

Horry Electric Cooperative, Inc.

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

Kickstarting the co-op difference

YOUR ALARM goes off, and you get out of bed. You go outside and grab the morning paper. You sit down at the kitchen table to read your paper, while enjoying a glass of juice and some toast. After breakfast, you head down to the local hardware store to pick up supplies to tackle your weekend to-do list.



For many Americans, that simple morning routine brings them in contact with at least five different cooperatives.

For members of Horry Electric, your alarm is powered by us. The paper is likely filled with stories from the Associated Press. The juice might be Sunkist, Ocean Spray or Florida's Natural. The butter on your toast could have been processed by one of several dairy co-ops, including Dairy Farmers of America or Land-O-Lakes. If the local hardware store is a True Value, Ace or Do-It-Best, then it's part of a co-op, too.

The time-tested business model has been rediscovered by a *new* generation of Americans who appreciate doing business with locally based organizations that put people ahead of profits.

Co-ops are experiencing a surge in popularity. Today, it is estimated that one in three Americans is a member of at least one cooperative. America's electric cooperative network now serves 42 million Americans. In 2014, America's credit unions surpassed 100 million members.

In addition to the growth of true cooperative organizations, there has been a surge in the popularity of other funding and business models that feature many of the same traits as

cooperatives.

Websites like Kickstarter and GoFundMe allow large groups of people to pool small contributions to achieve a larger goal. Though groups raising money through these sites aren't cooperatives, it's clear that an increasing number of people are seeing the value of working together and pooling resources to improve their communities.

The benefits of being a member of your electric co-op go far beyond the warm, fuzzy feeling we get from supporting a local business and keeping our dollars in our communities.

As a not-for-profit cooperative, our sole mission is to ensure you have safe, reliable and affordable electricity when you need it. We aren't in business to make a profit. Our job is to look out for you and your fellow co-op members.

We work hard to make sure your voice is heard when and where it matters. And that's the cooperative difference.

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

What do ...



Food



Housing



Financial



Electric

... and all other types of co-ops have in common?



They bring us together to achieve a common goal.



'Tis the season—to give a little extra!



A **SLEIGH-LOAD** of need is approaching, says the chairperson of the volunteer trust board that administers Horry Electric's charitable giving program, Operation Round Up.

The trust board reviews about 25 aid applications a month, but that number spikes as the holidays approach. "Usually October, November and December, around Christmastime, it gets real heavy," Daphne Hickman says.

The holidays further stress those challenged by unexpected problems that happen year-round, Hickman says. "Mainly, we help people that need food, clothing or medicine," she notes. "Recently, one lady told us her roof leaked and that caused her refrigerator to break down. She lost all her food."

For Operation Round Up, members' monthly bills are rounded to the next highest dollar. Collected funds go into a trust fund to aid local people. The average member contributes about \$6 a year. Contributions are tax-deductible.

While new HEC members are automatically enrolled in Operation Round Up when they sign up for service, they can always opt out. But, Hickman says, "Even if you've opted out, it's never too late to opt back in!"

Horry Extra



Another co-op takes root in Horry County

For National Co-op Month, we salute a new, local cooperative venture—the Waccamaw Market Cooperative, which helps Horry County growers and artists connect with buyers. Turn to 20B.

Dig this!

A SIMPLE PHONE

CALL will get your utility lines marked—free of charge!—and

help protect you from injury and expense. Safe digging is no accident. Know what's below. Always call 811 before you dig.



**Know what's below.
Call before you dig.**

Beware of these 'suckers'!

Don't let vampires suck the life out of your energy-efficiency efforts! Unplugging unused electronics—otherwise known as "energy vampires"—can save you as much as 10 percent on your electric bill.

Source: energy.gov

Sorry for the inconvenience, we're

REMODELING

our Socastee Office to better serve you!

The Socastee Office
in Myrtle Beach
is temporarily closing
for renovations.
September 25, 2015
at 5:00 P.M.

On September 28, 2015,
we will open for walk-in
and drive-through service
at the **HTC office,**
next door, 6009 Hwy. 707
Myrtle Beach.

We are excited about the remodel
and expect to reopen our newer and
improved office in about 90 days.

Thank you for your support!

