

Horry Electric Cooperative, Inc.

www.horryelectric.com

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369-2211



(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

You are a member, not just a customer

That's the co-op difference!

MANY BUSINESSES USE the word "member" to describe their customers.

Places like Sam's Club or Costco and even American Express like to refer to their customers as members. You pay a fee to buy their goods and services, but that is really all you get for the "membership." No right to vote for the Board of Trustees or to participate in any meaningful way in the organization.



In cooperatives like Horry Electric, membership really does mean something more than just the right to buy electricity. Co-ops of all types are founded on seven cooperative principles that give us guidance and strategic direction. Membership also gives you rights as an owner of this co-op.

Brett Fairbairn is the director of the Center for the Study of Co-operatives at the University of Saskatchewan in Canada. He makes the case that member relations is not just *part* of what co-ops should be doing, but in fact is the fundamental core business of the cooperative.

He further lays out the three strategic concepts that any co-op must get right in order to survive and thrive:

Economic linkage

Horry Electric Cooperative is connected to you. There is a business relationship that serves you (the member) and the co-op. Since co-ops are solely owned by people in the community, they have a mutual interest to ensure that both the co-op and the member do well and prosper.

Transparency

As an owner of the co-op, you have a right to know how it operates and how decisions are made that directly impact you. If the co-op is transparent and combines this trait with integrity and fairness, it will build trust with the members.

Cognition

In this case, cognition is best defined as how your co-op thinks. It includes the current and historical identity, the mission and the sense of shared values with co-op members. Research, education and training are critical functions that Horry Electric Cooperative must conduct on an ongoing basis to ensure that we always have the best information to make decisions.

The cooperative business model is the best one on earth, but like any enterprise, it is up to the human beings who work at the co-op, who serve on the board and the members like you to ensure that the principles and values do not fade over time.

First and foremost, Horry Electric Cooperative strives to be thought of as a member-owned cooperative that gives you the best value of any utility. If we succeed, our community thrives, and you will always value being a member—not a customer.

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

WE WILL PAY YOU TO STAY IN HOT WATER!

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 you do anything, you need to call us to learn more about our H₂O Select program,” says Eddy Blackburn, marketing analyst for the cooperative.

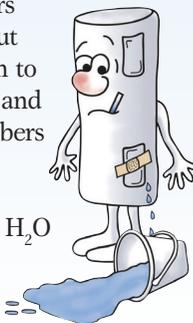
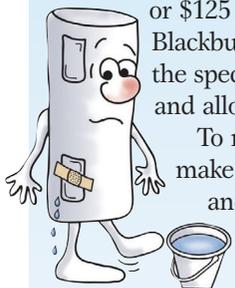
“We offer rebates of \$250 for a minimum 80-gallon electric water heater or \$125 for a minimum 50-gallon electric water heater,” says Blackburn. “All you have to do is make sure the water heater meets the specifications of our program, sign the participation agreement and allow us to install a load 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 for the program!

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.



We'll pay you to stay in hot water!
Rebates of \$125 and \$250 for qualifying installations with a load control device.



Good job!
Congrats to Horry Electric's Chase Cox, who finished second in the Apprentice—Hurt Man Rescue competition at the 19th annual Santee Cooper Lineworker's Rodeo recently in Moncks Corner. Nice work!

Horry Extra

Celebrating 14 more Acts of Kindness

HEC is celebrating its 75th anniversary by rewarding good folks in the community with 75 Acts of Kindness. We featured the first 10 in April, another in June; this month's Horry Extra has 14 more. Turn to 20B.



When lightning strikes, this two-step program helps protect your electronic devices

TO REDUCE PROBLEMS associated with indirect lightning and power surges, Horry Electric offers affordable, flexible protection through its Surge Guard program.

Surge Guard helps protect against unexpected voltage surges that can harm or even ruin electronic devices, such as major appliances and TVs, DVD players or personal computers.

Surge Guard is really a two-step program. The first step takes place outside at the meter base. The second step occurs indoors where individual surge suppressors are installed to provide your television, telephone,

stereo and other electronic equipment with reliable, state-of-the-art surge protection.

