

## Horry Electric Cooperative, Inc.

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

### Main Office

P.O. Box 119  
Conway, SC 29528-0119

**Conway Office:** 369-2211

**Socastee Office:** 650-7530



(to report power outages only)

**369-2212**

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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

## More than one report card

### THE BALANCED PERFORMANCE Scorecard

I wrote about last month is a tool electric cooperatives use to benchmark performance in mission critical areas. It's a report card that uses objective data to characterize our individual performance and gives us a way to compare ourselves to sister cooperatives. It's not the only one.

### Another report card

A Residential Survey, which is conducted every three years by Central Electric Power Cooperative on behalf of all 20 electric co-ops in South Carolina has just been completed for 2012. This year, the four American Customer Satisfaction Index questions were included. The numbers have not yet been finalized, but we've seen a preliminary report and have had a chance to review comments made by members who responded.

If you were one of the members who responded, let me first say 'thank you'. We take the feedback from this report card to heart and use it as one of our planning guides.

### Recurring themes

The comment section is my favorite part of the survey and most of them were complimentary. Service quality, reliability, response time, well-trained employees and pride in being a member were recurring themes. The few negative comments made were related to comparisons to Santee Cooper.

Overall, in spite of the fact our rates are higher than their rates, 75 percent of the members who responded said they would choose us

if they were given a choice of utility provider.

### Two separate utilities

There is a big difference between us and Santee Cooper. They have generation and transmission in addition to distribution. They have a fairly diverse customer base with a good mix of commercial, industrial and residential customers. We are a distribution utility that primarily serves residential accounts and have to purchase power. We don't have the ability to generate power, so we have to purchase it and then deliver it to you.

Density plays a huge role in the cost to provide service. Our service area is rural, and we serve 13 meters per mile of line. Santee Cooper serves nearly 60 meters per mile of line. The cost of the mile of line is relatively the same. The number through which to divide the cost—13 versus 60—is not. This is one of the many reasons we work so hard to control the costs that are controllable.

### Good news

I'm pleased to report we have been working with Conway National Bank to roll out a financing option for members to make residential energy-efficiency improvements. The specifics of the program are being fine tuned and will hopefully be complete by the time you receive this. Stay tuned!

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

# Horry News



## HEC shines 'even if it's raining cats and dogs'

DAVID WALKER JR. and his wife, Tanya, were watching TV when the storm hit around 11 p.m. Thursday, Aug. 2.

"It was raining, lightning and thundering," he says. Suddenly, the lights went out—and their cordless phone, of course.

Walker used his cell to call HEC's PowerTouch outage reporting line, 369-2212. He told Tanya, "We might as well go to bed and hope for the best."

The best thing was, his cell number was already in the PowerTouch system. Dispatch could see exactly where to send a crew—even "out in the sticks," as Walker says, in the Shell community.

And not a moment too soon.

"My dogs were panting, wondering why it was so hot in the house," he says. "I was so thankful when the AC came back on."

So was their basset hound. "She's kind of fat and doesn't tolerate a lot of heat," Walker says, smiling. "A lot of times she'll lay right on the vent to cool off."

Walker called HEC in the morning to say thanks. "Those guys have to go out in the elements, even if it's raining cats and dogs, to get your lights on," he says. "I really appreciate that."

Walker with his dog Molly and cat Snowball, who weren't exactly seeing eye to eye.

### YOUR CHANCE TO WIN \$500 cash!

Send your updated information with your next payment or drop it by your local co-op office by Wednesday, October 31

**USE PowerTouch to get in touch...**

PowerTouch from Horry Electric Cooperative is the best way to help us get your lights back on even quicker. This outage management system lets you easily report an outage from your home telephone, or from another location by entering your meter or account number.

**Important:** We MUST have your up-to-date telephone number where you receive service for PowerTouch to work most effectively.

Please fill out the attached form, mail in with your payment or drop off at your nearest co-op office.