**Horry Electric
Cooperative, Inc.**

A Touchstone Energy® Cooperative

www.horryelectric.com 843-369-2211



Get credit for helping us take a load off!

H₂O Load Management Program

Receive a one-time \$50 electric bill credit from Horry Electric for each load management switch installed on any qualifying water heaters* in your home.

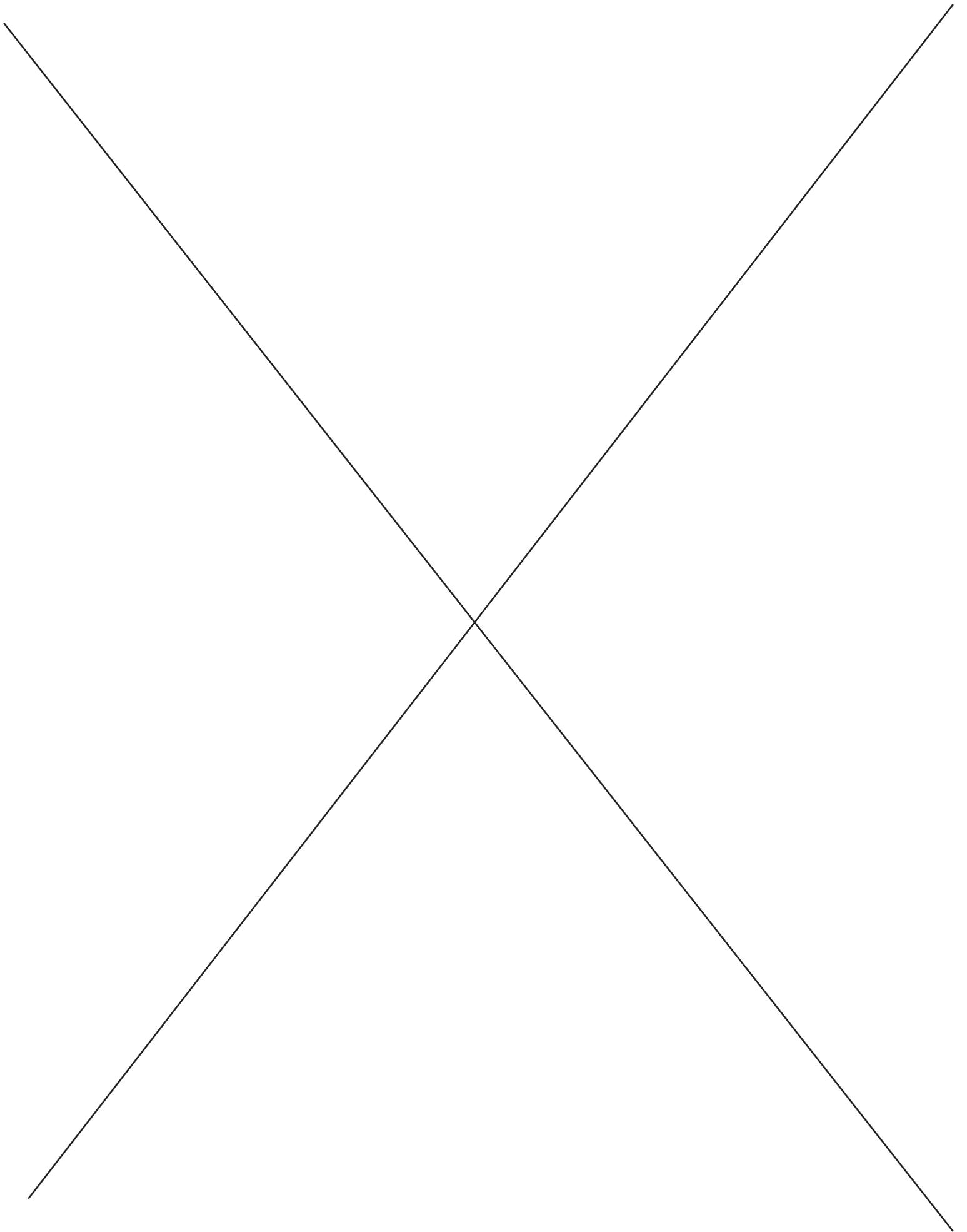
* Water heaters must be a minimum 50 gallon capacity; electric; 5 years old (or less) and meet the ASHRAE Standard 90 or NAES. Switches must be installed by an Horry Electric approved contractor.

