

## Horry Electric Cooperative, Inc.

[www.horryelectric.com](http://www.horryelectric.com)

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(to report power outages only)

**369-2212**

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**Horry Electric Cooperative, Inc., is an equal opportunity provider and employer.**

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



A Touchstone Energy® Cooperative

## Join the crowd

150,000 in S.C. already stand with us to keep power affordable

**MONDAY, DEC. 1**, is the last day of the federal Environmental Protection Agency's public comment period on proposed power plant regulations designed to reduce carbon-dioxide emissions.



Already about 150,000 South Carolinians have responded to our call to stop Washington, D.C., bureaucrats from raising your power bill.

Many filled out postcards, others joined our online petition at [sc.tellepa.com](http://sc.tellepa.com). If you have not already done so, go there now.

South Carolina must make the largest carbon intensity reduction in the nation—815 pounds of CO<sub>2</sub> emitted per megawatt-hour of electricity generated. The EPA says that we must reduce our state's emissions rate of 1,587 pounds of CO<sub>2</sub> per megawatt-hour down to 772 pounds of CO<sub>2</sub> per megawatt-hour, a 51-percent decrease. But the agency's S.C. emissions target is based on four flawed assumptions about our state's energy supply.

- ▶ **Nuclear power.** The EPA encourages states to build nuclear power plants to reduce carbon-dioxide emissions but proposed rules do not allow two nuclear generating units currently under construction in S.C. to effectively count toward compliance. These units, planned a decade ago with the goal of reducing the state's carbon footprint, could account for more than half of our reduction target. Following the EPA's logic, S.C. consumers will be penalized for investing billions to reduce carbon-dioxide emissions. The regulations should be amended to recognize the CO<sub>2</sub> abatement these plants will provide.
- ▶ **Natural gas.** The EPA assumes that new natural gas-fueled power plants

will be built as an alternative to coal-fired plants. The pipelines that serve the state are fully subscribed. Our best estimates tell us that siting, permitting, financing and constructing pipelines and natural gas power plants can't happen by the EPA's 2020 initial implementation deadline.

Take action by Dec. 1 at [sc.tellepa.com](http://sc.tellepa.com)

- ▶ **Renewables.** S.C. co-ops are pioneers in developing renewable energy sources, most recently the 27-acre Colleton Solar Farm, our state's largest solar plant. Impressive as it is, the project still demonstrates the limits of solar as a reliable source of electricity: The sun just doesn't always shine when we need it. Effective storage systems must be fully developed for solar and other renewable energy sources to meet our power needs.
- ▶ **Efficiency.** S.C. co-ops have been national leaders on whole-house energy-efficiency programs. Boosting efficiency lowers electricity demand and carbon-dioxide emissions. But even the most aggressive efficiency programs will achieve only half of what the EPA demands.

Let South Carolina design our own carbon-dioxide reduction strategies. For starters, it is critical that regulations be amended to recognize the CO<sub>2</sub> abatement of the two new nuclear plants.

Rest assured that until these emissions rules are finalized June 1, your co-op will do everything in its power to look out for you—and keep power bills affordable.

*James P. Howle*

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

## NFL retiree's books score big gains for the community

**CHRIS DIETERICH** is a triple threat.

That's really saying something for a former offensive lineman, especially one hobbled by years of injuries to body and soul.

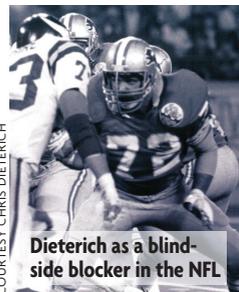
The NFL veteran—Dieterich played for the Detroit Lions 1980–86—and HEC member is a published author, a mentor to men in recovery from substance abuse, and the personification of a Cooperative Principle we celebrate each October for National Co-op Month—Concern for Community.

In the last two years, Dieterich has donated almost \$18,000 in proceeds from the sale of his books to 14 charities, including four in Horry County. For football fans, it's fascinating fiction informed by Dieterich's experiences with the Lions and, before that, the N.C. State Wolfpack.

