

## Horry Electric Cooperative, Inc.

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

**MAIN OFFICE**  
 P.O. Box 119  
 Conway, SC 29528-0119  
 (843) 369-2211



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 POWER OUTAGES ONLY**  
 (843) 369-2212

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**CO-OP NEWS EDITOR**

Jennifer A. Cummings  
[jennifer.cummings@horryelectric.com](mailto:jennifer.cummings@horryelectric.com)

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



## Saluting service to our country

**SERVICE. MISSION. COUNTRY.**

These three words describe the men and women who have served and are serving in our nation's military. They also define a core cooperative belief—concern for community.

While active members and veterans of the armed services protect their country first, electric cooperatives are guided by foundational principles that put the community first. Electric cooperatives were founded to bring electricity to rural areas. In doing so, they powered local economies and helped them thrive. I believe this close connection to service is why there are so many veterans in the utility industry and why they are such a great fit for electric co-ops.

Many veterans have skills in advanced specialties such as engineering, electronics or mechanics, which are valuable in the utility industry. Horry Electric is proud to have 12 veterans working within our ranks, nine employees and three trustees. We're especially grateful for their contributions to the co-op and our community.

**Leadership and teambuilding**

Our veteran colleagues joined the cooperative equipped with training in leadership and teamwork. They work closely with coworkers, just as they did with their units during active duty. They know their lives depend on each other's actions. This fosters a high level of self-discipline, personal responsibility and passion for excellence.

The utility industry is undergoing profound transformation. While there

is the traditional engineering and vegetation management aspect of the industry, it now encompasses technology, cybersecurity and the electrification of the transportation sector and other areas of the economy. Veterans are experienced at responding to changing conditions and adapting to new technologies.

*"I believe this close connection to service is why there are so many veterans in the utility industry and why they are such a great fit for electric co-ops."*

**Service-oriented**

Working for an electric cooperative is more than a job. There is a clear mission in the work—to provide safe, reliable, affordable electricity to members and help the community. Our employees are active members of

the community and we feel a sense of commitment and responsibility to our members. It's similar to the sense of duty and responsibility experienced by those who have served in the military. Employees feel a deep, personal responsibility to their coworkers and the members we serve.

May is Military Appreciation Month and we at Horry Electric are grateful for the veterans within our ranks and those who are currently serving. We're proud to serve the veterans and their families across Horry County.

I hope you'll join me in recognizing the sacrifices these men and women have made for our great country, and the many contributions they continue to make in our great community. We salute you!

*Daniel B. Shelley, III*

**DANIEL B. SHELLEY, III**  
 Executive Vice President and CEO

Horry Electric's 2023 Lady of the Year Janie Prince (center) smiles alongside Sarah Dixon (left) and Miss South Carolina Jill Dudley (right).



## ‘An absolute blessing... I just thank God.’

Janie Prince named Horry Electric’s Lady of the Year

**WOMEN MAKING A DIFFERENCE** in the community was the theme of Horry Electric’s WIRE (Women Involved in Rural Electrification) meeting in February. Loris resident Janie Prince attended the WIRE luncheon alongside her friends like any other meeting. Little did she know, it was a surprise luncheon in her honor. Prince was awarded the Miss Leo G. Knauff Leadership Award for her years of contribution to the community.

Leo Knauff, the award’s namesake, was a home energy advisor at Horry Electric. “I knew Ms. Knauff and she was a wonderful lady,” says Prince. “She actually lived across the road from our house.” Since 1979, the award, previously known as the Rural Lady of the Year, goes to a woman whose roots run deep in Horry County, just like the cooperative itself. Recently renamed the Lady of the Year Award, Prince was the first woman recognized since 2020 due to the pandemic.

Prince shared the spotlight with Sarah Dixon, Horry Electric’s 2020 Rural Lady of the Year, and the current Miss South Carolina, Jill Dudley. Miss South Carolina sang for the WIRE women and spoke to

them about her social impact initiative of supporting survivors and ending rape culture.

A native of Horry County, Miss South Carolina felt at home being surrounded by the empowering women of WIRE. “Growing up in this area showed me just how much we depend on community leaders in rural areas,” says Dudley.