Help control the future cost of power by reducing the demand for electricity in your home during peak hours.

We'll be able to take a load off and you'll get the credit.

Visit our website for complete details,
www.horryelectric.com or call
843-369-2211





HALLOWEEN SAFETY TIPS



WALK SAFELY

- Cross the street at corners, using traffic signals and crosswalks.
- Always walk on sidewalks or paths. If there are no sidewalks, walk facing traffic as far to the left as possible. Children should walk on direct routes with the fewest street crossings.



TRICK OR TREAT WITH AN ADULT

- Children under the age of 12 should not be alone at night without adult supervision. If kids are mature enough to be without supervision, they should stick to familiar areas that are well lit and trick-or-treat in groups.



KEEP COSTUMES CREATIVE AND SAFE

- Decorate costumes and bags with reflective tape or stickers and, if possible, choose light colors.
- Have kids carry glow sticks or flashlights to help them see and be seen by drivers.



DRIVE EXTRA SAFELY ON HALLOWEEN

- Drive slowly, anticipate heavy pedestrian traffic and turn your headlights on earlier in the day to spot children from greater distances.
- Popular trick-or-treating hours are 5:30 p.m. to 9:30 p.m. so be especially alert to kids during those hours.



WALTER ALREAD

Luke Jordan might dress up like a lineworker for Halloween—borrowing some gloves and other personal protective equipment from his father, HEC Advanced Lineman Kelly Jordan—but Kelly has taught Luke to never play around electric poles, lines or other potentially dangerous equipment that co-op crews work around every day.

SAFERID.S.ORG

Electrical safety tips for kids—for every day of the year

AT HORRY ELECTRIC COOPERATIVE, we understand your child's health and well-being are your top priority. With more than 140,000 electrical fires occurring each year, knowledge of electrical safety is necessary to ensuring your loved ones stay safe. Here are a few tips you can share with your little ones:

Electrical fires are caused when a wire or electrical device overheats. It is important to make sure your children understand that water cannot extinguish this type of fire. Only fire extinguishers can be used to remedy this situation.

In addition, teach kids that it is *never a good idea to mix water with*

electricity. Keep blow dryers, radios and any other electrical devices away from all water, especially those used in a bathroom.

Keep metal objects out of appliances and plugs. If a piece of toast gets stuck in the toaster, never use a metal knife to retrieve it. Unplug the toaster, and use a different tool or utensil to remove the toast. Remember, *only plugs should go in outlets.* Sticking fingers or other objects in outlets may result in an electrical shock.

It's always a good idea to turn lights off when they are not in use. This will save your family money on your electric bill and prevent electrical fires from overheated bulbs.

Kids will be kids, and they love the great outdoors. **Remind them to avoid overhead power lines.** Whether they are climbing trees or flying kites or remote-controlled toys, they should always be mindful of what is above.

Visit HorryElectric.com to learn about our electrical safety demonstrations. Click on My Community, then Trouble in Tiny Town. This safety demonstration shows the potential dangers of electricity on a small scale. Kids love it, but Trouble in Tiny Town is appropriate for audiences of all ages. To schedule a Trouble in Tiny Town demonstration for your school, civic or community organization, contact our safety coordinator, Brian Chestnut, at Brian.Chestnut@HorryElectric.com.

Waccamaw Market Cooperative's success shows how good th

EVERY OCTOBER since 1930, not-for-profit cooperatives of all stripes have celebrated Cooperative Month. This month, Horry Electric spotlights another local co-op success story—that of the Waccamaw Market Cooperative (WMC).



Gus' Garlic from Ovis Hill Farms at the Waccamaw Market Cooperative's North Myrtle Beach location.

The nonprofit organization coordinates and manages seven community-based farmer's markets around Horry County. WMC members—growers and other types of vendors—pay dues to participate in various markets, reaching more customers while sharing reduced costs.