### Get a good read, do a good deed

Help a fellow HEC member support worthwhile charities. Access [chris72.com](http://chris72.com) to order one—maybe even three!—of Chris Dieterich's titles:

- ▶ **Tales from the Blind Side**—Dieterich spins fantasy and bone-crunching reality into 11 short stories that explore the depths of living on the mental edge of madness. Ready for some fantasy football? Imagine if Rod "Twilight Zone" Serling was scripting gridiron stories for ESPN's 30 for 30 series.
- ▶ **Salvaged Secret**—Jeff Ferguson, an ex-college ball player, is about as broken down as the cars he now appraises for an insurance company. A one-time NFL prospect, facing life without the excitement of a sports career, penalizes himself with alcoholic binges—until fate makes him a piece in a provocative puzzle of small-town corruption, murder and mayhem.
- ▶ **Buried Innocence**—Jeff Ferguson returns, this time to a high school class reunion. When Jeff and his buddies go digging around in one of the underground forts they'd built as kids, they stumble onto the source of strange occurrences decades earlier. Misadventure drives a wedge of distrust between them, pushing Jeff to the edge as he tries to maintain his sobriety.



COURTESY CHRIS DIETERICH

Dieterich as a blind-side blocker in the NFL

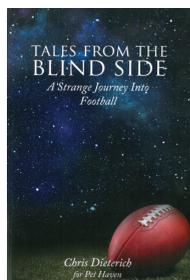


WALTER ALBRECHT

Chris Dieterich points out the number (655-7881) for Bikini Beach Cat Rescue, one of the charities his book sales support. Backing him is Anne Younger, a volunteer at a Labor Day benefit tourney at Blackmoor Golf Course. You can help, too: Visit [BikiniBeachCatRescue.org](http://BikiniBeachCatRescue.org).

Writing has proven therapeutic after years of sustaining bodily injuries and self-medicating with alcohol and drugs, he says. Donating his earnings is a way to give back, says Dieterich, who counts his blessings: "I don't get around as well as I used to, but I do get down to the ocean once in a while to sneak up on a few seashells. It's a good life."

Chris Dieterich also supports HEC's Operation Round Up program. Learn more at [HorryElectric.com/OperationRoundUp](http://HorryElectric.com/OperationRoundUp)—and on page 16.



## Horry Extra

### We'll steak you a discount

Cheesesteak U, a favorite of Coastal Carolina students like Langdon King (right), now offers a Co-op Connections discount for HEC members. Find out about the deal on page 20A of this month's Horry Extra section—and why one co-op member from Philadelphia ranks Cheesesteak U over the Philly originals!



### Our around-the-clock service reps don't even take the holidays off!

My Energy Online gives HEC members access to a virtual service representative—24 hours a day, 365 days a year, holidays included.

My Energy Online combines a variety of options including account maintenance, bill payment, energy use monitoring, plus account and billing history. You can set up email or text alerts and reminders for your account, too.

