

## Horry Electric Cooperative, Inc.

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(to report power outages only)

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**Horry Electric Cooperative, Inc. is a non-profit, member-owned organization providing information and energy-related services on a fair and equitable basis.**



Your Touchstone Energy® Partner

# Celebrating cooperatives

## October set aside to honor co-op business model

**PLEASE JOIN US IN CELEBRATING COOPERATIVES** in South Carolina and across America during National Cooperative Month.



Every October, cooperatives are recognized for the qualities that make the business model unique: local democratic control, commitment to supporting the communities they serve and improving quality of life, special benefits and services, and the return of margins (the co-op term for profits) back to members in the form of capital credits.

### Why it matters

Okay, so it's National Cooperative Month. "Why should that matter to ME," you might be asking yourself.

Electric cooperatives were formed during a time when rural communities were struggling. Times were tough. The farms, homes and businesses in the rural areas didn't have electricity. Young people were leaving to find brighter futures in urban areas, leaving rural America in the dark.

Instead of waiting for someone else to fix the problem, the people in the rural communities turned to each other. They worked hard to build their own utility and power their own future.

Our economy has some critical hurdles to overcome and our faith in big institutions has been understandably shaken. While that doesn't make many of us feel like celebrating, I think it's the perfect time to remember and reflect on what we have already accomplished at the grassroots level through cooperation. Cooperatives are a living testament

to what can be accomplished when a group of people band together to accomplish a goal and strengthen their community.

### A real difference

Electric cooperatives were created by members to do something no one else would do and we're still answering the call.

We are locally owned and operated. That means we are able to focus on member needs and local priorities. We understand those needs and priorities because we live and work here. Our families go to church here, we shop in local stores and our children and grandchildren go to school here in Horry County.

The cooperative business model guarantees every member has a voice in business decisions. That voice is through your locally elected board of trustees. These representatives live in the communities and areas they represent.

Members of electric cooperatives can trust their cooperative because it was created not to make profits, but to deliver on the promise of providing safe, reliable and affordable electricity. We are accountable and strive to be responsive to the needs of our members and our community.

Please continue to keep in touch with us by reading *South Carolina Living* and tune in to our social media outlets to keep up with the latest news and information.

**James P. "Pat" Howle**  
Executive Vice President and CEO

## ‘Looking out for you’ means keeping you informed

**COMMUNICATING WITH YOU**, the co-op’s member-owners, is a high priority at Horry Electric Cooperative.

October is National Cooperative Month but HEC operates by seven Cooperative Principles every day. A key principle is Education, Training and Information, which includes keeping members, the general public and opinion leaders informed about the nature and benefits of cooperation. As it says right on the cover of this magazine every month, we’re “Looking out for you.” Anything that can affect your service or your cooperative, we’ve got it covered—and via a variety of media.

### Award-winning outreach

You can catch the most recent news about HEC through several electronic media outlets, as well as through the print publications we provide members. It all comes together at HorryElectric.com, where the very latest news is always right on the front page. You may also access our news feed there.

The website includes links to electronic versions of the co-op’s print publications, including:

- ▶ *Current Word* newsletter
- ▶ *South Carolina Living* magazine and its website, [scliving.coop](http://scliving.coop)
- ▶ HEC local content in *South Carolina Living*

The magazine, published since the early sixties, is our flagship communications vehicle. And it’s better than ever: In competition with statewide publications for members of electric co-ops across the country, *South Carolina Living* recently received eight awards from the Statewide Editors Association.

The magazine took top honors in the categories for Best Magazine Design, Best Technical Feature Writing, Best Entertaining Feature and Best Website and certificates of merit



HEC Facebook fan Melissa Lucas hangs out on the porch with daughter Abbi, 2, son Nathan, 14, and husband Thomas.

in the categories Best Photo, Best Historical Feature and two for Best Entertaining Feature.

Horry Electric publishes *South Carolina Living* in cooperation with our sister co-ops around the Palmetto State. “We love featuring our members in our ‘local pages,’ showing why we love living in Horry County,” says Penelope Hinson, HEC’s manager of public relations and its co-op news editor.

### Looking out for you in real-time

HEC has embraced electronic media since the advent of the Internet. Horry Electric is a recognized leader among co-ops in using social media to reach members. The co-op was already on Facebook when, in April 2009, a large fire raged through Barefoot Landing, causing widespread outages. “With Facebook, the co-op was able to keep members informed, in real time, as our crews restored service through the affected areas,” says Hinson. “Today, we’re using every communications tool at our disposal to keep members informed—not just about emergencies, but anything that could affect their service, from events on the ground in Horry County to government actions in Columbia and in Washington, D.C.”