Now use PowerTouch to get in touch at **369-2212**

**Horry Electric Cooperative, Inc.**  
Your Touchstone Energy® Partner

**My Up-To-Date Phone Number and Service Address.**

Account Name \_\_\_\_\_

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

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone Number  
(At This Address) \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Your Co-op Account Number \_\_\_\_\_ Date \_\_\_\_\_

All information must be completed in order for the entry to be considered valid.



### Effective October 1, 2012

The facilities charge for single-phase service will increase from the current rate of \$15 to \$16 per month and the charge for three-phase service from \$25 to \$26.

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.

# Horry Extra

## Aynor All-Stars do their town (and their co-op) proud

BY WALTER ALLREAD

"WE HAVE TWO traffic lights in Aynor," says Garrett Gasque, "but seven teams that played in the state tournament with two advancing to their World Series."

Like other parents of the town's youth baseball and softball players, he's rightfully proud—especially of the Aynor All-Stars, a team for 7-8-year-olds who made it all the way to the 2012 Dixie Youth Baseball AA Region II Machine Pitch World Series in Hartselle, Ala. The boys finished fifth out of 11 teams from across the Southeast in the July 20-24 tournament.

Many of the players are from families of HEC members, including five co-op employees: Gasque, who works in energy management; Franklin Williams and David Anderson of engineering;



Hampton Spires, above, gets ready to throw back to the infield; Garrison Gasque, right, slides into home while Mason Nobles, below, keeps his eye on the ball.



and Tommy Spires and Burroughs Nobles of the operations department.

### 'Family now'

Scott Carter, an HEC member who coached the boys, said the All-Stars had a great summer, sweeping through three tournaments undefeated and finishing runner-up in a state tourney in Lexington. That earned them a World Series berth along with teams from



Florida, Georgia, Alabama and South Carolina.

Carter credits not just the players but the parents, coaches and "good community support." He notes, "The recreation league in Aynor went out of their way to make sure our needs are met to get wherever we needed to be."

Over three hot months, the teamwork was incredible, he says, and the group became tightly knit: "We might as well be family now."

### A winning perspective

HEC's Williams, who was an assistant coach, says the boys represented Aynor well, showing great sportsmanship. "They played their hearts out every game. We couldn't ask for any more than that."

He adds that the boys

From left, kneeling, Hampton Spires, Devin Williams, Adam Graham, Caiden Graham, Mason Carter and Corbin Hucks; standing, Garrison Gasque, Mason Nobles, Brady Anderson, Carson Krasula, Landon Gordon and Josh Rabon; with coaches Raymon Martinez, Franklin Williams, Scott Carter and Ryan Graham.

kept it all in perspective, imparting a lesson for kids and grown-ups alike: "After they lost the last ballgame, they were down, but in about 15 minutes they wanted to know if they could go back to the Cracker Barrel to finish the checkers game that they didn't get to finish the day before.

"It kind of hit home when they asked me that. I was like, 'That's pretty cool!'" ☀

### Another 'A-team' excels

Like the 7-8-year-old Aynor All-Stars, another "A-team"—rising stars from Aynor, that is—took it all the way to their World Series this summer.

The town's 11- and 12-year-old (Major League) All-Stars finished runner-up in their age bracket's tournament, Aug. 3-9 in Bartow, Fla.

Congratulations to players Jason Duke, Hayden Franklin, Hunter Harrelson, Seth Hucks, Keegan Krasula, Holden Nobles, Brayden Nobles, Chandler Richardson, Walt Richardson, Stephen Smith, Seth Ward and Nick Young as well as Head Coach Charles Richardson and his assistants, Tommy Duke and Heath Nobles. —Reporting by Rich Champanis, WPDE; used by permission

COURTESY SCOTT CARTER



# Horry Extra

## HONORING AN ICON

HEC member wants Babe Ruth's number retired from baseball

BY WALTER ALLREAD

**HERBIE BUCK** has met many of his heroes, from Pete Rose to Andy Pettitte.

There's one player Buck, a native New Yorker, never got to meet but whom he reveres above all others: George Herman "Babe" Ruth.

A New York Yankees fanatic, he and his wife, Dottie, stamp their mail as "The Bucks #1 Yankees Fans." He has a corner room/office in his Murrells Inlet home designated as Pinstripe Alley. It's decorated with photos and signatures of his idols.