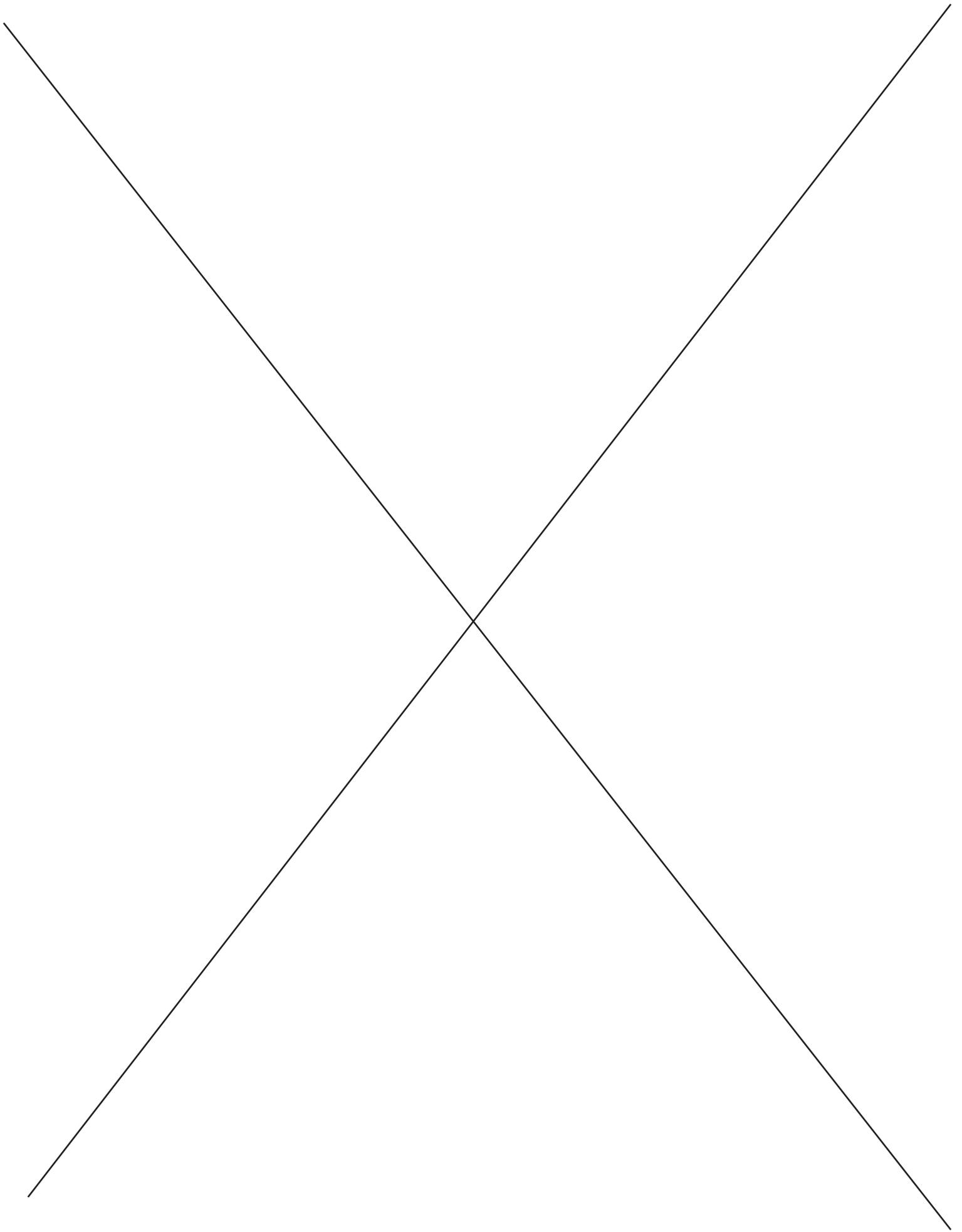
Horry Electric can help you find the right protection for your specific needs. “A good ground system is essential for surge equipment to work properly,” says Ricky Lowder, senior marketing and energy management representative. “Before installation, we’ll check to make sure the required external safety ground exists at the service entrance.” Installation may be delayed



if problems are found. “The same is true if the electrical wiring inside the home is inadequate,” Lowder says.

To avoid such delays, Horry Electric suggests securing the services of a licensed, bonded electrician to verify there are no grounding or electric wiring issues prior to scheduling an appointment for Surge Guard to be installed.

Details about Surge Guard are included in a brochure available at HEC offices. Be sure to complete the “I am interested in Surge Guard” form in the brochure and return it to the cooperative.



Use **PowerTouch** to get in touch...

PowerTouch from Horry Electric Cooperative is the best way to help us get your lights back on quicker.

This state-of-the-art outage management system lets you immediately report outages. When you call, your phone number will be matched to your name and address to ensure prompt service.

Important: We must have your up-to-date information for the phone number at your service address, plus any additional cellular phone number(s) (with area code) associated with your account in order for PowerTouch to work efficiently.

Please fill out the attached form, mail in with your bill payment or drop off at your nearest Horry Electric office.

