

Horry Electric Cooperative, Inc.

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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

Solar generation facility under construction

AT HORRY ELECTRIC COOPERATIVE, we've long taken an "all of the above" position when it comes to power



generation. We recognize that, as the electricity industry is presently structured, there are three primary means of producing base-load power—coal, nuclear, and natural gas.

Renewables also play a part in the energy mix. The best-established form of renewables—that is, energy produced using renewable resources as fuel—is hydro power. During the last couple of decades, wind, solar and biomass have also gained prominence.

Pilot project

Recently, Santee Cooper, the state-owned electric utility that generates most of the electricity distributed by independent co-ops such as Horry Electric, announced plans to purchase the output from a three-megawatt solar farm in Colleton County, owned by T.I.G. Sun Energy. A total of 10,000 solar panels are being erected there. They will provide a means for Santee Cooper and South Carolina's 20 electric cooperatives to analyze the reliability and cost-effectiveness of this form of energy production. This pilot project is expected to come on line early this year.

Both solar and wind have some inherent technical disadvantages. Essentially, the wind doesn't blow, nor does the sun shine, all the time. This intermittency requires that backup base-load generators—usually fueled by natural gas—be poised to operate in the event that these renewables are not performing.

[More about the solar farm—page 7](#)

Because of their intermittent operation, the best apparent prospect for wind and solar to make a substantial contribution to electricity generation would be the development of a large and effective storage battery. Such a battery could store power generated when wind and solar units are operating. This stored energy could then be used during those peak-demand hours when the renewable units would typically be dormant.

Slow march

It's likely to be a slow march until the time a suitable storage battery can be perfected. In the interim, the cooperatives and Santee Cooper will be learning all we can about solar energy and the possibilities it might hold.

One outcome we'll take great pains to avoid: Our members won't be expected to subsidize this or any other type of energy production. Both solar and wind must represent viable alternatives in order for Horry Electric to embrace them. Our hope is that advances in technology will bring this energy production to pass.

As the New Year begins, Horry Electric's focus continues to be on delivering safe, reliable service. The Horry Electric family of employees wishes you a happy and safe New Year and eagerly looks forward to being of service to you in 2014. We're always looking out for you!

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

Remembering 'when the lights came on'

ELECTRIC COOPERATIVES ACROSS

the country are celebrating their 75th anniversary. Aiken Electric Cooperative, formed in 1938, this year became the first of South Carolina's 20 distribution co-ops to reach that milestone.

Horry Electric Cooperative was organized April 25, 1940, and our system was energized January 7, 1941. We will mark our 75th anniversary

January 7, 2016. Leading up to the celebration, we're interviewing co-op members and former employees who recall "when the lights came on."

Please let us know if you, or someone you know, might have bright memories of those days. And tell us if you have vintage appliances, electrical items, memorabilia or photographs from the early days of rural electrification. Contact Gayle Addy or



Campbell Shuford at (803) 739-3032 (email gayle.addy@ecsc.org or campbell.shuford@ecsc.org). They are employed by The Electric Cooperatives of South Carolina, Inc., the state association of co-ops, including Horry Electric Cooperative.

CFL Charlie has news for you, kids

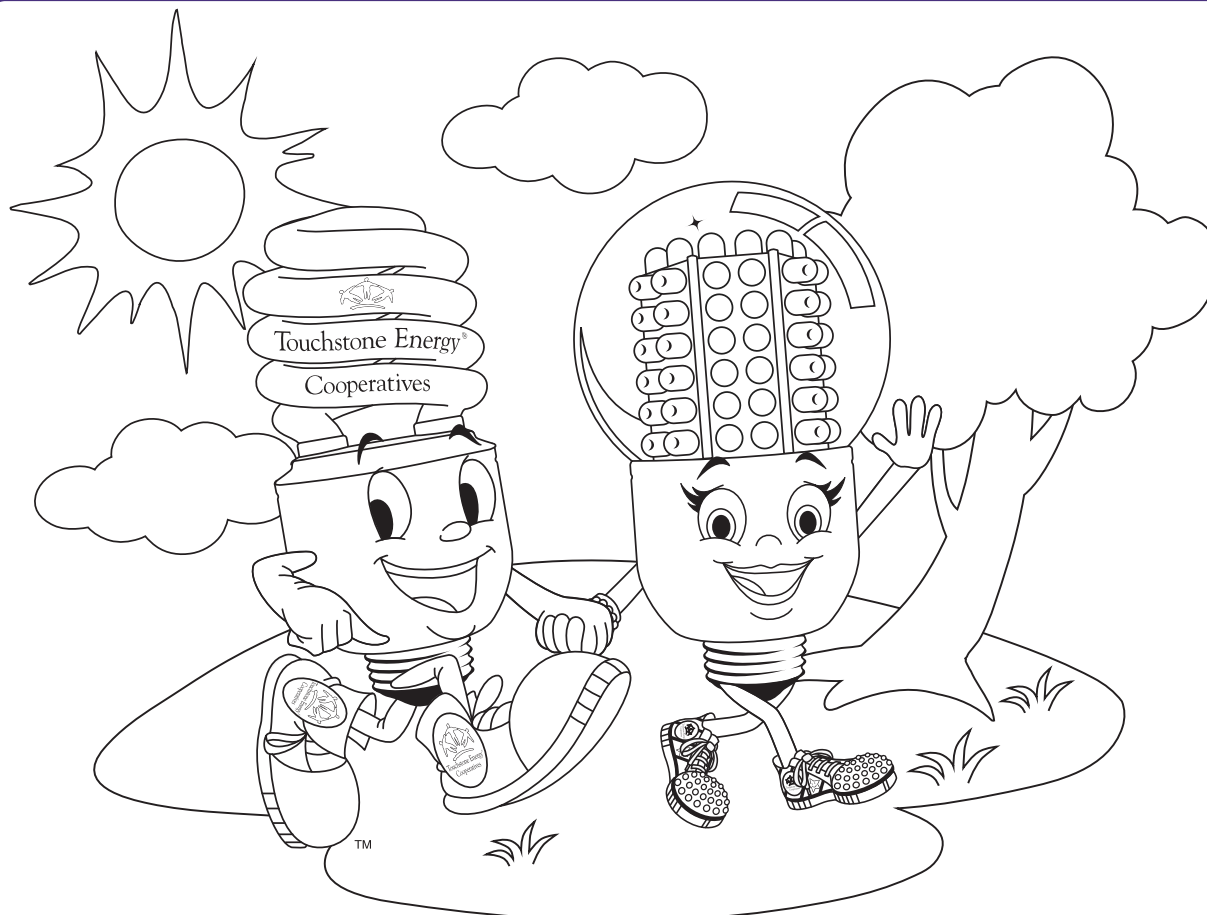
Hey all! CFL Charlie here. Have you seen the new coloring book pages with LED Lucy and me? Check them out on the Kids Energy Zone website! Color them and show us what it looks like.