At HorryElectric.com, you can:

- ▶ Join us on Facebook

### After she liked HEC on Facebook, family could take outage in stride

Melissa Lucas had just “liked” Horry Electric on Facebook when having that real-time link to her co-op suddenly became very handy.

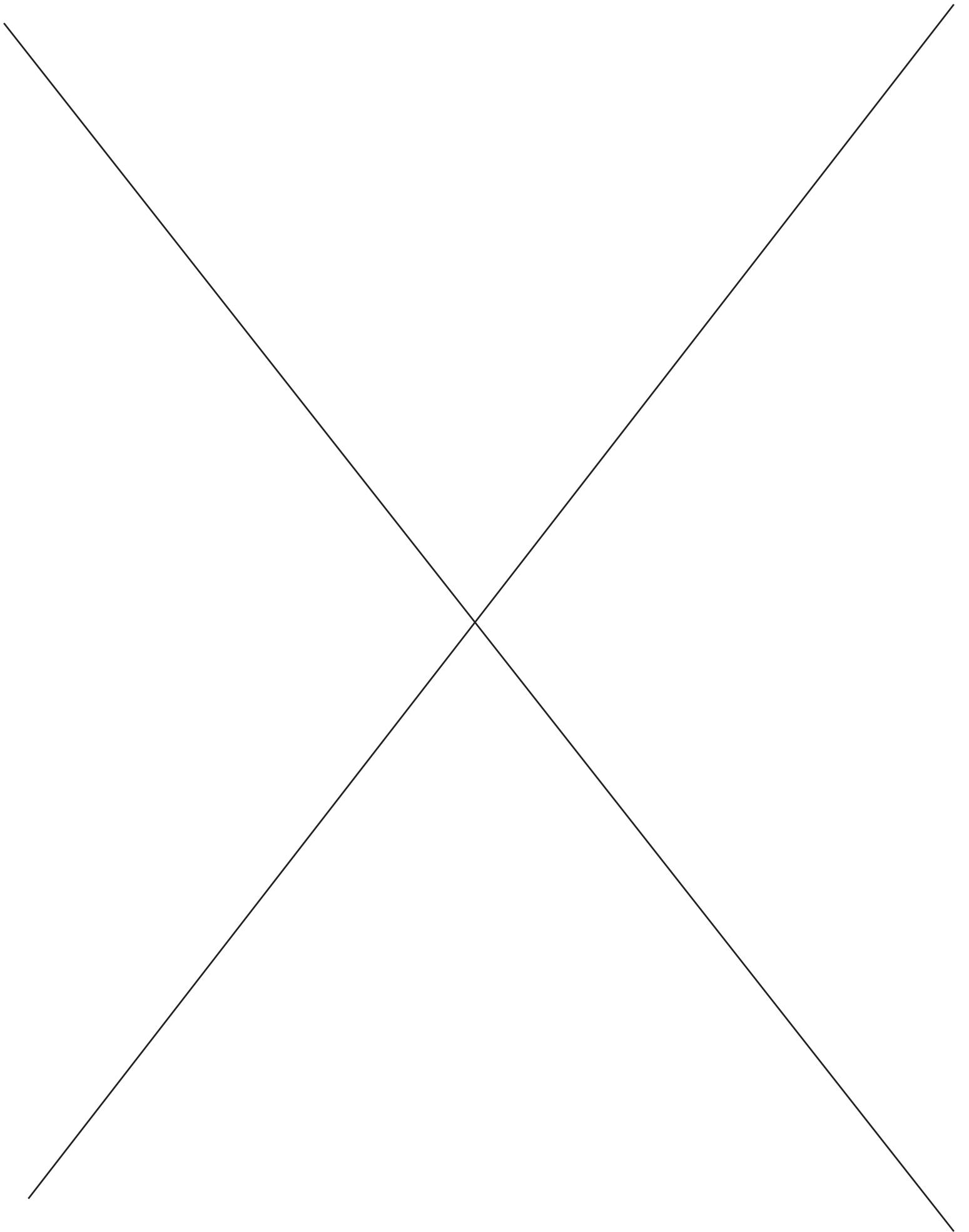
A small plane crashed near the Lucas family’s new home in the Wood Creek neighborhood of Conway one day in early August, knocking out local co-op service. She noticed that a friend had liked HEC’s page, so she did, too. She saw the co-op was on top of it, posting live updates about restoration efforts.