You can also sign up online @www.horryelectric.com. Sign in on MyEnergy *Online* to update contact information and to automatically receive alerts and reminders.



Horry Electric Cooperative, Inc.

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**Power Out? Call
PowerTouch
843.369.2212**

Submitting this form gives Horry Electric Cooperative your consent to send automated messages to any telephone number(s) provided. Please note that Horry Electric will never share your personal information with a third-party source.



My Up-To-Date Phone Number(s) Where I Receive Service from Horry Electric Cooperative.

Name on Account _____

Street Address _____
(Where You Receive Service – No P.O. Boxes Please)

City _____ State _____ Zip _____

Phone Number (_____) _____ Cell (_____) _____
(At This Address)

E-Mail Address _____

Horry Electric's Account Number _____ Date _____

Signature _____

This Act of Kindness is Paws-itively cool

BIG PAWS Canine Foundation, Inc., provides service dogs to disabled veterans and former first responders injured in the line of duty. It's operated entirely by non-paid volunteers and all donations go "to the dogs," so to speak, so they can be provided free to the heroes who need them the most.

What Big Paws' East Coast facility, located in Aynor, needed most was a place to train year-round. "The training area itself is a concrete slab under a carport-type roof, but still needs to be closed in for use in extremely hot or cold seasons," Big Paws' Mary Slavik wrote in her application for a 75 Acts of Kindness award from Horry Electric. The co-op's \$500 and other community donations will help Big Paws' good work continue without inter-ruff-tion, she said June 17: "We just need final supplies and contractor muscles to get 'er done!" 🐾

Back in March, Mary Slavik (right) and Boom of Big Paws Canine Foundation, Inc., fetched a \$500 75 Acts of Kindness award from HEC's Penelope Hinson.



PHOTOS BY TONI GORE EXCEPT WHERE NOTED



"Pawing" for a photo are (from left) Vietnam-era veteran Michael Margulies with Tikvah, Big Paws head trainer Steve Slavik with Boom, Vietnam and Desert Storm veteran Stephen Waugh with Sophie, and Enduring Freedom veteran Robert Fowler with Bruce. This was Tikvah's first group training session. Sophie and Tikvah are playpals when off-duty, says Slavik, a former Marine and police officer: "That's why they're wanting to go play right now."

WALTER ALBRECHT

Spreading Kindness across Horry County

HORRY ELECTRIC COOPERATIVE is celebrating its 75th anniversary by rewarding good folks in the community with 75 Acts of Kindness. We featured the first 11 awards in the April and June editions of *South Carolina Living*. Here are 13 more:

12—GRITS 'N' GRACE:

Grace Baptist Church in Aynor has several ministries that help people in need. The Grits 'n' Grace Food Bank gives food to about 60 to 70 families a week. Dawn Jewell has worked for the ministry for several years, wrote applicant Eddie Hill. "We also provide Christmas gifts for 30–40 children as well as an Easter basket at Easter," he says. HEC's \$150 grant will help them keep up the good work.

13—LADY AND THE RAMP:

At 81, Mary Jane Hardee has had trouble getting in and out of her Loris home safely. In fact, she fell and suffered a black eye last winter. "She could have been hurt really bad," wrote Diane Merritt of the Loris Senior Center in her application. HEC gave \$500 for a handicapped ramp to be built at Hardee's back door.

14—A BRIGHT RITE OF PASSAGE:

Dr. Andrea Pridgen, principal of Green Sea Floyds High School, says the school is "committed to helping all students," including those from less-advantaged families. She asked for funds to help some buy dresses for the prom, noting that several teachers and administrators were willing to assist as well. Horry Electric donated \$500 to help, as Pridgen suggested, "to shine a bright light for these individuals at this important time in their lives."

15—SHE CAN SEE CLEARLY NOW:

Catherine Foy of Loris had not had her eyes examined in more than



15 years. "I realize I have difficulty seeing long distances," she wrote in her 75 Acts of Kindness application early this year. The co-op paid the \$436 for an examination by a doctor she chose. "I can see everything a lot better," Foy told *South Carolina Living* in June. "I really appreciate it, too."

16—GOOD GRACIOUSNESS:

Michelle Anderson, school nurse at Kingston Elementary School in Conway, really looks out for her students. "Prior to a new school year, most kids go shopping for new clothes and a new pair of school shoes," she wrote. "Unfortunately, for some of our students, those clothes and shoes have to last them the entire school year. As you can imagine, by spring, these clothes (especially the shoes) are becoming tattered and torn. Although we attempt, our tape-and-glue shoe repairs are temporary fixes. Your gracious Act of Kindness would be used to provide new clothing and shoes to those students in need." HEC's Susan Brown (below) presented her with the \$500 check.



