

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 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

Electricity remains a good value

IN TODAY'S WORLD, you won't find many items that cost less than \$5. You can purchase a gallon of milk, a gallon of gas or a Big Mac meal from McDonald's. But did you know that an average day's worth of electricity costs less than \$5?



Even in our country's shifting energy climate, electricity remains a good value. In fact, electricity has the lowest cost per day of any of the items listed above. And not all of those items are necessary for daily life!

As CEO of Horry Electric Cooperative, I urge you to think about your daily necessities (electricity and gasoline, to name a couple), and then think about the cost of the special treats we allow ourselves to purchase on a weekly basis (maybe even on a daily basis for some items!). We don't often question the cost of a Big Mac meal—it costs over \$1 more to buy a Big Mac meal than it does to purchase a day's worth of power. And yet, we frequently become upset if our electricity rates rise.

It makes sense; we have become increasingly reliant upon electricity. Electricity has, for many of us, gone from a luxury commodity to a necessity and an expectation. We expect the lights to come on when we flip the switch, and we expect our power to stay on during the best and worst conditions. How else would we keep our food fresh, our homes cool in the summer or warm in the winter? It is easy to

cut a Big Mac out of your spending routine here and there to save a few dollars. But we cannot simply cut electricity out of our budgets if times get tough or we decide that we want to scale back our spending in order to save.

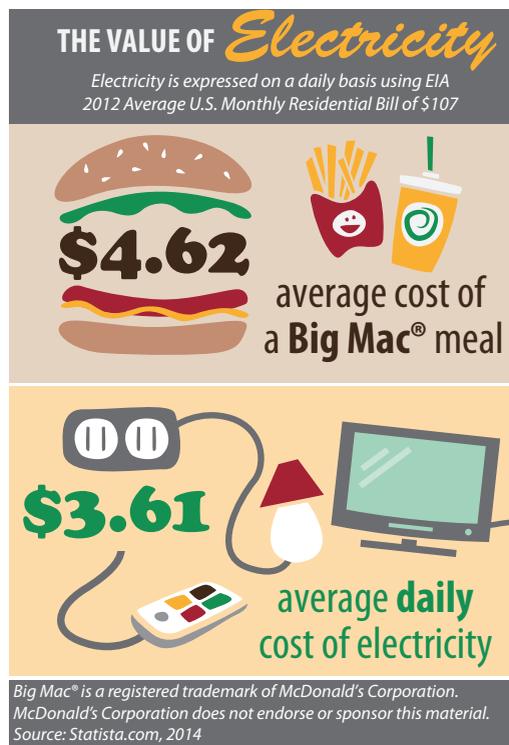
Perhaps that is why it is so upsetting to us when our rates increase, even if only in small increments. It is nearly impossible for us to think about what our lives would be like if we did not have electricity. If at times it doesn't seem that electricity is affordable, remember—even as the demand

for electricity grows—annual cost increases still remain low, especially when compared to other consumer goods such as medical care, education, gasoline and, yes, even Big Macs. Electricity is still a great bargain. And also remember this: as members ourselves, the employees, trustees and management team at Horry Electric, your local electric cooperative, we are all committed to making sure you

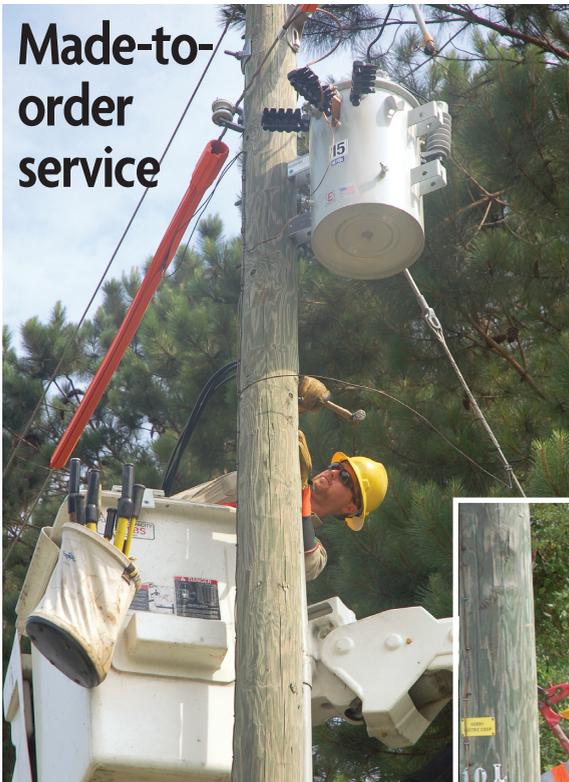
and your family always have safe, reliable and affordable electric service to your homes and businesses.