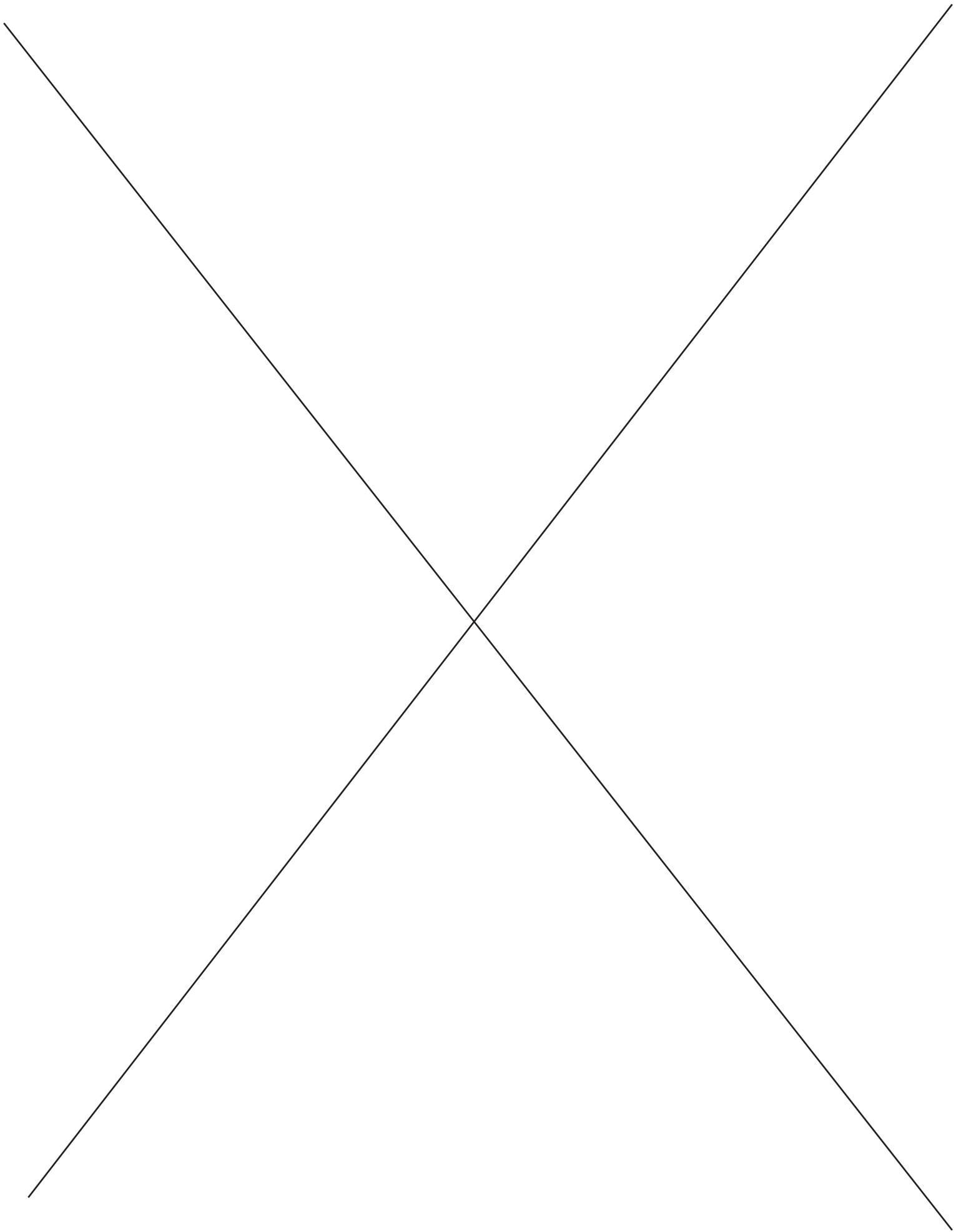


Consider all your options for convenient service at [HorryElectric.com/BillPaymentOptions](http://HorryElectric.com/BillPaymentOptions).

### Effective October 1, 2014

The facilities charge for single-phase service will increase from the current rate of \$17 to \$18 per month. The charge for three-phase service will increase from \$27 to \$28.

The facilities charge is a monthly fixed amount charged to each meter at each service location, regardless of the amount of electricity used. It is for the expenses related to providing service to the meter which includes utility plant investment; operation and maintenance costs; administration and general costs; depreciation; administrative costs such as billing and property taxes.



## We'll steak you for a tasty deal!



**WHO KNEW** a place in Conway could earn the coveted “Masters in Cheesesteaks” designation?

Bill Lamar, that's who.

The HEC member would gladly confer such a degree on Cheesesteak U—that is, if the slogan wasn't already printed on the take-out menus.

“The food's great,” says Lamar, who eats at Cheesesteak U six times a week, sometimes twice a day. “It depends on whether my wife's cooking or not. If she's not cooking, then I come in.

“The nice thing about it, they've got a good variety here.”

So, you wonder, who is this Bill Lamar? What makes him such a chancellor of cheesesteaks? Such an honorary hoogie lecturer?

