

Horry Electric Cooperative, Inc.

www.horryelectric.com

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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.



A Touchstone Energy® Cooperative

Training, safety make a difference daily

SINCE 1941, Horry Electric Cooperative has delivered reliable, affordable and safe power to its members. How? One major reason is our focus on training and safety.



Safety is a matter of life or death for lineworkers, who work in high-voltage environments where a single mistake could be fatal.

Training instills a safe work ethic. Lineworkers today must master an ever-increasing range of skills and technical knowledge.

Training is a co-op tradition. Our current line crew foremen received years of classroom-based studies through our state association's lineworker training programs. And when they were working their way up the pole, so to speak, as lineworkers they received priceless on-the-job training from co-op veterans.

High standards

In the last two decades, as electric distribution systems have grown more complex and powerful, co-ops like Horry Electric have ramped up their loss control, safety and training requirements. Linemen must complete the rigorous Lineworker Certification Program from Northwest Linemans College. The curriculum includes 40 examinations and 600 hours of academic training.

Pride in safety

Like their crew leaders before them, today's foremen keep their young charges focused. Coming from someone who's "been there and done that," it means a lot to hear your boss say, as one crew leader said, "I've been exactly where you're at. The main thing is, pay attention to what you're doing."

The co-op and its members also benefit from cross-training of



Working on energized lines they've draped with insulated line hoses and blankets, HEC lineworkers Kelly Jordan (left) and Carluss King also use personal protective equipment as they upgrade a "hot" line on Hwy. 544 in the summer heat.

lineworkers. Co-op crews no longer specialize in overhead or underground work. Linemen, equipment operators and groundmen are all trained to build and maintain both overhead or underground lines and services. It used to be that one crew did most of the underground, but now everybody knows how to handle both.

Consistent training, loss control and safety practices not only reduce the risk of harm to workers and the public, they also promote efficient work habits. This, in turn, helps us keep the lights on and hold down our costs for labor, equipment and insurance—all factors that can affect the rates members pay. Everybody wins with training and safety.

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

D.C. trip pays special dividends for students

IF THE STUDENTS on this summer's Washington Youth Tour are any indication, America's future is bright, guests at HEC's annual Member Service Dinner were told June 26.

"These are some of the best kids you could ever hope to be around," said Mark Quinn of The Electric Cooperatives of South Carolina, Inc., one of seven chaperones on the trip.

Horry Electric sponsored four local youth on the June 14-19 event: Two Scholars Academy students, Sarah-Ellen Floyd, daughter of Douglas and Carrie Floyd, and Caitlyn Penter, daughter of Laura and Michael Penter, and two Socastee High students, Alexandra Higaki, daughter of Kimberly Harrington and Richard Higaki, and Brent Towery Jr., son of Debbie Cumming and Tay Towery.

The four were in a 64-student South Carolina group sponsored by 20 independent electric co-ops around the state. The largest-ever S.C. delegation toured historic sites and monuments on the 50th annual Youth Tour. "It was an excellent trip," Penter told the audience. "I'll never forget it!"

One lesson the students will likely remember was about the benefits of the cooperative business model. Quinn told how students formed and ran their own Soda Pop Co-op to meet a common need—affordable drinks and snacks. They learned how, as Quinn

Horry students (from left) Alexandra Higaki, Brent Towery Jr., Caitlyn Penter and Sarah-Ellen Floyd at the U.S. Capitol during the Washington Youth Tour.



put it, "In the real world, we can keep it in the co-op."

Two Horry students helped run the Soda Pop Co-op: Floyd served on its five-member board, which hired Towery as manager.

Memberships yielded \$75 for Towery and an assistant manager to buy cases of drinks and snacks to sell at tour stops. "With the money we made, we'd go back the next night to buy more supplies."

In the end, the co-op netted \$638.

"So, what does that mean?" Quinn asked. "Capital credits! At the end of the trip, everybody gets money back!" To be exact, \$7 in capital credits per member, Towery said.

Then the members showed their co-op spirit.

Floyd told how students opted to support a campaign to benefit a former Kansas Youth Tour student, Catie Crosley, whose father died suddenly last year, complicating her efforts to continue her education.

"We donated our capital credits to Catie so that she can go to college," Floyd said.

As Quinn told the audience, "That's the caliber of young people we're dealing with here."

Have you thought about Surge Guard?

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, VCRs or personal computers.

Two steps is all it takes.