So the next time you crave a Big Mac, remember your electric bill, and think about what a great deal you're getting for your dollar!

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



Made-to-order service



You've got to get up early in the morning to catch up with Horry Electric line crews, which is exactly what *South Carolina Living* did Friday, June 27, when we found Crew Foreman Tommy Collins and his men building a service on Canady Lane near Loris. That's A-Class Lineman Justin Lewis in the bucket with Advanced Lineman Heath Hardwick (left, below) with Collins and (at the bottom) Equipment Operator Cole Graham. This new underground service was custom-designed for this location—as are all co-op services. Adding the home at this location increased the number of active meters on HEC's distribution system to 70,323.



Include us in your plans

The electric service provided to your location is capable of handling the load requirements for which it was originally designed. If you are in the process of or are planning on making any changes or additions that may alter the load requirements of your service, please be aware that an upgrade in service may be necessary. Please call us during the planning stages of your project so we can advise you on any necessary upgrade costs before you begin construction.



Co-ops warn of scam

POSING AS REPRESENTATIVES of an electric cooperative, criminals are attempting to scam co-op members by demanding immediate payment of bills with reloadable debit cards.

Another South Carolina electric co-op recently reported that its members have received calls claiming their bill is past due. The caller claims the member's service will be cut off if the amount due is not paid immediately with a reloadable debit card.

"Your co-op will never ask members to pay bills in this manner," cautions Penelope Hinson, HEC spokesperson. "If you receive a call like this, hang up immediately. Report any suspicious activity by calling us at 369-2211."

Horry Extra



We do the 'Four Step' for you

You can learn by numbers on You Tube—two-stepping dance lessons, three steps to perfect curly hair, and now Four Steps to Restoring Power. We also outline the process on page 20D of this issue's Horry Extra section. On that page, you'll also find seven pointers for proper use of portable and standby generators. Meanwhile, you can also find the Four Steps to Restoring Power video on Horry Electric's Facebook page.

facebook



WALTER ALLREAD

Pinpointing your wellness

Myrtle Beach clinic offers savings on acupuncture, chiropractic care, laser therapy, hyperbaric oxygen treatments and more

Local Discount

10-percent off most services

Where: Alternative Health Clinic, 4810 N. Kings Hwy., Myrtle Beach

Phone: (843) 692-9243

Hours: Open Monday–Friday from 9 a.m. to 12 p.m. and 2 p.m. to 5:30 p.m. and Saturday from 10 a.m. to 1 p.m.

Co-op Connections® Card

Horry Electric Cooperative, Inc.
A Touchstone Energy Cooperative



ALTERNATIVE HEALTH CLINIC is a healing center offering the latest treatments to improve your quality of life.

Alternative Health Clinic offers chiropractic, acupuncture, laser therapy, hyperbaric oxygen, etc. to address conditions from back pain to strokes to ADD.

The health professionals at Alternative Health Clinic are dedicated to helping you achieve your wellness objectives. Combining skill and expertise that spans the entire acupuncture and chiropractic wellness spectrum, Dr. Jin Li Dong, Dr. Jeannine Rummel



Dr. Jin Li Dong places acupuncture needles in a patient's arm. The practice is believed to have originated in ancient China, with hieroglyphs and pictographs depicting acupuncture dating from the Shang Dynasty (1600–1100 BC).

and Dr. Brian Brown are committed to teaching and practicing the true principles of acupuncture

and chiropractic wellness care. ☺

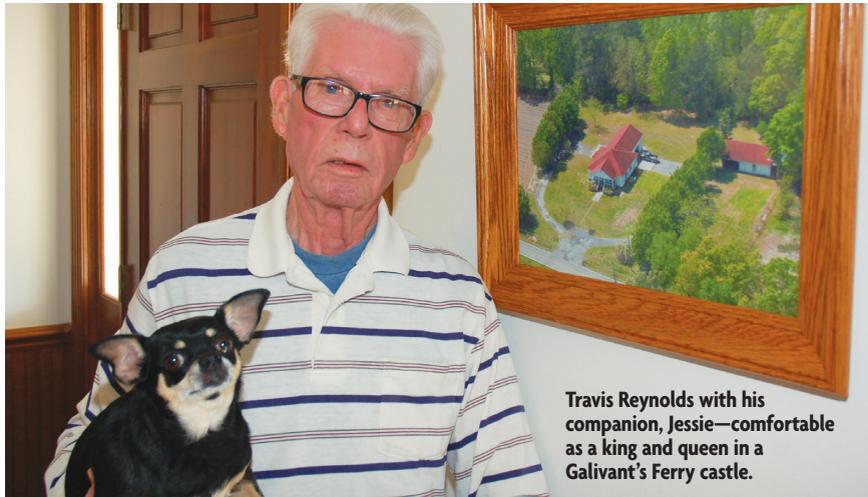
Call for an appointment today—and when you pay, show your Co-op Connections card and receive 10 percent off services including acupuncture, chiropractic, laser therapy, hyperbaric oxygen, disc-decompression, cupping and physical therapy.