Born and raised in Horry County, Prince grew up working on her family farm, where she learned commitment, perseverance, communication, respect and leadership skills. She’s spent her entire life serving others. When there is a need in the community, she is the one who never says “no.” Her family and friends say her response is always, “Tell me where I need to go, what I need to do and who I can help.”

An active member in the community, Prince serves Horry County in a variety of ways. She currently serves on the Board of Directors for Anderson Oaks Assisted Living and is a volunteer for the Horry County Council on Aging. She’s a volunteer for the Loris Chamber of Commerce and an outreach volunteer for Watson’s Place, an apartment complex for the elderly.

Previously, she served as a volunteer on Horry Electric’s Trust Board and on the Credentials and Elections Committee. She was also a Department of Social Services (DSS) volunteer who worked to transport abused children. She’s an active member of United Methodist Church in Loris, where she has served as the church secretary.

“Mrs. Prince is a wonderful example of why this award was created,” says Horry Electric’s Executive Vice President and CEO Danny Shelley. “Concern for community is one of the cooperative principles and Mrs. Prince embodies this wholeheartedly. Her efforts have made a significant difference in Horry County.”

To add to the celebration, Prince’s family surprised her as she accepted her award. “This is a wonderful award and an absolute blessing,” says Prince. “I just thank God and Horry Electric for doing this for me.”

**Interested in joining Horry Electric’s WIRE chapter? Visit [horryelectric.com/wire](http://horryelectric.com/wire) to sign up. Contact Susan Brown, Horry Electric’s WIRE coordinator, at [susan.brown@horryelectric.com](mailto:susan.brown@horryelectric.com) for more information.**

## Apply now for 2023 Opportunity Scholarship

**JENNY BALLARD WAS PERSISTENT** in pursuing the things she felt needed to be accomplished. It's a trait that helped her, and women like her, launch Women Involved in Rural Electrification (WIRE), a service organization associated with South Carolina's electric cooperatives. It's also why a scholarship was named in her memory.



PHOTOS BY JOSH P. CROTZER



**Erica Gore (left)** received the Jenny Ballard Opportunity Scholarship to return to school to pursue an associate's degree in baking and pastry arts. **Jacqueline Kelly-Silva (right)** is working to earn her master's degree to become a certified therapist.



Sponsored by WIRE, the Jenny Ballard Opportunity Scholarship is a one-time \$2,500 award available to adult female members of South Carolina's electric cooperatives whose pursuit of a college degree has been interrupted or delayed. The scholarship

is based on need and personal goals. The recipient will receive the scholarship for the fall 2023 or spring 2024 semester, with funds paid directly to the college or university.

Horry Electric members have been awarded this scholarship in 2021 and 2022. Erica Gore was the scholarship recipient in 2021 and Jacqueline

Kelly-Silva received the award in 2022.

Applicants must have graduated from high school or earned a GED at least 10 years ago. The applicant must also be accepted into an accredited S.C. college or university.

The application deadline for the 2023 Jenny Ballard Opportunity Scholarship is June 1. To apply, visit [ecsc.org/wire](http://ecsc.org/wire).



### Bright Ideas applications due June 1

**HORRY COUNTY TEACHERS**, don't forget to submit your Bright Ideas grant applications by 11:59 p.m. on June 1.

We've simplified the application process to make it easier for you.

Public and private school teachers (grades K-12) can apply for up to \$1,000 to fund a classroom-based project. The grants are intended to fund projects outside of normal funding parameters.

Teachers are limited to one application per year.

Apply online at [horryec.info/bright-ideas](http://horryec.info/bright-ideas). For more program details, email [Toni.Gore@horryelectric.com](mailto:Toni.Gore@horryelectric.com).

## What could YOU do with \$500?

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- Sign up to receive peak alerts.
- Shift electricity use to off-peak times.
- Hold down wholesale power costs *and* delay the need for new power plants.

**This is so important**, all Beat The Peak volunteers signed up by **June 30, 2023**, will be entered to win a \$100 gift card in addition to the \$500 gift card! Everyone wins with lower wholesale power costs.

