Cooperative strength
Our ties with co-ops across state, nation make us stronger

YOU’VE HEARD THE SAYING. “There’s power in numbers.” I have to agree. Cooperation is a key word for electric cooperatives, and a concept vital to our form of business.

Consumer-owned businesses like Horry Electric Cooperative operate under seven key guidelines, including the Sixth Cooperative Principle, “Cooperation Among Cooperatives.” In short, electric co-ops serve their members best while strengthening the overall cooperative movement by working together.

At the most basic level, electric co-ops support one another in times of crisis. If a storm or other disaster hits one of our sister co-ops, we offer whatever help we can to ensure that service gets restored as quickly as possible. If we need help, our co-op “family” will be there for us.

We also collaborate with other co-ops to better serve you, our members, and communities we serve with programs such as Help My House, Do the Light Switch, H₂O Select, Surge Guard and MyUsage.com.

When it comes to local and statewide issues, electric co-ops in the Palmetto State combine forces through the Electric Cooperatives of South Carolina (ECSC), our statewide association. The results show that when small organizations such as electric co-ops use the power of aggregation, we grow in clout, efficiency and economy. By working together, good things happen.

The power of numbers gives us a louder voice at the state capitol when legislators make decisions that affect us. We share training resources and expertise. We also save money through our membership in a jointly owned utility supply cooperative, CEE-US, on purchasing poles and equipment.

By working through ECSC, we lower printing and production costs of this publication through economies of scale.

Nationally, we collaborate with other electric co-ops through the National Rural Electric Cooperative Association (NRECA), the Arlington, Va.-based national service organization representing more than 900 consumer-owned, not-for-profit electric cooperatives, public power and utility districts in the United States. NRECA presents a unified consumer voice, particularly through the Our Energy, Our Future campaign, urging lawmakers to create legislation that’s in the best interest of electric co-ops. And through NRECA’s Cooperative Research Network, we receive information about new technologies that can help us control costs, improve productivity and deliver superior service.

We also belong to Touchstone Energy Cooperatives, a national marketing and trade group for electric cooperatives that provides programs like the Co-op Connections membership card and the Together We Save energy-efficiency campaign, which extends the benefits of cooperation even further and delivers greater value to you, our member.

Even if we were in this alone, Horry Electric Cooperative would still provide you with the very best service at the lowest price possible. But when we pool our resources—work cooperatively—we offer you better value. And that’s the cooperative difference.

James P. “Pat” Howle
Executive Vice President/CEO
New connections
Local businesses add benefit

Co-op Connections® Card

Horry Electric Cooperative, Inc.
Your Touchstone Energy® Partner

Co-op Connections is your source for exceptional discount offers.

- Max & Erma’s Restaurant, located on the corner of Hwy. 501 and Carolina Forest Blvd., is offering 15% off the food portion of your bill with your Co-op Connections Card. Be sure to also ask about Sunday brunch! Call (843) 903-1030 or visit maxandermas.com for details.

- California Dreaming Restaurant’s locations in North Myrtle Beach and Surfside Beach are both offering a complimentary basket of croissants with the purchase of any entrée when you show your Co-op Connections Card. (Limit—one basket per table.) For details, call (843) 663-2050 for their North Myrtle Beach location or (843) 215-5255 for the Surfside Beach location. You can also visit californiadreaming.com.

- Carolina Roadhouse, a sister restaurant to California Dreaming, is also offering a basket of croissants with the purchase of an entrée when you show your Co-op Connections Card. (Limit—one basket per table.) Carolina Roadhouse is located on Kings Highway in Myrtle Beach. For details, call (843) 497-9911 or visit carolinaroadhouse.com.

- Fiesta del Burro Loco, located in Myrtle Beach, is known as California Dreaming’s “Crazy Cousin.” They’re offering a complimentary fried ice cream dessert with the purchase of two entrées. All you have to do is present your Co-op Connections Card. For details, call (843) 626-1756 or visit fiestadelburroloco.com.

- Kendal’s Floor to Ceiling, with locations in Murrells Inlet and in Conway, is offering a FREE Floor Care Cleaning Kit with the purchase of selected flooring. The kit is valued at $45! Visit kendallsftc.com for details or call (843) 365-3300 for their Conway location or (843) 651-8900 for their Murrells Inlet location.