From there, the Lucases could just sit back and take the outage in stride. As Melissa shared on HEC’s Facebook page: “For us, it was OK. We bought a lantern and had some good quality family time on the front porch, and watched the space station fly by. My 2 year [old] fell asleep in her sleeping bag on the porch and was so happy for her first ‘camp out.’ That said, thank you for your quick (but just long enough) work in restoring the power!”

She’s continued to follow the co-op on Facebook. She said in late August: “I did notice that there was an outage in North Myrtle Beach last week and I did see they were posting updates. That is very convenient.”

- ▶ Get updates through Twitter
- ▶ Read the latest news on our blog
- ▶ Look for us on YouTube, and
- ▶ Follow us on Pinterest.

**We always love to hear from our members! See also telephone numbers, email and mailing addresses and office locations listed on page 4.**



# Looking Out for YOU

## Storm safety

- If possible, go indoors and stay away from windows and doors.
- Unplug electronic equipment before the storm arrives and avoid contact with electrical equipment or cords during storms.
- Avoid contact with plumbing, including sinks, baths and faucets.
- Stay away from trees, metal and water.

**At Horry Electric Cooperative, safety is a priority. Be sure to always play it safe around electricity.**



For more electrical safety tips, visit [horryelectric.com](http://horryelectric.com).

## Horry Electric Cooperative, Inc.

A Touchstone Energy® Cooperative 

Conway: 843-369-2211

Myrtle Beach: 843-650-7530



## Horry Electric Cooperative, Inc.

### 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® Cooperative

## A good thing just got better!

### Is Advance Pay right for you?

**NO MORE LATE FEES?** No more disconnect or reconnect fees? No more security deposit? By signing up to participate in Horry Electric's Advance Pay, a pay-as-you-go plan, you can join the more than 4,000 members who have already said 'goodbye' to all of that and 'HELLO' to flexibility and control.

With Advance Pay, members have the opportunity to pay for electricity when they want and in the amounts they want.



"If it would be easier for you to make weekly or biweekly payments rather than one large payment each month, then you'll want to consider our Advance Pay program," says Gail Morton, supervisor of the service department for Horry Electric. "Members who are already participating tell us they love not getting an electric bill and that being a part of the program has really helped them lower their energy use because they're more aware of how much they are using on a daily basis."

Participants in the program don't get a monthly bill, but that's because they're paying for electric service in advance. Use is calculated daily and account history is available online and by phone, any time of day or night.

Before making a decision about participating in the program, members are encouraged to carefully read the Advance Pay Agreement/Terms and Conditions to determine if it is the right choice for them. A brochure that outlines the program and the agreement that must be signed by participants are both available

on [horryelectric.com](http://horryelectric.com). Information can also be obtained by calling Horry Electric at (843) 369-2211 and asking a service representative to explain the program.

"The conversion to our new billing system this month has brought some positive changes to the program," says Morton. Miscellaneous fees have gone down from 94 cents per day to 54 cents per day and the transaction charges for credit cards and E-checks have been reduced.

Members also have more control over their alerts and reminders with the new system. "Advance Pay participants will be able to access their account through the MyEnergy Online portal and set up alerts and reminders to be delivered by email, text message or by phone," says Morton.



Alerts that can be set up include a low-balance threshold, a returned-check alert, payment confirmation and an account balance and energy-use alert, among others.

**Want to give it a try?** Existing members can easily switch from a traditional account to an Advance Pay account. The minimum amount needed to transfer the status of the account is \$75. That includes a required \$50 balance, plus the \$20 connect fee and a \$5 application fee. Any existing security deposit will be credited to your current account balance. If you later decide the program is not for you and you want to convert back to a standard account, a deposit may be required. The amount will be determined based on current policy and a credit check. ☺

# MyEnergy online

is a new service

from Horry Electric Cooperative that significantly expands your account-management options. Simply go to [www.horryelectric.com](http://www.horryelectric.com), click the MyEnergy Online icon, and you'll have access to an informative, user-friendly site designed with you in mind.