The first step of the program takes place outside at the meter base. The second step takes place 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. "Please keep in mind that a good ground system is essential for surge equipment to work properly," says Ricky Lowder, senior marketing and energy management representative for Horry Electric. "Before installation, we'll check to make sure the required external safety ground exists at the service entrance," he continues, adding that installation may be delayed if problems are found. "The same is true if the electrical wiring inside the home is inadequate."

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.

Want to learn more? Read the online Surge Guard brochure or call (843) 369-2211 for more information. Listen carefully to the menu options and select "energy information or marketing programs" when prompted.



Free workshop for K-8 teachers at HEC Sept. 27

Horry Electric will host a free enLIGHTenSC workshop about energy and the environment for K-8 teachers from 9 a.m. to 1 p.m. Sept. 27 at the co-op, 2774 Cultra Road, Conway.

Lunch will be provided. Register at enLIGHTenSC.org. A \$25 refundable deposit is required.

See page 31 for details.

Horry Extra

Think it's hot out?

Imagine how it felt 75 years ago. Sisters Roberta Gerald and Allene Hardee grew up before electricity, when going inside in summer meant walking into a veritable oven where a wood fire was burning for food preparation and for chores. Their story starts on 16B.

Every dog has his (or her) day at this spa

Local discount

20 percent off your pet's full grooming

Where: River Dogs Pet Spa
1124 3rd Ave., Conway
Phone: (843) 685-0981
Hours: Open Tuesday through Saturday by appointment only.

Co-op Connections® Card

Horry Electric Cooperative, Inc.
A Touchstone Energy Cooperative



RIVER DOGS PET SPA is the place to bring your pet to be pampered.

The building, a former barbershop tucked behind Fingertips on 3rd Street and Kimberly's Bar & Grill on Elm, has been River Dogs' location for four years this month. Owner Tammy Butler has built up quite a business there.

She has 400-500 active customers, some who have been with her for more than 15 years. Tammy's been grooming pets for 26



Spa owner Tammy Butler with Haley, a true river dog—chocolate lab—that is—who belongs to one of her many long-time customers.

WALTER ALBRECHT

years. Her daughter, Shana Martin, has snipped, clipped and dipped doggies for seven.

River Dogs offers all-breeds grooming—haircut-bath, nails, cleaning the

ears and expressing the, uh, glands. Pricing is based on a dog's breed, size, temperament, Tammy says. "We do a pretty thorough exam. We check for skin



Shana Martin grooms Little Bit, who was once on the Travel Channel, decked out in a Santa costume for Christmas, Shana notes.

conditions, ear infections, and embedded toenails." The spa even offers hair coloring.

Dogs feel special after a visit to River Dogs, says Shana. "Hey, what girl doesn't like to go to the spa!" she says. ☺

Call River Dogs for your pet's appointment today—and when you pay, show your Co-op Connections card and receive 20 percent off your pet's full grooming.

Saving you big money

By the end of July, members of Horry Electric Cooperative will have saved more than \$700,000 on prescriptions by using their Co-op Connections discount cards.

That's based on data from Touchstone Energy Cooperatives, the nationwide co-op alliance that coordinates Co-op Connections. In spring 2009, HEC joined Touchstone Energy co-ops across America in offering the discount card program, established back in 2007. Click the Co-op Connections link at HorryElectric.com to find more Healthy Savings Discounts—not just on prescriptions but also on labwork and imaging, dental care, chiropractic and eyecare. It's another way we're looking out for you.

Co-op Connections® Card: By the Numbers

\$700,000

Saved on prescriptions by HEC since 2009



Earn cash back—as easy as 1-2-3!

With Co-op Connections' new Cash Back Mall Shopping Assistant, you can earn cash back on purchases of more than 300,000,000 products from more than 5,000 leading online merchants. It's as easy as:

1. Visit HEC's Co-op Connections page through the link at HorryElectric.com.
2. Download and use the free Shopping Assistant for your browser, using popular search engines like Yahoo, Google and Bing.
3. Shop directly from the same sites you're already visiting—and save more with Co-op Connections!



Cherishing the simple things

Sisters recall life before electricity



WHEN IT'S HOT in the summer now, most of us retreat inside to the comforts of air conditioning.

When it got hot for Horry Electric Cooperative members Roberta Gerald and Allene Hardee growing up before electricity, going inside in the summer meant walking into an oven where the wood fire was burning both for food preparation and for chores such as washing and ironing clothes.