OK, we'll tell you: Lamar hails from the birthplace of the cheesesteak—yep,



**Cheesesteak U “chancellor” Bill Lamar gets ahold of a hoogie.**



**CCU senior Langdon King, a business management major, manages a “business lunch” at Cheesesteak U.**

Philly. Or close.

“I'm originally from north of Philadelphia,” he says. “When I came down here and tasted these cheesesteaks, they're as good as up there, if not better. I've been eating them since I was 9 or 10 years old.”

That includes quite a few from Pat's King of Steaks, the current name of the restaurant at which Philadelphians Pat and Harry Olivieri are credited with inventing, in the early 1930s, a sandwich made of chopped steak on an Italian roll.

Lamar's been eating Cheesesteak



**A chicken cheesesteak**

### STUFFED WITH GOOD STUFF

Cheesesteak U's steaks are stuffed with top-quality 100-percent-certified Angus beef, owner Sarah Asmer notes. “The steak is trimmed, thin-sliced in-house and cooked to order with sauteed Vidalia onions served right off the grill for the freshest taste and quality. Your choice of add-ons include mushrooms, peppers, lettuce, tomato or bacon. We only use the famous

Amoroso's Hearth-Baked Rolls, which have been used on the original Philly cheesesteak since the beginning.”

Cheesesteak U serves chicken cheesesteaks, pizza cheesesteaks, teriyaki cheesesteaks—well, you get the picture. On the side? Try fresh-cut french fries, chili cheese fries or delicious, homemade potato chips, made from Idaho-grown potatoes. Asmer adds, “We also serve an array of other delicious and fresh meals like our half-pound Angus burgers, gyros salads and a variety of hot and cold sandwiches, such as the Italian or Reuben. And we have great wings of many flavors.”

### Local discount

**Buy any combo, get second for 1/2 off**

**Where:** Cheesesteak U, 1315 Hwy. 501 Business Unit B, Conway (Next to Oliver's)

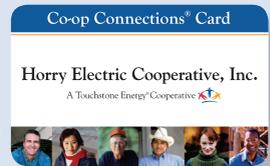
**Phone:** (843) 234-2666

**Fax:** (843) 234-3815

**Email:** driveinn69@aol.com

**Website:** CheesesteakU.com

**Hours:** 11 a.m.–9 p.m., seven days a week



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U's sandwiches since the restaurant opened four years ago. He notes, “I haven't gained a pound, so it must be diet food!”

Another thing: You can have your steak sandwich your way at Cheesesteak U. “If you ask for marinara sauce up there, they'll throw you out!” he says.

Cheesesteak U owner Sarah Asmer and her husband, Anthony, not only won't throw Lamar out for hitting the (marinara) sauce, they're actually throwing him a discount. OK, it's for *all* Horry Electric members: Buy any combo, get a second for half off. ☺

**Stop by Cheesesteak U, but be sure to take your Co-op Connections card to get your discount. Don't try to say your dog ate it! If you lost yours, you can print a new one at Connections.coop.**



**Cheesesteak U owner Sarah Asmer and her husband, Anthony**

WALTER ALFREDA

## He has his hooks deep in Horry Electric's history

**AT 80**, Davis Edge is a link to Horry Electric Cooperative's origins, both as a member and as a lineman.

Edge knew the men who built the co-op's early lines. Starting out, he borrowed their climbing hooks—the spiked hardware linemen strapped to their boots—and practiced climbing poles while the veterans ate their bologna sandwiches and bag lunches down below.

At home, he's proudly kept his hooks, hardhat and training certificates. Edge lives where he grew up, outside Conway on what's now U.S. Hwy. 501. Of course, there was no 501 when Edge was born in 1934. And almost no electricity for rural families.

Co-op power arrived when he was about 7. "Junior Hyman come out and set the pole," Edge recalls. Co-op lineman Carl Benton's brother, Oliver, "wired our house," Edge says. "He put seven outlets in the whole house, counting the overhead lights and all. You talking about tickled? We was tickled.

"We was cooking on a wood stove, everything—Mama was," he says. "Washing on a scrub board."