17—BLIND CONVENTION:

Levern Wilson, president of the Conway Chapter of the National Federation of the Blind of South Carolina requested funds from the co-op to help pay for chapter members to attend the 2016 NFB state convention, set for Oct. 27–30 in Myrtle Beach. "Most of them have not attended a state or national convention," Wilson wrote. For his demonstration of concern for others, Horry Electric's Burroughs Nobles (above) presented Wilson with a \$500 award.



18—SHOES AND SMILES:

Deanna Shuler, guidance counselor at Conway Elementary School, wrote to us that Billy's Boys helps students from underprivileged families with shoes, clothes and personal items, but "our need exceeds what they can support. Our closet is really lacking right now," she wrote. "This support would put shoes and clothes on our children. Smiles on their faces would be seen." There were certainly smiles when CES Principal Maquitta Davis stopped by to pick up \$500 to restock the CES Clothes Closet from HEC CEO Pat Howle.

Continued on 20D

Continued from 20C



19—BIG SCREEN DREAMS:

To engage students, Conway Elementary School's media specialist, Renee Beverly, wanted a large, portable flat-screen TV to be used in outside classrooms for special lessons and presentations. As she envisioned it, "After school, the unit will be used for afternoon trivia with students waiting in the car rider line." Horry Electric donated \$500. Here's PE instructor and coach Brian Weiler with Beverly, accepting the check from HEC's Reed Cooper.

20—HARVEST FOR THE WORLD:

The Share the Harvest Food Pantry in Green Sea distributes food to the need every third Saturday from 10 a.m. to 2 p.m., giving out canned goods, fresh meats, bread and groceries to families in the community. To support this Act of Kindness, Horry Electric Cooperative donated \$500. "Every dime we get helps purchase more food and feed those in need," wrote applicant Cortney Mincey. Share the Harvest coordinator/volunteer Marianne McCrackin noted that, in 2015, the pantry served an average of 46 households and 149 people per month. Share the Harvest is an outreach ministry of Pastor Neal Watson and the congregation at Harvest Church.

21—CULTURE OF KINDNESS:

Ocean Drive Elementary School is all about kindness. The school took part in the Great Kindness Challenge

2016, a week devoted to performing as many acts of kindness as possible. The goal of the nationwide program was to create a culture of kindness on campuses across America with a proactive, positive bullying-prevention initiative. They also supported a global service project, Kind Coins for Kenya, collecting spare change. Supporting kindness in kind, Horry Electric Cooperative helped fund another ODE effort, the Positive Behavior Initiative, donating \$300.

22—SNACKING SMARTLY:

HEC donated \$500 to Smart Snacks, a program established to provide healthy weekend snacks to kindergarten through fifth-grade students, and their siblings, who qualify for the federal subsidized lunch program. It is a program supported and funded by the Conway Medical Center's Foundation, which is a 501c3 nonprofit organization. Smart Snacks serves Horry County, including the communities of Conway and Aynor and the areas of north and east Conway. The program is serving children at four elementary schools in Horry County with subsidized lunch participation greater than the average for the county. Each year, the number of students needing this service increases, says Blakely Roof, assistant director for foundation and marketing at CMC. During the 2015-2016 school year, Smart Snacks estimated serving 775 students. "By introducing healthy food to these children at an early age, it can help show them how to make better decisions as they continue to grow," says Roof.

23—ONE TOGETHER:

The Langston One Student Ministry at Langston Baptist Church in Conway received \$500 as an Act of Kindness by Horry Electric to help needy kids, from middle- to high-school age, attend summer camp



when they normally could not afford to go. The money, says Student Pastor Brandon Blair, is used locally. "In this camp, kids are given the opportunity to learn about God but also to learn communication and survival skills. It is a great camp program."

24—STOREHOUSE OF DREAMS:

Caleb's Dragonfly Dreams is a non-profit that provides positive activities and experiences to children who have been abused or abandoned. These children live in local group homes to no fault of their own, and many are up for fostering or adoption. Caleb's Dragonfly Dreams provides activities such as tie-dye t-shirts, birthday and Christmas presents, jewelry making, baking cookies, plus outings that normal families enjoy—movie nights, camping trips and water-park outings, just to name a few. Chris Williams, director of the Waccamaw Youth Center, requested funds to repair a storage shed used for the program. Horry Electric kicked in \$500 to help, which Gail Morton (below, left) presented to Caleb's Dragonfly Dreams Director Shellie Rabon and her son, Caleb. Rabon told *South Carolina Living* in June that the shed has been repaired and is now holding the stuff of dreams once again. ☺