- Excalibur Electronics, located in Myrtle Beach, is offering 5% off your purchase. They specialize in cameras, electronic key control systems, security cameras, access gates, DVRs and much more! Located on Church Street in Myrtle Beach, you can call (843) 839-9400 or visit esiservice.net for details.

Your Co-op Connections Card is good for 10 to 60 percent discounts on prescription drugs at more than 60,000 national and regional pharmacy chain stores, including CVS, Walgreens, Walmart and Target. Horry Electric Cooperative members have saved more than $168,000 on prescriptions since May 2009. Check out the additional participating local businesses at horryelectric.com.

More golf!

Jurassic Golf, located in Myrtle Beach, is offering $1 off on all-day play or $1 off on 18 holes before 6 p.m. Their two 18-hole miniature golf courses feature an entire cast of squawking, spitting reptiles that will be watching to see if your aim is true and your stroke is sure.

Three courses are offering $10 OFF the a.m. walk-in rate or $5 OFF the p.m. walk-in rate.

- Pine Lakes Country Club symbolizes the deeply rooted golfing history and tradition of the Myrtle Beach area. Originally built on natural dunes less than a half mile from the ocean, it features freshwater lakes and rolling fairways. After an extensive renovation to the course and clubhouse, you can now experience ‘the Granddaddy’ as it was in the spirit of the 1920s. Call (843) 315-7700 or visit pinelakes.com for details.

- River Hills Country Club, located in Little River, was designed by Tom Jackson. The course offers magnificent 18 holes with fairways that meander through a picturesque, heavily wooded terrain. River Hills’ rolling hills, unusual for a coastal course, are this layout’s signature. For details, call (843) 399-2100 or visit riverhillsgolf.com.

- Tidewater Golf Club, nestled between the Intracoastal Waterway and Cherry Grove inlet, offers the perfect combination of challenging play and natural beauty. This course, designed by South Carolina native, Ken Tomlinson, offers thrilling rewards to shot makers who take chances, use proper course management, and welcome challenges. Juniors (16 and under) play free with a paying adult. For details, call (843) 913-2424 or visit tidewatergolf.com.
Our transformers aren’t for kids

A TRANSFORMER? Aren’t those the toys that start out as something that looks like a spaceship or a truck or something and ends up really being a “robot” in disguise?

Well, yes and no. There are toys called Transformers, but the transformers we talk about at Horry Electric are something with which you definitely do not want to play.

Our transformers aren’t for kids. Distribution transformers reduce voltage for delivering electricity to consumers, normally 240/120 volts for most services. It is not unusual to find one rated 1,000 kilovolt-amperes (kva) or more serving a large user. A transformer for a new home is usually rated 10-15 kva (roughly 10 or 15 horsepower).

Transformers vary in size and style, but the most common type of distribution transformer is the can-shaped steel tanks you often see near the top of a utility pole. Referred to as “pole-mounted” transformers, they contain thousands of feet of wire coiled around a special laminated steel core. The tank is filled with insulating oil.

“Pad-mounted” transformers are also easy to recognize. They are called “pad-mounted” because they are literally mounted on a pad. They’re usually found in neighborhoods where co-op power is delivered through underground lines. Pad-mounted transformers are housed in large, green box-shaped metal cabinets.

The next time you’re traveling down the highway and see a transformer on a pole or you’re riding around your neighborhood and spot a pad-mounted transformer, point it out to whoever is riding with you, especially if he or she happens to be a child. Make sure he/she is able to recognize pole-mounted and pad-mounted transformers. Transformers are designed to safely deliver electricity to homes and businesses. They’re not a toy and everyone is advised to steer clear of playing with or around any kind of electrical equipment. Who knows, you may just be providing the first training session to a future Horry Electric lineman or engineer!

Hey kids! Want to learn more about electrical safety?
Just visit Horry Electric’s website: www.horryelectric.com and click on the Kids Korner icon located on the home page. At the click of a mouse, you’ll be launched into the exciting world of energy education!
PLUS, it’s a whole lot of FUN!
(Invitation open to “kids” of all ages.)

Teach your children never to play on or around electrical equipment. Transformers on Horry Electric Cooperative’s system are clearly marked.