**SIGN UP AND YOU COULD WIN**

Visit [BeatThePeak.com/Contest](http://BeatThePeak.com/Contest) and learn more at [BeatThePeak.com](http://BeatThePeak.com).



Hunter Gardner changes an insulator.



JOSH P. CROTZER

## New rodeo era for Horry Electric

BY JOSH P. CROTZER

**LAST YEAR, HORRY** Electric lineman Matt Savage was a member of the team that won the journeyman division at the South Carolina Lineman's Rodeo. For the 2023 event, instead of competing, he was tapped to help lead a group of promising young lineworkers.

"Our apprentice linemen were top finishers last year and now they've moved up to make two brand new teams," says Savage, who's been with the cooperative for 16 years. "And then we've got 14 guys that we hired in the last year and every one of them are competing. We've got some guys that are going to win some trophies."

Savage's prediction has already come true.

Four of Horry Electric's new linemen captured hardware in the division, which featured individual competitions for



Scott Smith (left) and Ethan Johnson climb during the Double Crossarm Changeout event

TRAVIS BELL

lineworkers with fewer than five years of overall work experience. Dylan Sawyer won the insulator and conductor tie in competition. Colby Ard finished second in the event. John Cameron Huggins was the winner of the Deadend Insulator Changeout event. Kenley Dunn finished

third in the secondary cable replacement conduit competition. In the journeyman division, the crew of Dawson Mishoe, Tucker Barnes and Hunter Gardner placed third in two events, the double crossarm changeout and the cutout and arrester changeout.

## S.C. Lineman's Rodeo breakdown

- ▶ 14 electric co-ops
- ▶ 17 journeyman crews
- ▶ 73 apprentice linemen
- ▶ 126 total lineworkers

### Apprentice events

**Hurt Man Rescue**—Rescue the mannequin on a 40 foot pole.

**Deadend Insulator Changeout**—Climb a pole and change out the existing two dead-end insulators with the tools and materials provided.

**Insulator Replacement & Conductor Tie-In**—Replace a defective insulator and tie the primary conductor to the new insulator.

**Secondary Cable Replacement in Conduit**—Replace a faulted secondary cable in conduit between a secondary pedestal and a meter base.

### Journeyman events

**Cutout & Arrestor Changeout**—A simulated energized event where teams will replace one cutout unit and a lightning arrestor.

**Digger Derrick Obstacle Course**—Truck operators maneuver an object through an obstacle course, taking non-verbal instruction from a spotter.

**Double Crossarm Changeout**—Teams replace a double crossarm assembly and associated material and hardware.

**GFC Relay**—Install a guy wire, replace a fuse barrel and climb a 50 foot pole and ring the bell.

But winning trophies wasn't the main purpose for the rodeo, according to Savage.

"Everybody that competes, it makes them better linemen all the way around," says Savage. "It gives them a way to learn from different co-ops."

It also is a chance for family and friends to see what linework is all about. Sponsored by The Electric Cooperatives of South Carolina, Inc., and hosted by Palmetto Electric at their Ridgeland campus, the South Carolina Lineman's Rodeo gave spectators a chance to watch well-trained lineworkers from across the state showcase their skills in a safe and fun environment.



Dylan Sawyer won the Insulator Replacement & Conductor Tie-In competition.



John Cameron Huggins was the winner of the Deadend Insulator Changeout event.

"A lot of people don't get to see what we do," says Savage. "It's in the middle of the night or they're driving by in the middle of the day. Nobody gets to stop and watch what we do. So, it's fun to come out and put on a show for people and let everybody see what we do. Our families get to ask questions and learn things that they wouldn't normally see."

Volunteers and family members from various co-ops, including Horry Electric, were there to show their support for linemen and the work they do. The cooperative-affiliated community outreach group WIRE (Women Involved In Rural Electrification) held a bake sale at the event and raised \$1,250 for the Chavis House at Burn Centers of America in Augusta, which has treated many linemen over the years.



Matt Savage (front, far right) mentored new journeyman teams and apprentice linemen for this year's rodeo.

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