Edge and his brother, Harvey, helped their father on the farm. "My daddy, he was a hard-working fellow," he says. Electricity took some of the load and helped rural families get ahead; their younger brother reaped some benefits.

"Jerry grew up with a tractor," Edge says. "Me and [Harvey], we



Retired line crew foreman Davis Edge, 80, still has a lot of his old co-op equipment, including his hardhat and climbing belts and hooks.

### 'A dollar an hour'

When he joined the co-op in 1956 at age 22, Edge had already been working full time for six years. Line Superintendent Clarence Moore hired him as a truck driver.

"A dollar an hour," he recalls.

Edge, who had been making \$1.10 an hour as a carpenter, was glad to have a steady job. He and his wife, Brittlee Lee, were starting a family. Their oldest boy was two months old. She worked in a curtain factory.

"It was rough back then," Edge notes. "I begged for overtime. Mr. Moore was good. If he could give you some more time, he'd do it."

When he got the OT, Edge often helped Carl Benton, one of 11-12 linemen at the time. "He was one of the finest fellows you ever talked with in your life. He has been out by himself and changed one of the small transformers by himself," Edge says. "I don't know how he done it."

Edge drove a co-op truck for six months but knew his way up the ladder, so to speak, was going up a pole. He accepted the demanding, dangerous challenge.

"The way I learned how to climb, when, I would eat my dinner, I'd borrow one of them boys' hooks. I would practice on the poles right there, wherever we was working."

had a mule apiece—that was our tractor."

Not shying from hard work served Edge well over his 31-year Horry Electric career. The co-op and scores of members also benefited from his diligent efforts.

WALTER ALBREDA

1930

**January 19, 1934**  
Davis Edge is born in Conway to Hubert and Maggie Edge.

1940

**January 7, 1941**  
Horry Electric Cooperative energizes its first lines. "We was tickled," Edge recalls.

1950

**Early 1950**  
At age 16, Edge takes his first full-time job as a truck driver.

1960

**April 10, 1956**  
Edge is hired by the co-op, which serves 7,135 meters.

**April 14, 1961**  
Edge earns live line maintenance diploma, one of his many certifications.

## No 'dog-gnawing' allowed

In 1956, HEC was 15 years old, still working to achieve full area coverage, the term for providing electricity to any home or farm within a co-op's service area that signed up for power. In South Carolina, 91.1 percent of farms had power, compared to 3 percent in 1935, before rural electrification.

The co-op was "heavying up" its system as farms and homes used more power. There was plenty of work—and no time to waste.

"Well now, Mr. Moore, he didn't believe in this here dog-gnawing," Edge says. "I'm talking about getting aggravated with each other. He'd straighten you out in a skinny minute."

Mechanization came gradually. In Horry Electric's early days, Edge says, "We done all it: Put the anchors down by hand, the screw anchors. Dug all the holes by hand and bored all the holes in the poles with a bracing bit. That's the hardest thing I ever tried to do."

He credits former coworker Lonnie Smith, a fellow retiree, for much help. "We had lots of fun—and we worked," Edge says. "You had to work to build that many lines! We'd go two or three miles at one shot."

Co-op linemen used crosscut saws and bush axes to clear for lines. Edge says Moore got the co-op its first chainsaw by bidding on, and winning, work moving poles for the highway department as roads like 501 were being paved. "We made money on it,"

he recalls. Moore bought a two-man chainsaw, "a McCulloch. I won't ever forget it," Edge recalls, smiling.

## Climbing on up

Moore saw not only toughness but also potential in Edge. He sent him to the "hot-line school" the co-op's state association conducted in Columbia, urging Edge, "I want you to learn what's going on."

Edge did, and kept learning: After years as a maintenance lineman, Edge became a crew foreman. In 1972, he and his crew tackled the first of what has become standard practice: Providing underground service. Ironically, the climb to the top of his profession ended as a "ground mole," as underground lineworkers were sometimes called.

The co-op's first underground service was at Forestbrook subdivision, Edge says. Initially, developers had the trenching done, but after development took off—especially in Socastee—the co-op bought specialized equipment. "We got a Davis trencher," he says, recalling how slow it was. "We plugged around with that thing and plugged around with that thing—but we were tickled of it!"

