

## Horry Electric Cooperative, Inc.

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

### MAIN OFFICE

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**TO REPORT  
POWER OUTAGES ONLY**  
(843) 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



## Happy New Year!

### Reflecting on 2023

**IT'S HARD TO BELIEVE** 2023 is in the rearview mirror, but it was certainly a productive year. We started 2023 with

90,475 active meters and 5,747 miles of line. We finished the year with over 94,000 active meters and 5,953 miles of line. To put that in perspective, you could stretch our lines from Myrtle Beach to San Francisco and back, and still have about 300 miles of line left over.

There's no doubt Horry County is growing at a rapid pace, which means more infrastructure, meters and workload. We are in the process of building a new substation in the Red Hill section of Conway with completion expected in 2024.

Throughout 2023, participation in programs such as Bank Draft and E-Bill increased. More than 3,600 members signed up for Bank Draft from December 2022 to 2023, bringing the total to nearly 33,000 participants. Bank Draft allows members to pay their electric bill on time every month without having to write a check or call the payment line. Bank Draft automatically drafts your checking or savings account for the amount of your monthly bill. It's the most convenient and least expensive way to pay your bill.

Three thousand members have enrolled in E-Bill over the past year. This free, secure and ecofriendly option sends

your monthly bill to your email, saving you a trip to the mailbox and Horry Electric printing and postage costs.

Your participation in programs like these not only helps you save time and money, but allows the cooperative to continue providing affordable electric service. Together, we save.

Here are several ways to stay connected to your cooperative:

- ▶ If you have questions about your bill or need advice on opportunities to save in your home, call us at (843) 369-2211.
- ▶ Download our free HEC Mobile app to monitor and manage your home energy use or pay your bill.
- ▶ Visit [horryelectric.com](http://horryelectric.com) for information on the services we provide, energy programs we offer and safety tips for storms.
- ▶ Follow us on social media for the latest co-op news, employee anniversary spotlights, major outages, power restoration efforts and more.

Horry Electric exists to serve you, our members, and we love the opportunity to connect with you.

I'm excited to see what 2024 has in store.

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

### Effective Jan. 1

**THE FACILITY CHARGE** for single-phase service has increased from the current rate of \$26 to \$27 per month. The charge for three-phase service increased from \$36 to \$37.

The facility 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 such as billing and property taxes; and depreciation.





Hendrix Booth smiles alongside (from left) Art Teacher Christian Rabon, Horry Electric District 2 Trustee Aaron Johnson, Executive Vice President and CEO Danny Shelley and AES Assistant Principal Lindsay Cook.

## Hendrix Booth wins HEC Christmas card contest

### Meet the artist from Aynor Elementary School

**SENDING LOVE** and greetings through a Christmas card is a treasured holiday tradition for most. It's also a tradition Horry Electric's Executive Vice President and CEO holds close to his heart.

In 2022, Horry Electric launched a contest for Horry County students in kindergarten through fifth grade to design a Christmas card for the cooperative.

Submissions from 2022 to 2023 nearly doubled. This year, Horry Electric received 400 Christmas card designs from students across the county.

A panel of Horry Electric employees from various departments reviewed every card. "There were so many cards to look at and read through," says Luke Graham, GIS technician. "These students were creative with their artwork, but also with the phrases they included inside the cards."

After looking at the cards anonymously, the panel picked the top five to present to Danny Shelley, Executive Vice President and CEO, and the management team.

In November, Hendrix Booth, a first grader at Aynor Elementary School,

was named the winner of the contest. Booth's card shows co-op mascot Willie Wiredhand plugging in his Christmas tree.

Booth says he spent hours working on his card. "It took me like a day and almost five different tries."

Booth's mom adds, "As he was drawing at the table, he even had me move the centerpiece so he could perfectly draw the fireplace and outlet."

Booth won a \$100 prize, a framed copy of his card and 10 printed copies to send to anyone of his choosing. "I'm using my \$100 to buy a four-wheeler," Booth said upon receiving his prize.

"We're so proud of Hendrix and were excited to have his artwork featured on our Christmas card this past year," says Shelley. "We know it brought so much joy to those who received it in their mailbox."

The Christmas card contest will return for its third year. Stay tuned in to our social media channels this fall for the announcement.

We appreciate everyone who submitted cards in 2023 and we're excited to see what the artists of 2024 have in store.



Hendrix Booth proudly shows off his framed copy of his winning Christmas card.