Before the home on their family farm got electricity in 1941, even the simple comforts of an electric fan were almost beyond imagination. And in the winter?

"The fireplace was what we had for heat," Roberta says. "That was it. Our chores would be late in the afternoon, we had to make sure the wood box had wood in it for the wood stove and fireplace. Our

Roberta Gerald (left) and her sister, Allene Hardee, used hand pumps like this when they were children. "We had a pump for water, we'd then carry to the house," Allene says. "We'd wash our hands in the washpan."

parents would cut trees and fix firewood for the wintertime, then we'd bring it in the house."

To wash themselves and their clothes, all the water had to be brought inside the house from the well.

"We had a pump for water we'd then carry to the house," Allene says. "We'd wash our hands in the washpan."

"When we were small, we'd also keep the milk in the well to keep it cool. We didn't keep anything very long. Some people had an ice chest to keep the milk cool, but we didn't."

Skills such as cooking and sewing were passed down from mother to daughters, and in a family of seven everyone had responsibilities.

"Growing up, I mostly made mine and Momma's clothes," Allene says. "We'd order patterns out of 'Progressive Farmer' magazine."

Cooking was a group effort, Roberta says.

"Allene and I both learned to cook from our momma because she needed the help," she says. "Momma got a pressure cooker when I was in high school, and I learned to use it. We did a lot of canning with it, peas, tomatoes, green beans to put away for the winter.

"We had a big garden and put up vegetables for the wintertime. We'd also make our jellies."

Their father, Thurmond Harris, helped pull the lines from the main road directly across the field. The first appliance the family got was a refrigerator, which they purchased in anticipation of the current actually arriving.

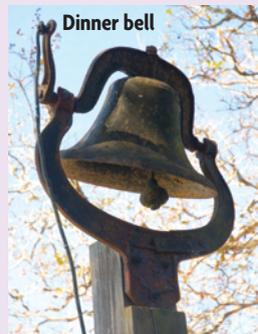
Once electricity finally came, the family enjoyed a long relationship with HEC. Roberta's late husband, Lennie, was a longtime HEC board member,



Maul



Shoe last



Dinner bell



Wedge

A maul and wedge, Roberta recalls, were "used for splitting logs for the stove." A shoe last, she says, is from the days when, "You had to be your own cobbler. If the sole of your shoe would come loose, they'd drive tacks around the edge to fix it!" The dinner bell behind the Gerald home once belonged to her grandfather, Greer Harris.



COURTESY ROBERTA GERALD

Lennie Gerald on one of his first tractors, a John Deere. Mrs. Gerald isn't sure of the year this photo was taken, but it was early in their marriage, she says, and the couple were wed in 1948.

and their son, Marcus, served on the board as well. Roberta says she enjoys the amenities electricity brought, but also cherishes good memories from the days before the lights came on.

"We had a lot to be thankful for," Roberta says. "We had plenty to eat and plenty to wear."



HORRY ELECTRIC COOPERATIVE

Roberta Gerald's late husband, Lennie Gerald, served on Horry Electric's board for 28 years, from his election in 1972 until his passing in 2000.

Allene agrees. "Naturally, there

were things we'd have liked to had, but we basically made what we wore and were happy. We saw a lot of changes, but we had each other." ☺

Roberta and Lennie Gerald working together. They were getting ready to grow house plants in their tobacco bed during the off-season, says Roberta, who was Horry Electric's Rural Lady of the Year in 1981.