WMC started in Conway after city officials asked the local Clemson University Cooperative Extension Service office for help starting a farmers market, says County Agent Blake Lanford. "As soon as we had some measure of success there, North Myrtle comes and they want a



Steve Wells shows fresh produce to Diane O'Connell. It's from Lawson's Farm, owned by his brother-in-law, HEC member Bobby Lawson of Pee Dee Road. At the Jupiter Pies table, Kruneshia Bostic (right), also an HEC member, tempts North Myrtle Beach market customers with a delectable blueberry pie.

market. And Myrtle Beach wants a market—and Surfside wants a market," Lanford adds, smiling.

The North Myrtle Beach location is a particular success. The city built a covered facility at its municipal complex off U.S. Hwy. 17 North.



Planning Director Jim Wood says WMC's Friday markets have put the facility to good use. He notes, "We're very pleased with it. Some people have said, 'This is the best thing the city's ever done.'"

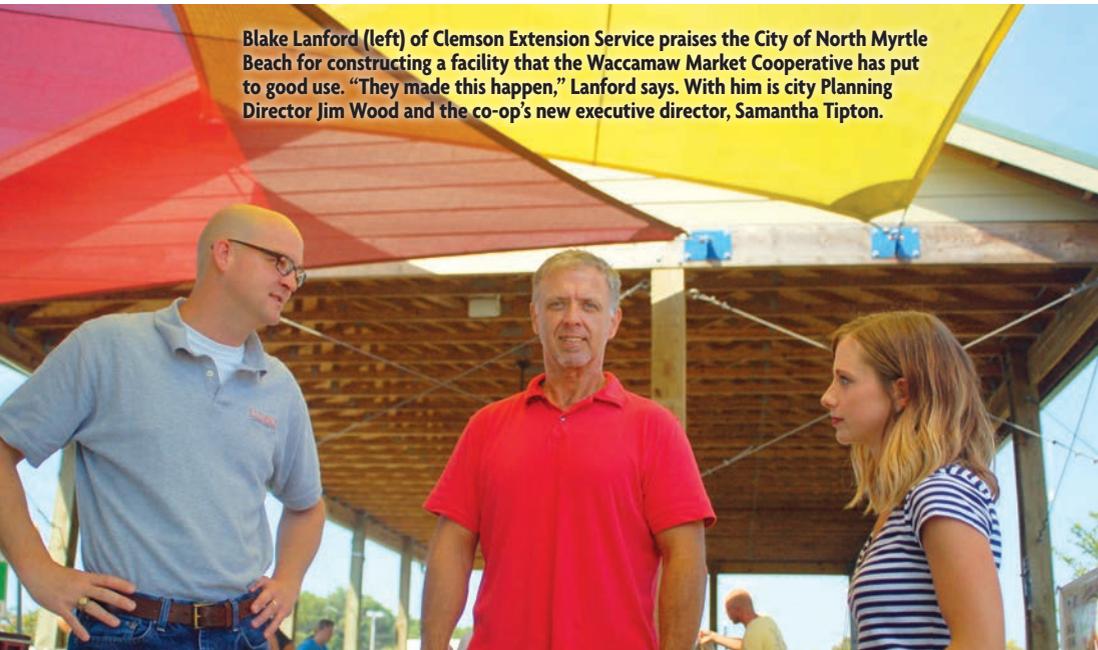
Lanford agrees that Clemson Extension is playing a role for WMC not unlike that of the federal Rural Electrification Administration in HEC's early days, almost 75 years ago:



Helping a fledgling co-op take off. Clemson is ready to step back and let WMC soar, he says.

And fly it has: WMC recently hired Samantha Tipton as executive director. Says Tipton, "Everybody's really dedicated to the program. They're really excited about it. They want to see it grow. It seems like a great thing that the community enjoys." ☺

Blake Lanford (left) of Clemson Extension Service praises the City of North Myrtle Beach for constructing a facility that the Waccamaw Market Cooperative has put to good use. "They made this happen," Lanford says. With him is city Planning Director Jim Wood and the co-op's new executive director, Samantha Tipton.