WALTER ALFREDA

'One of the greatest things that ever happened'

A child of the Depression reminds us what a difference rural electrification made



Travis Reynolds with his companion, Jessie—comfortable as a king and queen in a Galivant's Ferry castle.

WALTER ALBRECHT

TRAVIS REYNOLDS, 85, was 13 years old when Horry Electric Cooperative began serving members in January 1941.

The Japanese attack on Pearl Harbor—Dec. 7, 1941—had not yet pulled America into World War II. Life in rural Horry County was quiet: It was a good life but, at times, a hard life, as he describes it.

Reynolds was one of six children of Harmon Reynolds, a farmer whose father and father's father were farmers in Galivant's Ferry, and the former Bertha Lupo of Mullins. He had two brothers—one of whom lost a leg in WWII, he notes—and four sisters.

Reynolds lives today close to the old homeplace. "I was born and raised here," he says, "right up the hill."

His father grew corn and tobacco—not in the heavily mechanized way it is done today but the old-fashioned way, the hard way. They

didn't even have a tractor.

"We plowed mules," he says. "There was a fellow, Charles Skipper, he would let me walk behind and let me hold his second line and plow. That's where I learned to break land."

Work, hard work

The living had never been especially easy in rural America before 1928, the year of Reynolds' birth, but it sure didn't help when, far away in New York City, a stock market crash precipitated the Great Depression. The rural electrification movement, one of President Franklin D. Roosevelt's New Deal



Promoting rural electrification, President Franklin D. Roosevelt meets with S.C. Governor Olin D. Johnston.

programs, aimed to pulling the nation out of the economic ditch.

The effort didn't just bring light and progress to previously unserved rural areas. It brought jobs.

First, FDR's REA (Rural Electrification Administration) helped local people, like farmers in Horry County, establish their own independent, consumer-owned electric cooperatives. The REA provided loans and technical support, much as today's RUS (Rural Utilities Service, a branch of the U.S. Agriculture Department) still assists for many electric co-ops, including Horry Electric.

In pre-WWII America, the REA also brought work for rural residents—and not just co-op linemen. Co-ops hired people to clear rights of way for power lines. Reynolds remembers seeing local men doing the work as early as 1938. "They hired a bunch of people," he notes.

This was tough, manual labor—little to no heavy equipment was available—yet it was not hard to find willing workers. As Reynolds says, "They wanted a job!"

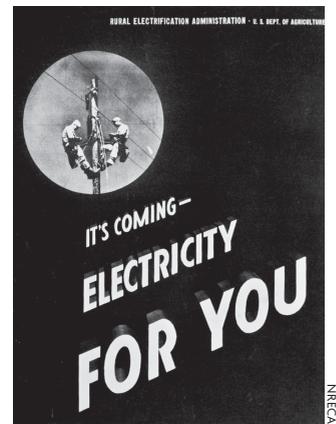
So, before local men hit the jungles of the South Pacific in WWII to battle the Japanese, they slogged through the jungle-like woodlands near Galivant's Ferry to push back the darkness. His father was too old for the work, says

Reynolds. He remembers two younger men, Warren Sellers and his brother, who everybody called "H," helping clear rights of way.

Another pair of brothers, electricians Bennett and Jack James, wired the Reynolds' homeplace, he recalls. "Both of them is dead and gone," Reynolds notes.

Out of darkness

The Reynolds homeplace had wall-mounted gas lamps, he says. Using open flames in a wooden house



NRECA

Horry Electric Cooperative was organized April 24, 1940, with 627 charter members. Today, the co-op serves more than 70,000 active meters through 24 substations across more than 4,900 miles of distribution line in Horry County. Learn more at HorryElectric.com/AboutUs.

meant the family lived under constant threat of fire.