A retired New York law enforcement officer, as is his wife, during his career Buck was able to work security for pro players during publicity events in and around New York and was able to rub shoulders with many current and former major leaguers, including Pettitte.

Buck's primary passion, however, is Babe Ruth; particularly, seeing his No. 3 retired from professional baseball. (It already has been retired by the Yankees.)

Widely regarded as the best player of all time due to his unprecedented success as both a hitter and a pitcher, Ruth's contributions to the game, Buck says, also include his advocacy for opening the game to minorities



WALTER ALLREAD

and his role in keeping the sport going during the destructive Chicago "Black Sox Scandal" of 1919. His accomplishments are more than worthy for baseball's ultimate honor, that only one other player—Jackie Robinson, No. 42—has been awarded, Buck believes.

"I think there's no question that number should be retired so everyone will know and appreciate Babe Ruth's accomplishments, know what I mean," says Buck in his rapid-fire staccato New York accent, peppering the statement with that last phrase, as he often does.

Inside his office, a.k.a. Pinstripe Alley, Buck displays a poster from a celebration of Babe Ruth's birthday held February 6, 2009, at the old Mickey Mantle's restaurant off Central Park in New York City. Like the business card below, it was signed by Ruth's granddaughter, Linda Ruth Tosetti.

### 6,000 and counting

An Horry Electric Cooperative member for several years now, he's made a lot of friends down South—many of them fellow retired law enforcement officers who band together in the Coastal Carolina Shields, a fraternal and social organization. A superfan of sorts, Buck's well known at the Myrtle Beach Speedway and at Pelicans Ballpark. He stays on the go, moving almost as fast as he talks.

To date Buck has collected approximately 6,000 signatures in person from



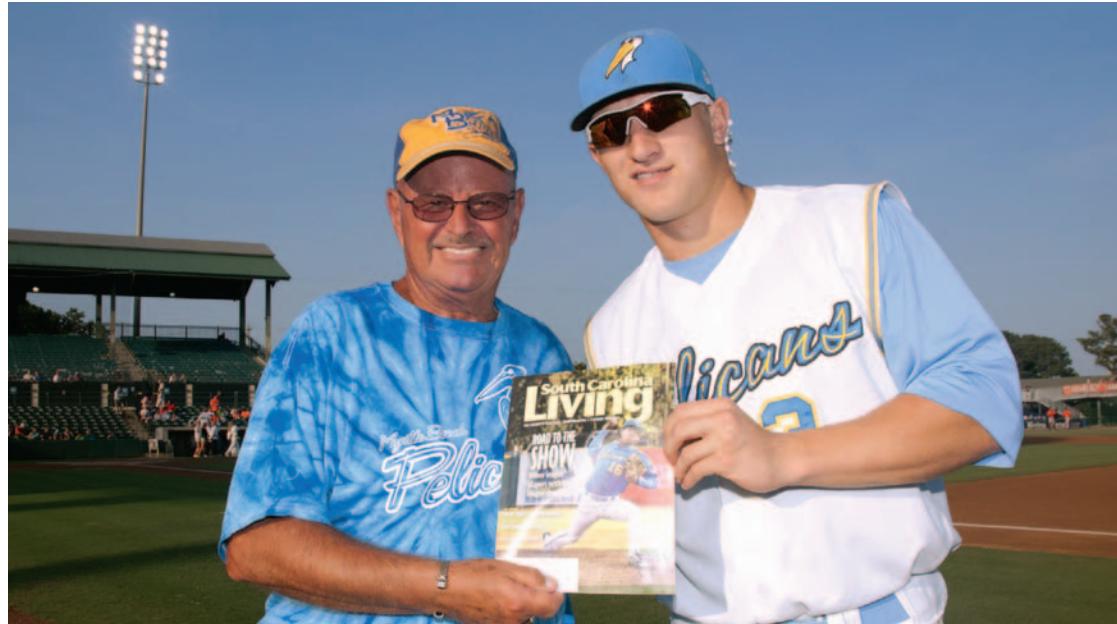
fans and another 200 or so from current and former professional athletes, including Pete Rose and Duke Snyder as well as many Pelicans players. Buck holds weekender tickets to the Pelicans' home games during the season, and for him, it's a way to be around the sport he's loved since he was a child and share his passion for baseball and, naturally, Ruth.