Statement of nondiscrimination
Horry Electric Cooperative, Inc. is the recipient of Federal financial assistance from the Rural Utilities Service, an agency of the U.S. Department of Agriculture, and is subject to the provisions of Title VI of the Civil Rights Act of 1964, as amended, Section 504 of the Rehabilitation Act of 1973, as amended, the Age Discrimination Act of 1975, as amended, and the rules and regulations of the U.S. Department of Agriculture, which provide that no person in the United States on the basis of race, color, national origin, sex, religion, age, or disability shall be excluded from participation in, the admission or access to, denied benefits of, or otherwise be subjected to discrimination under any of this organization’s programs or activities.

The person responsible for coordinating this organization’s nondiscrimination compliance efforts is Abigail Lewis, human resources coordinator. Any individual, or specific class of individuals, who feels that this organization has subjected them to discrimination may obtain further information about the statutes and regulations listed above from and/or file a written complaint with this organization; or write USDA, director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410; or call, toll free, (866) 632-9992 (voice).

TDD users can contact USDA through local relay or the Federal relay at (800) 877-8399 (TDD) or (866) 377-8642 (relay voice users). USDA is an equal opportunity provider and employer. Complaints must be filed within 180 days after the alleged discrimination. Confidentiality will be maintained to the extent possible.

Your Touchstone Energy Partner
Savings and solace
Discount card a life-changer for disabled HEC member

BY WALTER ALLREAD

ANGELA RABON SWEARS BY CO-OP CONNECTIONS. It’s more than a discount card program for the Horry Electric Cooperative member. “It really has changed things for me,” Rabon says.

Rabon saves almost $150 on her prescriptions—that’s for “the exact same medicines,” she notes—by presenting her Co-op Connections card at participating pharmacies. Her example is noteworthy but Rabon is not alone.

Horry Electric and other Touchstone Energy Cooperatives around South Carolina began offering the Co-op Connections discount program in summer 2009. HEC members have now saved more than $180,000 on prescriptions alone; co-op members around South Carolina have saved more than $3 million. Nationwide, co-op members have saved more than $21.5 million since the program began in 2007.

Rabon began using her card last winter. Her medications, prescribed after she was in an automobile accident that required five surgeries and left her permanently disabled, had cost her $265.60 in November 2009. Co-op Connections discounts cut that cost to $116.20 in June.

‘Tremendous savings’
For Rabon, who does not qualify for Medicare assistance with her medications, the savings of $149.40 make a huge difference. “That’s a tremendous savings for me,” she says.

It matters for another reason, Rabon notes: She’s facing a substantial medical debt, including her prescription costs. She is doing her best to repay it all.

Rabon says she’d already worked with her doctors to reduce her medications’ costs. “At one time, I was paying $330 a month for my medicine and had no help at all,” she notes. “We did have to shuffle some of my medicines around to get older medicines that were less expensive at that time. We had worked to get down to $265, where it was [before the Co-op Connections discounts].”

“It is enormous to save that much!” she add. “I was just so pleased.”

Taking comfort
She called Horry Electric to thank them and share advice about the program. Knowing that the people at her co-op care enough about members to offer a program like Co-op Connections comforts Rabon, who says her injuries have been devastating.

“It’s very hard to accept. I fought my way single-handedly through college, accepted into master’s program. It seemed to take everything from me that I had wanted and worked so hard for in life,” she says.

The Co-op Connections savings don’t just put money in her pocket, she says, they help her get her finances back in order.

“Every dollar I have today does count,” Rabon says. “And that is where this card … has helped me so much. I really want people to know that this card can benefit them as well.”

She advises fellow members to get good use of their card by researching prescription drug prices at the website RxPriceQuotes.com or by calling the toll-free number listed in the accompanying article. “Remember, when you get to the website, check prices at each pharmacy, or the pharmacy of your choice, because each pharmacy has negotiated their own price. For people who tried it before and thought, ‘Well, it didn’t work for me,’ or got aggravated with it, I hope they will try it again.”

Handy phone numbers, websites
Have a question about participating pharmacies or providers? See the back of your Co-op Connections card for these handy numbers:

- 1-800-800-7616 for Member Services
- 1-877-448-6182 for the Pharmacist Help Desk (if your pharmacy has a question)

Need to find discount providers or prescription prices? Log on to:

- LocateProviders.com. Use code 22203 as the group number under the “Groups” login section. Next enter your ZIP code and the recommended mile radius of 100 to search for providers near you.
- RxPriceQuotes.com. Search by drug and ZIP code to get the best deal in town.

Access connections.coop for more information about Co-op Connections. To link from horryelectric.com, click on the card image.
Pay your electric bill on time, every time — without writing a check!