Even now, just thinking about it reminds Reynolds how risky it was. If you weren't careful, he notes, "You could burn the house down!"

What's more, the

lamplight was dim. “We had to get our lessons sitting down in front of the fireplace,” he says.

The flickering light was uneven at best. “The old house was loose,” Reynolds adds. “You couldn’t slam the door. It would mess up the light.”

It was not uncommon in old farmhouses to be able to see through cracks in the floor to the ground below. Or feel drafts sneaking through walls or around windows. “Houses didn’t have insulation like mine does now,” he says.

Like most young men growing up on Horry County farms, Reynolds and his brothers had lots of chores. “It was tough,” he says. Much energy and time was spent doing something electricity easily does for co-op members today: Keeping the house warm.

Farm boys cut firewood, and all children, year-round, strived to “keep the fire going—any way you could. You’d put some green oak on it and let it simmer,” Reynolds notes.

“There wasn’t no heat in the house!” he notes.

Yet, like a lot of older folks, you won’t hear the first complaint from Reynolds: “I ain’t never been cold,” he says. “We had comforters.”

And quilts. Lots of quilts.

Mothers piled blankets and quilts on their children, who were often bedded down together. They’d stack the quilts three or four thick. “You couldn’t move,” Reynolds remembers.

Once you were in, he says, you just didn’t get out until morning.

Hot stoves, melting ice

You could layer up in winter, but in summer your options were limited. “It was always hot,” he says.

Poor old Momma and the Reynolds’ sisters often were stuck in an even hotter kitchen.

Fortunately for young Travis, the Little Pee Dee was close. “In the afternoons, we’d go down to the river,” he says. Otherwise, he adds, “You stayed in the shade.”

Before there was electricity for refrigerators, many rural people relied on wooden ice boxes and “the ice man,” who delivered blocks of it. “That man would come by here,” says Reynolds, adding, “I had a great uncle. He had a little station down the road. You’d go there and get five pounds of ice. The danged thing would be about melted before you got home!”

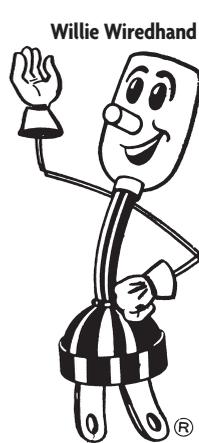
‘All of it’

Naturally, when co-op power arrived, better lighting was the first step up. But Mr. and Mrs. Reynolds soon took advantage of all the ways that co-op mascot Willie Wiredhand (“the extra hand on the farm”) made life sweeter: Modern refrigeration, electric

radios, irons, appliances, water pumps—you name it, Reynolds says.

“We got all of it.”

The pump meant running water for the house, for watering farm animals and—this is important for



Reynolds—“the hounds.”

“We hunted all the time,” he says.

A rural pastime born of necessity, to feed the family, continued throughout most of Reynolds’ adult life. “I hunted every Wednesday and Saturday,” he notes.

“I had a pack of deer hounds—run ’em, shoot ’em, kill ’em.”

And, of course, process ’em.

“We had a clubhouse down there,” he says, nodding toward the river. “Had a freezer and everything.”

Reynolds, who attended Aynor High School, left in the ninth grade to join the Air Force. He served for about 15 months. “Daddy got sick, and Mother wrote to commanding officer,” he says. She asked that her son be allowed to come home to help her. Two of his sisters were younger, he notes, and still living at home.

He and his late wife, Estalene Floyd, who passed away in 2005, were married in 1951. They raised three daughters—Kaye Lockwood, Becky Schenone and Cindy Dawsey.

A country ‘king’

Reynolds, who retired after 31 years selling insurance for Life of Georgia, now has two grandsons. His constant companion is Jessie, a four-year-old Chihuahua.

Thanks in part to co-op power, they’re living like a king and queen just down the hill from where that drafty old farmhouse stood.

Reynolds’ home is well-sealed and insulated. He got advice from his co-op on how much insulation was needed in different areas, he notes. He also had a high-efficiency heat pump installed. Comfort levels are high; bills are low. “I’m tickled with it,” he notes.

Reynolds’ house has the modern windows, too. They don’t rattle like those old ones way back, Reynolds agrees. You don’t have to stuff something in the frame to stop the rattling when it’s windy. No worries about the door slamming and disturbing a flickering gas lamp—let alone “burning down the house!”

It’s incredible how well people can live in the country now, he agrees, with all the modern conveniences we enjoy today. “You could never have imagined,” says this child of the Depression.