### Larger than life

"I tell these guys about what Ruth did, and it's just amazing when you look at it," Buck says. "People argue that Hank Aaron was a better player because he took the home run record from Ruth, but when you break things down like I have done, you see the differences. Ruth had 3,965 fewer at-bats than Aaron. He played in 795 fewer games. Ruth hit .342 to Aaron's .305. It goes on and on."

"But what made him great was he was a larger-than-life hero who loved everybody, not like the money-hungry players of today. People like Babe Ruth made baseball, and I think he's deserving to have his memory honored in that way and recognized for all he did for people from all walks of life."

To sign Buck's petition, visit  
[TheTrueBabeRuth.com](http://TheTrueBabeRuth.com).



### Take us out to the ballgame

Pelicans outfielder Josh Richmond, who was featured in *South Carolina Living*'s July cover story about the team, accepts a copy of the magazine from Buck, an Horry Electric member. Richmond, who wears No. 3, plans to sign Buck's petition for MLB to retire Babe Ruth's number—which would mean he, and every other player, would have to give up the number for good. Before the game, Buck posed with professional wrestler and fellow New Yorker, Jim "Hacksaw" Duggan. A native of Glens Falls, N.Y., Duggan—whose trademarks are a length of 2 x 4 and a battle cry of "Hooo!"—was the Pelicans' special guest star at the Aug. 3 game against the Frederick Keys. Myrtle Beach prevailed 4–1 that evening.



# Horry Extra

## 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® Partner

## Freedom from monthly payments

Program gives you the power

**IF BEING ABLE TO** pay for electricity when you want, in the amount you want, sounds like a good idea to you, then you might want to consider participating in a program that was first introduced to members of Horry Electric Cooperative in February of 2011.

Advance Pay is a pay-as-you-go plan that completely eliminates your monthly electric bill and gives you an opportunity to budget your energy dollars, as well as closely monitor how much energy you use each day.

"Statistics had proven that members of electric cooperatives participating in similar programs offered by their cooperative were able to better budget their energy dollars and have reduced their individual energy use," says Danny Shelley, chief financial officer for the cooperative. "We wanted to be able to offer our members the same opportunity so we launched the program in 2011 and there are now more than 3,500 members participating."

### Goodbye to bills

Members who sign up to participate don't get a monthly bill. Daily account history is made available at MyUsage.com and can be obtained at any time by phone, toll-free, at 1 (877) 775-5870.

"As long as you maintain a credit balance on the account, you won't have to worry about being disconnected," says Jodi Braziel, office manager for the cooperative. "When there is a credit deficit on the account, it will automatically be disconnected and will remain disconnected until the outstanding balance and a minimum

credit balance of \$10 is paid."

Notifications in advance of going into a credit deficit are set up when a member signs up to participate in the program. "Advance Pay participants are not only in control of when they pay and how much they pay, they are solely in control of and responsible for maintaining a credit balance on the account, managing the account and updating alert settings, so they don't run the risk of getting disconnected," says Braziel. Alerts can be set up to be delivered via telephone, text message or email.

"We've heard nothing but positive comments from members participating in the program," says Braziel. "The majority tell us being able to monitor their daily energy use and make weekly or biweekly payments is a huge benefit to them and the program has helped them gain more control over that aspect of their household budget."

### Ready to take charge?

In order to initiate an Advance Pay account, members and new applicants are required to have a \$5 membership fee, a \$5 application fee and \$50 that will be applied as a beginning balance on the account. Deposits held on the accounts of existing members will be applied to any outstanding balance and any remaining credit will be applied to the purchase of future energy use. Only members with residential, single-phase service are eligible to participate. "Just call our office at (843) 369-2211, and we'll be glad to go over the specifics of the program," says Braziel. Information is also available online at [horryelectric.com](http://horryelectric.com). ☐