**THE BANK DRAFT PROGRAM** from Horry Electric Cooperative makes it easier to pay your bill on time and to keep track of drafts. When you sign up for this program, Horry Electric will automatically draft your checking or savings account for the amount of your monthly electric bill. You’ll still receive monthly statements showing kilowatt-hour usage and the amount due, but you won’t have to write a check.

The best part is that you won’t ever have to worry about your payment getting to Horry Electric on time. Your account will not be drafted until the actual due date indicated on your bill. If that date falls on a bank holiday, it will be drafted the following business day. As with writing a check, all you have to do is make sure there is adequate money in your account. Otherwise, it will be processed as a return check and additional charges will be applied.

Simplify your life! Just fill out and send us the form below. It may take a few days to process your request; so continue to pay your bill until ‘Bank Draft’ appears on it. After that, you’ll never have to remember to write a check to Horry Electric to pay your electric bill again!

If you have any questions about Bank Draft, contact us at 369-2211.

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**BANK DRAFT AUTHORIZATION**

Date: ______________________ Bank: ______________________

Address: ______________________ City/State/ZIP: ______________________

**CONSUMER’S CONTACT INFORMATION**

Contact Name: ______________________

Phone #: ______________________ Best Time for a CSR to Contact You: _____AM, _____PM

Horry Electric Cooperative, Inc. hereby authorize and direct you until further written notice to honor and charge to my bank account DRAFTS drawn on my checking or savings account and payable to Horry Electric Cooperative, Inc. in the amount of the monthly statement rendered on the account(s) listed below.

**HORRY ELECTRIC MEMBER ACCOUNT NUMBER(S)**

1. ______________________ 2. ______________________ 3. ______________________ 4. ______________________

HEC shall not be liable for returning any such drafts unpaid if the balance in my account is insufficient to pay the same upon presentation.

Signature: ______________________

Type or print full name: ______________________

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Introducing...the new HomeEnergy Calculator

If you’ve ever wondered where your energy dollars are going or have been looking for a few no-cost/low-cost recommendations for your home, you need to check out Horry Electric’s new HomeEnergy Calculator.

“We’ve offered an online energy calculator on horryelectric.com for several years, but this latest version really drills down to the details of insulation and infiltration, heating and cooling systems, water heating and even the type of home and the number of occupants living there,” says Ricky Lowder, senior marketing representative for Horry Electric Cooperative. “It’s an online audit of your home and the personal summary you get at the end is based on your unique evaluation of your home,” he continues, adding that results are based on how you described your home in the Home Profile, the actual weather for our area and Horry Electric’s rates.

The feature is FREE and the process takes less than 10 minutes. “The comprehensive report even includes various no-cost/low-cost recommendations to lower your energy costs and some high-cost recommendations to help you save energy in your home,” says Lowder.
How is your water heater doing?

The average life of a water heater is between 6 and 10 years. If your water heater has been around that long, it might be time to start thinking about replacing it. Before it kicks the bucket.

“If you’re a member of Horry Electric Cooperative and you’re ready to replace your existing water heater, you need to know about our H₂O Select program,” says Eddy Blackburn, marketing analyst for the cooperative. “We’re offering rebates of $250 for a minimum 80-gallon electric water heater or $125 for a minimum 50-gallon electric water heater,” says Blackburn. “All you have to do is make sure the water heater meets the specifications of our program, sign the participation agreement and allow us to install a load management device on the unit.”

To make sure the process goes smoothly, members will need to make sure a 4-by-4-inch metal junction box is wired to the tank and verify that the upper and lower elements are not more than 4,500 watts.

“If your water heater has already kicked the bucket and you’ve replaced it with a new one, it still may not be too late to qualify for the program,” says Blackburn. Members who have installed a replacement water heater that meets the requirements of the program in the past 12 months might still be able to qualify you to participate!

Horry Electric Cooperative is always glad to help members explore ways to use energy more efficiently and get the most out of their energy dollars. “We created the water heater program to give participants a way to get plenty of hot water—efficiently and conveniently,” says Blackburn. “Offering and qualifying members for this program helps Horry Electric save money, and we’re happy to pass those savings on to participating members!”

To find out more, visit horryelectric.com and look for the H₂O Select program under the myHome tab or call us at (843) 369-2211. When prompted, press 6 for energy information and marketing programs.

We’ll pay you to stay in hot water!

Rebates of $125 and $250 for qualifying installations with a load control device.