It’s been almost 75 years since, as Reynolds recalls, “One of my brothers picked me up, and I pulled the light on. You had to pull the string. I won’t never forget it as long as I live.

“It was one of the greatest things that ever happened in this world.” ☺

Powering Up

When electricity goes out, most of us expect power will be restored within a few hours. But when a major storm causes widespread damage, longer outages may result. Co-op line crews work long, hard hours to restore service safely to the greatest number of consumers in the shortest time possible. Here's what's going on if you find yourself in the dark.

1 High-Voltage Transmission Lines

Transmission towers and cables that supply power to transmission substations (and thousands of members) rarely fail. But when damaged, these facilities must be repaired before other parts of the system can operate.

2 Distribution Substation

Each substation serves hundreds or thousands of consumers. When a major outage occurs, line crews inspect substations to determine if problems stem from transmission lines feeding into the substation, the substation itself, or if problems exist down the line.

3 Main Distribution Lines

If the problem cannot be isolated at a distribution substation, distribution lines are checked. These lines carry power to large groups of consumers in communities or housing developments.

4 Tap Lines

If local outages persist, supply lines, called tap lines, are inspected. These lines deliver power to transformers, either mounted on poles or placed on pads for underground service, outside businesses, schools, and homes.

5 Individual Homes

If your home remains without power, the service line between a transformer and your residence may need to be repaired by HEC. If the weatherhead (where an overhead service line enters the conduit leading into the meter base) or the meter base itself is damaged, you will need to have it repaired by an electrician before HEC can safely reconnect your service.

graphic by Funnel Inc.

To report outages, simply dial 369-2212

Horry Electric's outage-reporting system, PowerTouch, is tied to our mapping and customer information systems. When you call 369-2212, PowerTouch pinpoints the location of problems on our distribution system. Make sure the phone number you've provided is for a phone at the service location for which you might be reporting an outage or other service issue. Check your next statement or call 369-2211 if you're not sure we have the right number.



Please use generators safely

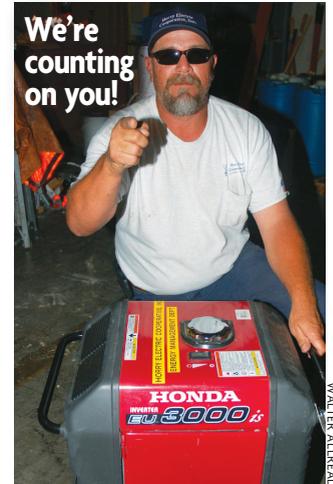
WHEN STORMS knock out power, many consumers turn to portable, standby generators to help keep food safe, lights on, and safety and medical equipment operating. It's critical that proper safety precautions be taken to prevent accidents that could affect you, a family member, neighbor, or utility lineworker.

Generators can be temporarily or permanently installed. A permanent generator is wired into a house by a qualified electrician using a transfer switch. This protects you, your neighbors, and repair crews from electricity "backfeeding" onto power lines. This can seriously injure anyone near those lines, especially co-op crews working to restore power.

A temporary generator fired by gasoline or diesel fuel should not be attached to a circuit breaker, fuse, or outlet.

To prevent injury or death follow these generator tips:

- ▶ Read and follow all manufacturer operating instructions to properly ground the generator. Be sure you understand them before starting it up.
- ▶ Standby generators should have a transfer safety switch installed by a professional. Portable generators should never be plugged directly into a home outlet or electrical system—use an extension cord to plug appliances into an outlet on the generator.
- ▶ Never operate a generator in a confined area, such as a garage. Generators produce gases, including deadly carbon monoxide. They require proper ventilation.
- ▶ Generators pose electrical risks, especially when operated in wet conditions. Operate them under an open, canopy-like structure on a dry surface where water cannot form puddles or drain under it. Always ensure that your hands are dry before touching the generator.
- ▶ When you refuel the generator, make sure the engine is cool to prevent a fire, should the tank overflow.
- ▶ There should be nothing plugged into the generator when you turn it on. This prevents a surge from damaging your generator and appliances.
- ▶ Be sure to keep children and pets away from the generator, which could burn them.



You can count on Advanced Line Technician Jamie Prosser and fellow HEC lineworkers to work hard to restore your service if the lights go out. They use proper grounding procedures and listen out for generators, which can "backfeed" power onto the system if improperly connected to household wiring instead of individual appliances. But "whisper quiet" models like this Honda are hard to hear. Please use generators safely.

WALTER ALLREAD

Source: SafeElectricity.org