

THE *Current* WORD

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A PUBLICATION FOR THE MEMBER/OWNERS OF HORRY ELECTRIC COOPERATIVE

Tuesday, May 23, 2006

You get the credit at Horry Electric's Annual Meeting

Registration Gift:

Each member who is present and registers at the Annual Meeting will receive a **\$25 credit on their electric bill** and will enjoy a fun-filled afternoon.

Horry Electric Cooperative
\$25
Electric Bill Credit



Grand Prize:
2001 GMC Sierra

All members who register will have a chance to win.



Olde Dawg

Unique southern rock sound mixing country, rock, blues, bluegrass and even a little Cajun zydeco.

FREE
Hot Dogs
& Drinks
Courtesy of

CNB The
Conway
National
Bank
Serving Our Community Since 1903
MEMBER FDIC

Loris
Healthcare
System

Health/Wellness Fair

3:00 P.M. - 7:00 P.M.

Free Screenings:

- Blood Pressure
 - Cholesterol and Glucose
 - Strength
 - Flexibility
 - Carbon Monoxide Measurement
- Information Available On:
- Smoking Cessation
 - Lifeline
 - Center for Health & Fitness

And Much More About
Other Healthcare Issues.

12:00 noon – 7:00 P.M.

REGISTRATION AND VOTING

5:00 P.M.

ENTERTAINMENT

OLDE DAWG

7:00 P.M.

BUSINESS MEETING

PRIZE DRAWING

at the conclusion of the business meeting. You must be present at the time of the drawing to WIN!

OTHER PRIZES:

- \$400 – First
- \$200 – Second
- \$100 – Third

Plus drawings for
50 other door prizes.

Horry Electric Cooperative, Inc.

Your Touchstone Energy® Partner

CONWAY: 843-369-2211

MYRTLE BEACH: 843-650-7530

www.horryelectric.com

“It was déjà vu all over again.” Yogi Berra

A Republican president enters his second term. A country is divided over a war. News of terrorism tops the headlines. The Red Sox and Yankees have been battling it out. And the media’s abuzz about what happened in Munich at the ’72 Olympics.

Now, if “The Sting” was on the big screen, Sonny and Cher were on the small screen, and Yogi Berra was on the baseball diamond, you’d know you had stepped back in time to 1973! Otherwise, with today’s headlines and pump lines at gasoline stations – it’s sometimes hard to tell the difference!

Some of our members will remember the energy crisis of the 1970s. Some are too young to remember. But it’s important to recall the lessons of 1973, because we are experiencing an energy challenge today.

Here are the similarities:

- * Prior to both 1973 and now, we enjoyed periods of low-cost energy, and our high usage levels reflected that.
- * In 1973, gas-guzzling vehicles were standard on our nation’s roads. Now low-efficiency SUVs crowd our highways.
- * In both 1973 and now, we experience an increasing dependence on foreign oil imports.
- * In 1973, the world was experiencing political unrest and economic instabilities across the globe. Now, the situation is much the same. Only the locations are different.
- * Low cost and high availability of energy made us complacent about conservation in the early seventies and in the first years of the 21st century.

With the similarities of these two eras, more than 30 years apart, it might do us good to examine the lessons we learned from the 1973 energy crisis in order to apply and adapt them for today.

In the 1970s, low fuel costs and high availability lulled us into a false sense of security. Energy conservation was not a priority, because an energy crisis was inconceivable. Now we know that an energy crisis is indeed possible, and so we must all work together to use energy more wisely. This responsibility extends to everyone – from the lawmakers who set energy policy to the utilities, who plan to meet your long-range energy needs. It also extends to individual businesses and consumers. We all have an important role to play.

In the decades following the energy crisis of the 1970’s, automobile manufacturers turned out high fuel-efficiency vehicles, and Americans fresh from the deprivation of the gas-rationing period purchased these vehicles in droves. And it worked. The availability of gasoline rose. But we humans have short memories and before long we indulged our travel experience with roomier and more powerful vehicles. Thus was born the SUV, which dominates our roadways today.

Here at your co-op, we are doing everything possible to keep your electricity affordable, by automating operations where possible and by setting reasonable budgets that do not sacrifice reliability and service. We have no control, however, over the market price of fuels needed to generate electricity. The cost of fuels such as natural gas and coal are increasing steadily and many factors affect those prices. Do we need to conserve electricity? Of course. Will that alone solve an energy shortage? Absolutely not. Conservation of electricity is just one avenue for managing energy costs.

Does this mean we should all get rid of our SUVs? Not necessarily. But we can save fuel by avoiding unnecessary trips, combining errands and sharing rides to work. Many types of fuel make up our nation’s energy picture and affect our pocketbooks. Your co-op will continue looking out for you. You can help us keep costs affordable by looking for ways to conserve all types of energy, not just electricity.

