR-certified smart thermostat will maximize your customers' savings. Please review the [rebate qualifications](#) for details.



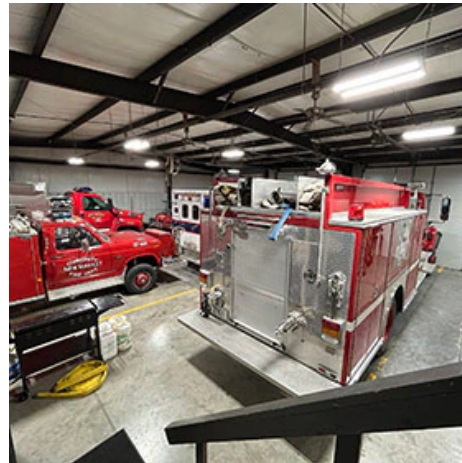
U.S. Department of Energy launches new Energy Savings Hub

This [new resource](#) helps homeowners and renters find federal tax credits and rebates to help reduce their energy bills. MidAmerican also provides a direct link to the hub on our website. Encourage your customers to use this resource for additional savings in combination with MidAmerican energy efficiency incentives.



The City of New Market's future shines bright

Recently, the City of New Market in southwest Iowa leveraged our [Small Business Express](#) program to save big on upgrading their lighting systems in key public facilities. With half of the total project costs covered by almost \$26,000 in MidAmerican rebates, the city of New Market was able to upgrade to energy-efficient LED fixtures and reduce the city's annual electricity costs by more than \$2,800!



Our energy efficiency programs for business and public sector customers can help them invest in equipment upgrades that will reduce energy usage, lower operating costs and demonstrate a commitment to sustainability. Use this case study as an example for your commercial and government customers!

[Read the case study](#) ►



[877-290-4517](tel:877-290-4517)



[Email](#)



This message was sent by MidAmerican Energy Company © 2023
P.O. Box 657, Des Moines, IA 50306-0657

[View Online](#) | [Privacy Policy](#) | [Terms of Use](#) | [Feedback](#)