



MIDAMERICAN ENERGY  
**EMPOWERU**

**Kathryn Kunert**

Vice President, Economic Connections and Integration  
MidAmerican Energy Company



MIDAMERICAN  
**ECONOMIC**  
ADVANTAGE®

- More than just pipes and wires
- MidAmerican's economic advantage
  - Rates
  - Renewables
  - Community and customer support
- Provide value-added resources
- Support economic vitality



MIDAMERICAN  
**ECONOMIC**  
ADVANTAGE®

- Key Accounts
- Business and Community Development
- BusinessAdvantage *Bottom Line*
- Franchises



# Key Accounts

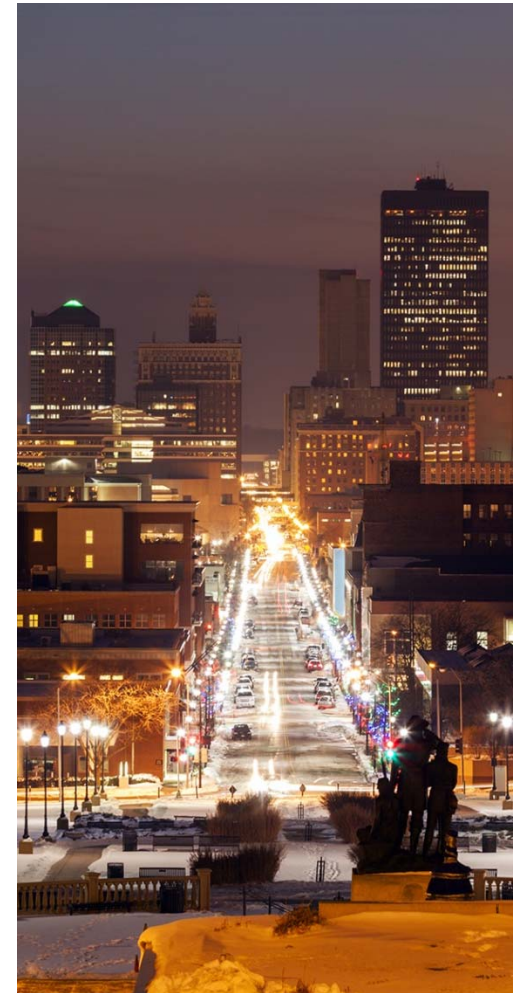
- Personalized account management for large industrial and commercial customers
- Primary point of contact for customers on all energy issues
- Energy efficiency program delivery and consultation
- Power quality assistance and recommendations
- Joint planning with customers to meet current and future energy needs





# Business and Community Development

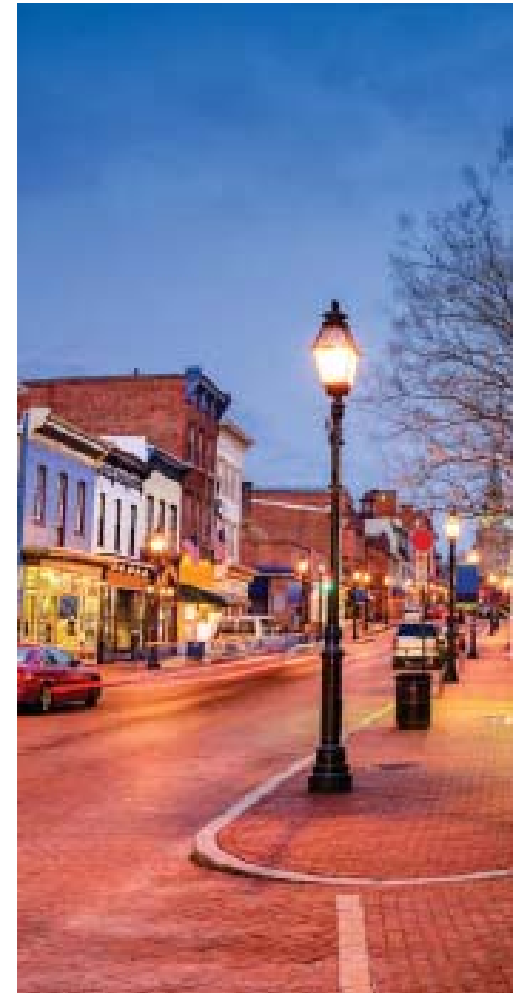
- Provide economic development assistance
- Work with city, county, regional and state local partners
- Investments and Local Partners Program
  - Product enhancement
  - Strategic planning and implementation
  - Workforce development
  - Professional development
  - Special projects





# Business and Community Development

- Project and prospect management
- Planning and long-range strategy assistance
- Site selection and relocation assistance
- Business retention and expansion
- Data research and economic impact modeling
- Site certification
- Workforce, STEM, education





## BusinessAdvantage Bottom Line



- Proactive engagement
- Launch of the brand
- My Account – customized services to view invoices, history, outage alerts via text or email
- Direct access to BusinessAdvantage team
- EnergyAdvantage programs
- Rate comparison analysis and review
- BusinessAdvantage Manager – serving the needs of small- to medium-sized commercial/industrial customers

**BusinessAdvantage Bottom Line**

Business Owners and Partners,  
We Are Here When You Need Us! MidAmerican Energy Company  
BusinessAdvantage Bottom Line.

We have made it easier to get the help and access you want and the information you need! With BusinessAdvantage Bottom Line you will get ...

DIRECT ACCESS	CONVENIENT COMMUNICATION	PERSONAL SERVICES
<ul style="list-style-type: none"><li>Real-time information and updates</li><li>Trained service representatives available M-F, 7a.m.-6a.m.</li><li>24/7/365 automated phone transactions</li></ul>	<ul style="list-style-type: none"><li>Mobile-friendly website</li><li>Simplified online navigation</li><li>Report outages and submit requests</li><li>Pay your bill online</li></ul>	<ul style="list-style-type: none"><li>Customize your preferences for updates, alerts and outages</li><li>View your energy usage</li><li>Receive reminders via text message or email</li></ul>
800-329-6261	www.midamericanenergy.com	Log in to My Account

Please watch this introductory video, share it with your team and your membership.

With our Improved BusinessAdvantage Bottom Line tools and services, we will help you save time and money. The first step to take is the easiest one: Sign Up for My Account services today –

**TO SET UP A NEW MY ACCOUNT**

- **STEP 1** – Go to [www.midamericanenergy.com](http://www.midamericanenergy.com)
- **STEP 2** – Click on My Account and select Create New
- **STEP 3** – Enter a username, password, email address and your MidAmerican Energy account number

If you have any questions about how this program can support your goals, please contact us at:  
**businessadvantagefeedback@midamerican.com**

If you have any questions about how this program can support your goals, please contact us at:  
**800-329-6261**



# Franchise Team



- MidAmerican Energy and city agreement
- How relocation of company facilities is done
- Indemnifies a community on legal issues
- Provides framework





# Economic Advantage Benefits

- Community Engagement
  - Community contact volunteers
    - Events
    - Programs
  - Donations and sponsorships
    - Community grants
    - Global Days of Service
    - Matching gift
  - United Way
  - Support local events and organizations – focus on safety, education, STEM



# GET INVOLVED.

MAKE A DIFFERENCE. **VOLUNTEER.**

- Community and employee engagement
- Connecting organizations with employees
- Recruit employee volunteers
- Showcase community events and opportunities
- Promote what is happening





MIDAMERICAN ENERGY

**EMPOWERU**