

## Welcome Bailey Andersen – our newest Trade Ally Ambassador

Bailey recently graduated from the University of Northern Iowa with a degree in business administration. While attending school, she ran two small businesses, worked full time for John Deere and was part of four college clubs. Outside of work, Bailey enjoys traveling, trying new coffee shops and hanging out with her friends and family on the lake. She looks forward to helping Trade Allies incorporate MidAmerican's energy efficiency programs into their business models.



## Instant Discounts program expanded

The Instant Discounts program has been expanded to include a wider range of energy-efficient equipment.

Eligible HVAC equipment for residential or commercial buildings now includes:

- geothermal heat pumps
- central air source heat pumps
- mini-split air source heat pumps
- air conditioners
- furnaces and more

Additionally, more types of LED lights have been added to the program for commercial buildings. Eligible lighting types include:

- interior fixtures, retrofit kits and downlights
- high/low bay fixtures and retrofit kits
- T8 LED linear replacement lamp retrofit
- refrigerated case lighting retrofit

To offer these incentives to your customers, you must purchase equipment from one of our participating distributors that can offer an upfront discount or credit on eligible equipment that you pass down to the end user.

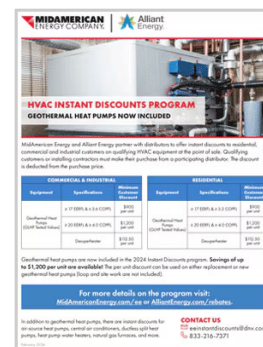
[See participating distributors](#)

## Are you listed as an Instant Discounts provider?

If you are a lighting or HVAC Trade Ally who is working with a participating distributor to offer MidAmerican Instant Discounts to your customers, we encourage you to get listed on our Find a Provider search tool. While being listed is not required, our search tool makes it easy for customers to know if working with you can help them save money! If you would like to be listed on the search tool, [contact a Trade Ally Ambassador](#).

## Trade Ally Central

Trade Ally Central makes it easy for you to find the necessary resources to assist customers participating in MidAmerican's energy efficiency programs. All program reference sheets and additional marketing materials can be found on the website and printed for your use. We recently posted a [new flyer](#) promoting the addition of geothermal heat pumps and desuperheaters to the program.



[Visit Trade Ally Central](#)

## Available Trainings

Want to learn more about air source heat pumps from other industry professionals? The Midwest Air Source Heat Pump Collaborative, in partnership with the Iowa Waste Reduction Center, is offering air source heat pump contractor training summits in Des Moines and Cedar Rapids. Admission is free!

### When?

#### [Des Moines](#)

Tuesday, April 23, 7:30 a.m.-1 p.m.

#### [Cedar Rapids](#)

Wednesday, April 24, 7:30 a.m.-1 p.m.



[MidAmericanEnergy.com](https://MidAmericanEnergy.com)



**877-290-4517**



[Email us](#)

You have recieved this message because you are a member of the MidAmerican Trade Ally program.

MidAmerican Energy Company ©2024  
P.O. Box 657, Des Moines, IA 50306-0657

[View in Browser](#) | [Privacy Policy](#)