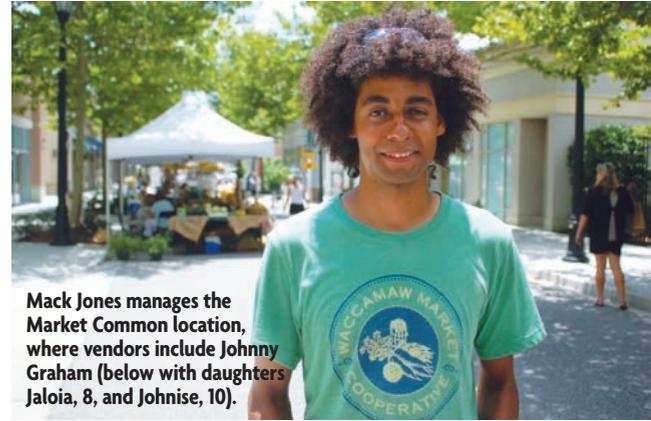
Good things happen when people work together



HEC member Debbie Falkowski (below) of Barr's Barnyard in Loris displays goats-milk soaps and lotions at the North Myrtle Beach market. In addition to laundry butter and scrubs, their stall also features local arts and crafts like the painted-shell "roses" (above). "We work with people in the community. We like to showcase their work," Falkowski says.



Shaylan Taylor (above) poses with bracelets made from Vintage Flatware Jewelry. Owner Sharon Saunders (not pictured) also made the fisherman chimes at right. An HEC member at home, Saunders participates in several markets. "It's my customer base here that keeps me going," she says.



Mack Jones manages the Market Common location, where vendors include Johnny Graham (below with daughters Jaloia, 8, and Johnise, 10).



WALTER ALLREAD



Horry Electric member Melinda Cunningham bought honey-roasted nuts from fellow HEC member Jeff Hutchins (below, left). The Bone Island Nuts and Fudge owner says being part of the market co-op puts his tasty products "in front of people all across the county." Nearby at the North Myrtle Beach market was Clemson Master Gardener Caroline McKee (right), who offers advice and soil sample kits at several market locations.



Visit WaccamawMarkets.org

Public markets are not just places of commerce. Successful markets help grow and connect urban and rural economies. Public markets feed money back into the rural economy where many vendors grow, raise and produce their products. Learn more at the cooperative's website, WaccamawMarkets.org.



You'll be floored after a visit to this Loris landmark



WALTER ALLREAD

Family owned and operated, the W.F. Cox Company has been part of the community since 1953. Steve Cox (above) runs the business now, offering flooring products from industry leaders such as Mohawk, Congoleum, Armstrong, Bruce Hardwood Flooring and other name brands. He adds, "Our installers are highly trained and we guarantee our installations. We also offer free estimates and will bring samples to your home," he says. "In addition to flooring, we also sell GE and Frigidaire major appliances."



The W.F. Cox Company offers many alternative flooring types such as LVT (above). "They're luxury vinyl tiles. They're not as hard and cold as ceramic and that's why the customers like them," says Steve Cox. "They're a little less expensive, too." Other flooring types (below) include engineered and solid hardwood as well as vinyl and ceramic tiles that look like real wood. More interested in carpet? When in Loris, stop by and "cut the rug" with Charles Canady, a 40-year W.F. Cox Company employee!



SUPPORT LOCAL businesses and save money. Use your Co-op Connections card at more than 100 local businesses displaying the Co-op Connections sticker for special discounts.

Co-op Connections® Card

Horry Electric Cooperative, Inc.
A Touchstone Energy® Cooperative



The card also entitles members of HEC and other participating Touchstone Energy Cooperatives to Healthy Savings Discounts on prescription drugs, dental, vision, hearing, lab work and imaging, and chiropractor visits. Best of all, you get all these benefits for free!

HEC members can also click Locate Providers more than 58 local pharmacies and 30 participating health care providers within 50 miles of Conway.

Misplaced your Co-op Connections card? Visit Connections.coop to Print My Card. Or just download the Co-op Connections app! ☺

Local discount

W.F. Cox Company

3959 Main St., Loris
Hours: 8 a.m.-5 p.m. Monday-Friday.
Appointments available.
Phone: (843) 756-1514
Website: wfcoc.com

Co-op Connections card discount

Show your Co-op Connections card and receive a free hardwood and laminate cleaning kit with the purchase of 500 feet of hardwood or laminate flooring.