## 'I dreamed about it'

After Edge retired, he came back to help after Hurricane Hugo hit in 1989. "They called me back in, and I worked for a week," he says. "Got my same old crew back. I worked overhead then."



HORRY ELECTRIC ARCHIVES



Two men Edge respected from the co-op's early days: Line Superintendent Clarence Moore (left) and Lineman Carl Benton. As Edge's long-time coworker Lonnie Smith notes, in those days linemen "put their [climbing] hooks on in the morning and kept them on all day." See more photos from the co-op's early days, and Davis Edge's career, on our Facebook page.

Looking at his climbing hooks and belts today, Edge says, "I think about this stuff a lot. In fact, when I retired, I dreamed about it."

"I enjoyed it, and I had a good bunch of men that worked for me. And that means a lot," he says, adding, "I enjoyed climbing. I really did."

At 80, Edge is not far from farmboy-fit and lineman-lean. He feels good, too: "I don't know that I've got a hurting bone in my body."

He is ready if the co-op needs him. "I feel like I could," he says. "I'd enjoy it, too. I really would." ☺

1970

**About 1976**  
Edge and crew install HEC's first underground service at Forestbrook subdivision.

1980

**May 1, 1987**  
Edge retires as a line foreman after 31 years of service. At this point, Horry Electric serves 23,541 meters.

1990

**Fall 1989**  
Co-op calls; Edge helps put lights back on after Hugo.

2000

**By 1992**  
While Edge and his wife, Brittle Lee, run their motel in Myrtle Beach, the Venture Inn, their co-op grows to serve 27,781 meters.

2010

**January 19, 2014**  
Edge turns 80, keeping his hooks sharp. Still ready if the co-op calls, he says, "I'd enjoy it." His co-op, now 73, serves more than 70,000 meters.

2020



## A cooperative convert

'I wish we'd had co-op people up there,' says New Englander

**PHYLLIS FLEISCHER** is a native of the Boston, Mass., area, where her long-time home was served by a large, investor-owned power company. In 1992, she moved to Conway and became a member of Horry Electric Cooperative as well as Horry Telephone Cooperative.

Fleischer regularly visits her co-ops' Socastee offices on Hwy. 707—located, appropriately, across Co-op Drive from one another.

But back in July, HEC came to her. Co-op lineworkers, that is, responding to a midnight outage.

The next day, Fleischer was moved to leave the message highlighted at right. When *South Carolina Living* followed up with her recently, Fleischer added, "In the 22 years I've been here, there has never been a problem with Horry Electric."

She also praises HTC for its prompt service, adding, "I wish we'd had co-op people up there [in Boston]!"

This co-op convert knows that utilities provide better service when they're serving their owners—not serving the needs of distant stockholders: "Because they're co-ops," Fleischer says, "they have to answer to me!"

She's right: Cooperatives are democratically controlled businesses with

*I called after midnight last night when all the lights went off. When I looked out, everything was dark. By 20 minutes 'til 2, a little over an hour, everything was up and working. I just want to commend you people. You do such a terrific job. Thank you for being there all the time!*

—Phyllis Fleischer

membership open to those who use co-op services.

Fleischer appreciates another unique practice of co-ops like HEC and HTC: Paying capital credits.

Or, as Fleischer puts it succinctly, "I get my check!"

Capital credits are another advantage of doing business the co-op way: When feasible, co-ops return margins to members

based on their patronage of co-op services.

Earlier this year, HEC returned more than \$1.3 million in capital credits to members like Fleischer.

It's HEC's way of saying, "Thank you, members, for being part of our

cooperative!" ☺

**Member Economic Participation, one of the Cooperative Principles we celebrate each October during National Co-op Month. Learn more at [HorryElectric.com/CoopPrinciples](http://HorryElectric.com/CoopPrinciples).**



WALTER ALLREAD

## OCTOBER IS NATIONAL CO-OP MONTH



**Horry Electric Cooperative, Inc.**  
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