ABIGAIL LEWIS

Horry County Council on Aging's Amber Smith (left) and Jennifer Brubas (right) pick up more than 100 Shoeboxes for Seniors from Horry Electric's Susan Brown (top center). Smith's son, Keaton (middle), helps his mom with the boxes.

## 'Tis the season for giving

**GIVING TO THOSE** who need a little extra Christmas is one of the highlights for Horry Electric employees at Christmastime. It brings so much joy for employees to give back to the communities they serve.

### Shoeboxes for Seniors

For the past three years, employees have donated to the Horry County Council on Aging (HCCOA) Shoeboxes for Seniors project. More than 600 shoeboxes were needed to deliver to the senior citizens across the county.

In December, Horry Electric employees collectively filled and wrapped more than 100 boxes of personal care items, gloves, socks, candy, puzzle books and more.

HCCOA received around 1,200 shoeboxes, nearly 200 more than last year.

### Salvation Army Angel Tree

Seven angels from the iconic Salvation Army Angel Tree were sponsored by employees this year; some by departments, some by individuals.

Shopping for four boys and three girls, employees bought everything from clothes to toys to electronics.

"It's important to us that we make sure these children have the best Christmas possible," says Paul Partin, who coordinates the Angel Tree sponsorships each year. "This is such a rewarding project to participate in."



## Apply now for \$1,500 scholarship

**HORRY ELECTRIC COOPERATIVE'S** Women Involved in Rural Electrification (WIRE) chapter is accepting applications for the 2024 WIRE scholarship. Each year, this is awarded to a freshman entering Coastal Carolina University or Horry-Georgetown Technical College.

Applicants must be an active Horry Electric member or dependent of an active member with whom they live.

The recipient will receive \$750 for the first semester and must have at least a cumulative 2.5 GPA at the end of the semester to receive the additional \$750.

The deadline to apply is Friday, March 1 at noon. Applications can be found online at [horryelectric.com/wire-scholarship-form](http://horryelectric.com/wire-scholarship-form).

If you have questions, please contact Horry Electric's WIRE Coordinator, Susan Brown, at [susan.brown@horryelectric.com](mailto:susan.brown@horryelectric.com) or call (843) 369-6323.



PROVIDED BY SHELBY PEAVY

Shelby Peavy was selected as Horry Electric's 2023 WIRE scholarship recipient! Apply today and it could be you in 2024!



## The start of a new chapter

**FOUR HORRY ELECTRIC** employees are retiring this month and beginning a new adventure. After years of dedicated service, these employees are sharing their stories and memories of their time at the co-op.

### Marcus Jenerette hands it off to Johnny Ammons

Horry Electric's Supervisory Control and Data Acquisition (SCADA) Supervisor Marcus Jenerette (pictured below at left) is retiring after 39 years. He started in construction, working on both overhead and underground line crews before moving into the SCADA department. Today, Jenerette is responsible for monitoring all the devices in Horry Electric's 26 substations, in addition to managing the voltage and amperage on the circuits. "We also control the opening and closing of substation devices when line crews need to work on certain circuits," says Jenerette.

As Jenerette retires, SCADA Technician Johnny Ammons (pictured below at right) will be stepping into the supervisor position. Ammons started at Horry Electric as a meter reader in 2000. In this new role, Ammons says he's excited about the challenges of implementing new technology.

Jenerette says his plans for retirement are traveling with his wife, Sherry. His lifetime hobby has been flying airplanes and he hopes to start working as a part-time flight instructor. "The past 39 years, it's been a great ride with some incredible people," says Jenerette. "I've enjoyed learning new things and I can't put into words what a great organization HEC is to work for."



JENNIFER CUMMINGS



JENNIFER CUMMINGS

### Pam Boyd turns it over to Cordreka Valentine

After 38 years of dedicated service, Pam Boyd (pictured above at right), accounts receivable clerk, is retiring. A native of Conway, Boyd started working for Horry Electric in 1986 as a cashier. She's served the co-op in multiple ways, working as the receptionist/administrative assistant and member service representative, all before moving to the billing department.

Boyd is responsible for pulling daily meter readings, sending files to the banks, working on service orders and making account adjustments, to name a few.

We all know change is inevitable and Boyd has certainly seen her share of changes. "I think back to when we used to go house to house to manually read meters," says Boyd. "Technology has really come a long way to the point we can read meters digitally on our computers."

Cordreka Valentine (pictured above at left) will be transitioning from the call center to the billing department. Valentine started as a cashier in March 2022 and moved to the call center as a member service representative in July 2023. She graduated from Coastal Carolina University with a business administration degree. "I'm excited to learn how the billing department functions on a daily basis and to see how I can incorporate my skills to further help the department," says Valentine.