**At MyEnergy Online, there are a lot of choices available:**

The screenshot shows the top navigation bar of the MyEnergy Online website. The navigation bar includes links for Payments, My Account, My Usage, My Alerts, and Services. Below the navigation bar, there are four callout boxes with red arrows pointing to specific features:

- Convenient and secure online options
- Member profile & account settings
- Charting your daily energy use
- Signing up for email or text message reminders, including Due Date Reminder and Payment Confirmation Alert

**Your NEW  
Account Number  
Is On Your  
October Statement!**

**• Effective October 1, you have a new account number!**

You will need your new account number to log in to the system the first time. By default, the password for each member will be the last four digits of your social security number. You can change your password after the first time you access the system.

*Your new Horry Electric account number is on the electric bill mailed to you this month. If you have not received your statement, you can search for your new account number using the Account Lookup Tool located on [horryelectric.com](http://horryelectric.com) and on the landing page for MyEnergy Online.*

*You will need your old account number to use the search engine to locate your new account number.*

Look for the Account Lookup icon on [horryelectric.com](http://horryelectric.com) or on the landing page for MyEnergy Online!

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## Iceboxes, gas irons and the Grand Ole Opry

HEC member remembers how electricity changed life, 'thankfully'

BY WALTER ALLREAD

**IN AN AIR-CONDITIONED WORLD**, it's easy to forget what life was like before electricity.

Unless you're Elnita Floyd, of course. The 82-year-old Horry Electric Cooperative member was a girl of 10 in 1941 when the lights came on in her home. But almost as important as the light was the electricity used to put a box fan in the window.

"It used to get so hot, my momma and daddy would take their mattress and throw it on the front porch and sleep on the porch," Floyd says. "Then in the wintertime you'd have to warm water and put it to your feet to help with the cold.

"Getting electricity changed all that, thankfully."

It also changed a lot more, from food storage to personal hygiene.

"I'll never forget having an ice box on the front porch that was tin and insulated with sawdust," Floyd says. "The man would come every week with a new block of ice, and we'd keep our milk and butter out there.

"I also remember having to get up at dawn, and we'd have to get ready by the light of the oil lamp. We could hardly see to comb our hair and get ready to go. It also was big when we were able to iron our clothes with a gas iron rather than one heated by the fire, and I'll never forget when we got our first Maytag washing machine."

Floyd, who was one of 12 children



**Elnita Floyd at age 14.** This photo was taken around the time she

went on a bus trip to Washington, D.C., all by herself, to help her aunt Viola Paluch, now 91 and living in Maryland, with a newborn baby girl and her year-old baby cousin.

of Brookie Edwards, a preacher and sharecropper, and his wife, Bessie. Raised on a farm, Floyd left school in the seventh grade to help out around the house while her mother was pregnant. "I had to stay home one day a week, every week, to wash clothes in a washpot with a washboard. I had to boil the clothes in the washpot." Her mother made lye soap to wash the clothes as well as dishes, the children's hair—even their faces. "I hated every day that I had to stay home, because I

loved to go to school.

"I learned how to cook at age 10 because I had to," says Floyd, who recalls that when she did go to school, she had to walk three miles each way in whatever weather. "But we had fun, too. I can remember so clearly listening to 'The Grand Ole Opry' on the radio with everyone."

Now, Floyd has a big family of her own. She and her late husband, Richard, had six children—four girls and two boys—and now she enjoys 10 grandchildren and eight great-grandchildren.

"I've been very blessed," Floyd says. "But sometimes, I do think we could learn a lot from those old times and how we did things before the lights came on." ☺

### Remembering 'the day the lights came on'

Electric cooperatives across the country are celebrating their 75th anniversary. Aiken Electric Cooperative, formed in 1938, this year became the first of South Carolina's 20 distribution co-ops to reach that milestone.

Horry Electric Cooperative was organized April 24, 1940, and our system was energized January 7, 1941. We will mark our 75th anniversary in 2016.

Leading up to the celebration, we're interviewing co-op members and former employees who recall "when the lights came on."

Please let us know if you, or someone you know, might have bright memories of those days. And tell us if you have vintage appliances, electrical items, memorabilia or photographs from the early days of rural electrification.

Contact Gayle Addy at (803) 739-3032 (email [gayle.addy@ecsc.org](mailto:gayle.addy@ecsc.org)) or Campbell Shuford at (803) 739-5072 (email [campbell.shuford@ecsc.org](mailto:campbell.shuford@ecsc.org)). They are employed by The Electric Cooperatives of S.C., Inc., the state association of co-ops, including Horry Electric Cooperative.