MARCUS GERALD

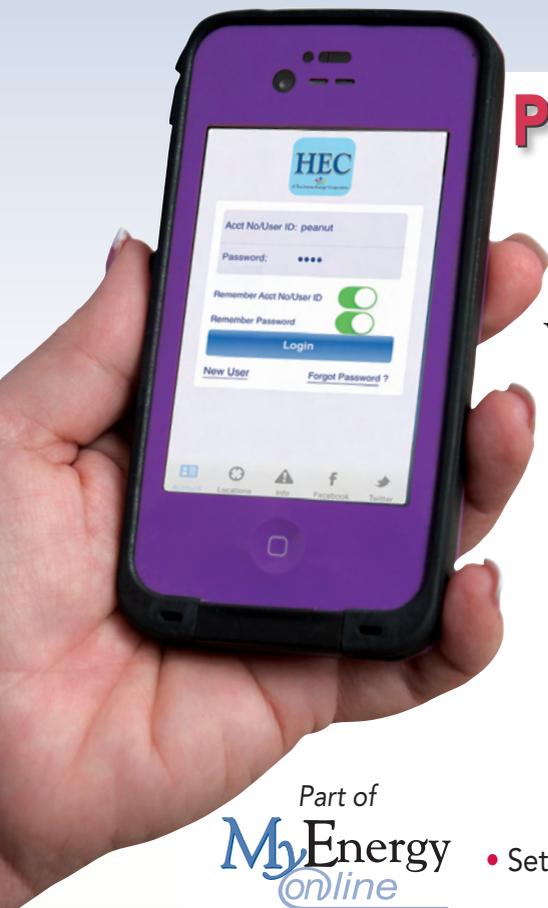


Allene (left) with Roberta, who remembers, "This was the lamp we studied by, reading the Bible."



WALTER ALLREAD

Other lamps and lanterns shine a light on darker times.



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MyEnergy
online

Paying your bills has never been easier.

Your Account
Is NOW At
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Mobile App available
for smart devices
such as iPhones, iPads
and Androids.

- Access your account
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HEC Convenient Payment Options:

By Phone

Dial (843) 369-2211 and listen carefully to the menu options for access to your account or to pay by credit card. All transactions are processed through Southeastern Data Cooperative. Transaction fees will apply.

In Person

You can pay with cash, a personal check, money order or cashier's check at our two co-op offices:

- 2774 Cultra Road, Conway
- 5889 Hwy. 707, Myrtle Beach (Socastee)

You can also pay at pay stations located at ABB, CNB and HCSB. (Find a local pay station in the blue box.)

By Mail

Please mail your check or money order (include your payment stub) to:

Horry Electric Cooperative, Inc.
PO Box 119
Conway, SC 29528-0119

By Bank Draft

Bank Draft is the easiest, most convenient—and least expensive!—way to pay your HEC bill. You'll still get monthly statements showing kilowatt-hour use and the amount due, but you won't have to write and mail a check or bring it to the office. Instead, we'll draft your checking or savings account for the amount due on the date indicated on your bill. Sign-up forms and additional details are available at HEC offices and online at HorryElectric.com/BankDraft.



My Energy Online

You'll need your account number and password to log into the system to view your account and make a payment online. All My Energy Online transactions are processed through Southeastern Data Cooperative. Transaction fees will apply. Payments made online through financial institutions are also accepted; however, please be aware these payments do not post immediately.

HEC Local Pay Stations:



- 2651 Church St., Conway
- 500 Main St., Conway
- 71 Cloverleaf Drive, Longs
- 302 Hwy. 701 North, Loris
- 4230 E. Main St., Loris
- 1799 Hwy. 17 N., North Myrtle Beach
- 617 8th Ave., Aynor

ABB banking hours are 8:30 a.m.–5 p.m. Monday–Thursday and 8:30 a.m.–5:30 p.m. Friday.



- 2605 Hwy. 501 E., Aynor
- 1360 Hwy. 501, Conway (Red Hill)
- 2380 Hwy. 9 E., Longs (intersection of Hwy. 9 and 57/Little River)
- 110 Hwy. 17 N., North Myrtle Beach
- 2810 Church St., Conway (West Conway)
- 9726 Hwy. 17 N., Myrtle Beach (Northside)
- 1353 21st Ave. N., Myrtle Beach

CNB banking hours are 8:30 a.m.–5 p.m. Monday–Thursday and 8:30 a.m.–6 p.m. Friday.



- 5009 Broad St., Loris
- 5264 Hwy. 9, Green Sea
- 3187 Hwy. 9 East, Little River
- 4600 Hwy. 17 Bypass South, Myrtle Beach
- 273 Carolina Forest Blvd., Myrtle Beach
- 1300 Second Ave., Conway

HCSB banking hours are Lobby: Monday–Friday 9 a.m.–5 p.m. Drive-thru: Monday–Friday 8:30 a.m.–5 p.m.



It's like a shower of money!

Receive up to a **\$250** rebate when you install a new electric water heater*.

It's easy!

Members of Horry Electric Cooperative who replace or install a new **50-gallon (minimum) electric water heater will receive a \$125 rebate.**

Replace or install a new **80-gallon (minimum) electric water heater will receive a \$250 rebate.**

For details, visit www.horryelectric.com or call **843-369-2211**

*Water heater must meet minimum efficiency standards.