As Valentine steps into her new position, Boyd advises her to remember to always ask questions. "Rely on your coworkers for help when you need it. It's a team effort."

Boyd is excited to enjoy time with her family, especially her grandbabies. She also plans to spend more time at the beach with her friends.

"I am truly going to miss the people," says Boyd. "I have enjoyed working for our members over the years. They're the reason we're here."





JENNIFER CUMMINGS

### Ricky Hardee passes the torch to Justin Lewis

He's one of the faces you might see restoring power to your home after a storm, or conducting a voltage check. Ricky Hardee (pictured above at left) has served as one of Horry Electric's four servicemen since 1997.

In 1984, Hardee started working in Horry Electric's construction department as a truck operator. After four years of training, Hardee spent the next almost 10 years working on overhead and underground line crews, building power lines.

One of the biggest responsibilities Hardee has is responding to outage calls. As he retires, he has one important piece of advice for the lineman taking over: "Greet the members with a smile and respect," says Hardee. "Help them to the best of your ability and always think about what you're doing."

Filling Hardee's shoes is Advanced Line Technician Justin Lewis (pictured above at right). He started at Horry Electric as a substation department intern in 2007 and was hired full-time as a lineman in 2008. Since then, he's worked on both overhead and underground crews. Lewis is responsible for leading the crew if the foreman is out, in addition to his daily job of building and maintaining power lines.

Lewis is excited to make the transition to serviceman. "I'm looking forward to interacting with the members more," says Lewis. "I also enjoy troubleshooting, which I will have an opportunity to do more of in this role."

After 40 years of service, Hardee is excited to spend more time with his family. His wife, Rhonda, is already putting together a 'honey-do' list for him. They also hope to travel more and go camping.

"I have thoroughly enjoyed working with all the employees over the years," says Hardee. "I'm definitely going to miss seeing my work family everyday. I've made some great friends thanks to Horry Electric."

### Toni Gore retires after 26 years of service

Horry Electric's Public Relations/Marketing/Energy Management Assistant, Toni Gore (pictured below in center), is retiring after 26 years. She started at Horry Electric as a cashier in January 1998. Six months after she was hired, Gore moved to the energy management department.

Part of Gore's responsibilities include serving as the Youth Tour/Youth Summit coordinator and Bright Ideas grant program coordinator. She also helps the energy management department run reports and organize HEC's energy programs. Since 1998, Gore has seen a lot of changes at Horry Electric—the biggest being technology. "Email was the first big change I went through," says Gore. "It has made the workplace so much more efficient. The other is the internet. The devices we recommend and offer members today, like our smart thermostats, are more simple. All you have to do is connect to Wi-Fi and control your device from your phone."

Gore is looking forward to retirement and spending more time with her grandchildren Hudson, Harper and Weston. "I'm so excited to attend more of their events at school." She also hopes to travel and cross some places off her bucket list. "I'm excited for this new chapter, but I'm truly going to miss my HEC family."

Member Service Representative Matt Holmes (pictured below at right) will be transitioning to the energy management department. Holmes started at Horry Electric in July 2013 after graduating from Coastal Carolina University with a degree in business administration. He's excited to join the energy management department to further help members with opportunities to save in their homes.

Jennifer Cummings (pictured below at left), public relations and marketing coordinator, will be taking over Gore's community and youth programs. "I am looking forward to being more involved in the community and assisting future Horry Electric members."



GARRETT GASQUE



# Ready for an experience you won't forget?

Your co-op has two amazing trips planned this summer. Juniors: Apply for the Washington Youth Tour. Sophomores: Apply for the Cooperative Youth Summit.

**Juniors:** Experience Washington, D.C., with hundreds of students from across South Carolina and the country, meeting lawmakers and touring all the sights. Your electric co-op will cover your round-trip plane ticket, tours and meals. In other words, it's all free!

**Sophomores:** Experience South Carolina's capital like never before. Tour the Statehouse, meet lawmakers and see how co-ops are preparing for our state's energy future. Plus, there's plenty of fun with visits to popular Columbia attractions like Riverbanks Zoo & Garden. Your electric co-op will cover all your expenses.

We've made it easy to apply for either FREE trip. Apply today!



ELECTRIC COOPERATIVES  
OF SOUTH CAROLINA



Washington Youth Tour: June 15-20, 2024



Cooperative Youth Summit: July 15-18, 2024



Applications available: [horryec.info/trips](https://horryec.info/trips)  
Application Deadline: January 31, 2024

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