Upload it to Instagram, Facebook, or Twitter, and tag it with #LEDLucy!

Also, stay tuned for a series of cartoons, as well as a brand new LED Lucy costume that you can use at

your co-op's events.

Access the Kids Energy Zone through the link at horryelectric.com



Weather top driver for most power bills

ELECTRIC BILLS VARY with the seasons, driven by weather and consumer use patterns.

“Weather is the single biggest driver of power bills”, stresses Eddy Blackburn, marketing analyst at Horry Electric Cooperative. “How much weather affects your electric bill depends on many factors, including your home’s original construction materials, insulation, air leaks, and HVAC efficiency. Personal comfort plays a role too, as does the difference between the thermostat setting inside and temperatures outdoors.”

A key factor is consumer-controlled, Blackburn notes—the difference between the thermostat setting and the outdoor temperature.

“When a house stays at 68 degrees Fahrenheit, but the outdoor temperature drops to near freezing, demand for heating can be significant”, he says. “Warm air leaving a home essentially wastes the money spent to heat it.”

Horry Electric members with heat pumps enjoy some of the most efficient heating, Blackburn says. The co-op recommends a relatively constant thermostat setting of 68 degrees during the heating season. “Avoid advancing the thermostat more than two degrees at a time. This will cause the auxiliary heat to come on. Auxiliary heat is heat strips that supplement the heat pump”, he says. “They will come on when it gets near

or below freezing to provide extra heat but by adjusting the thermostat up more than two degrees you can cause them to come on when they are not needed.”

Only use the “emergency” heat setting if the heat pump is not working properly. “Basically, this setting turns off the heat pump and makes the unit an electric furnace.” You use two or three times more energy than you would with the regular heat pump setting.

Having the heat pump serviced before the heating season can help ensure that it is working properly. An annual service will extend the life of the equipment and help it run more efficiently, saving you money.

Energy advisors available

Horry Electric’s team of energy advisors is ready and available to speak to civic and church groups. “We



Eddy Blackburn

have a lot of useful online tools and information to share with members that can have a direct impact on the way they use energy in their homes,” says Eddy Blackburn, marketing analyst for Horry Electric. “We’re getting the word out about our TogetherWeSave campaign, BillingInsights, and Advance Pay through our usual methods of communication, but the information and tools we have to share make a bigger impact when we can actually

share them directly with members in a small group setting.”

Garrett Gasque, marketing representative for Horry Electric, agrees. “I’ve spoken to two different Kiwanis group and received positive feedback from attendees,” he says. “They had read about the various tools we have available to members, but they hadn’t taken the time to actually see them in action and see how they might benefit them when it comes to their own use of electricity.”

Blackburn, with the help of Ricky Lowder, senior marketing representative for Horry Electric, has presented programs to various church groups. “Our experience was pretty much the same as Garrett’s experience with the Kiwanis groups,” says

Blackburn. “A few of the attendees had taken the time to investigate the tools they’d read about and

had been proactively using them, but most hadn’t taken any action,” he continues. “Judging from their reactions to our presentation, I suspect most of them went home to share what they learned with family and friends.” ☺

To coordinate a possible time for Horry Electric’s team of energy advisors to speak to your civic or church group, please contact Toni Gore, public relations and marketing assistant for Horry Electric, at (843) 369-2211 or by emailing toni.gore@horryelectric.com.



Legislators help us look out for you

A NEW YEAR brings a new session of the S.C. General Assembly and, with it, a chance to thank our local legislators for their support of Horry Electric Cooperative.

The state senators and representatives shown on these pages deserve your thanks. They help HEC save our members money and continue to provide the most reliable service possible.



As the legislative liaison for HEC, I work with my peers from other independent, locally owned electric distribution co-ops around the state. We coordinate with the government relations team at The Electric Cooperatives of South Carolina, Inc., our statewide association, to look out for the more than 1.5 million South Carolina citizens

who rely on their local co-ops for dependable, affordable electric power.

Legislative advocacy is crucial to your co-op's continued success. Decisions by lawmakers in Columbia and in Washington, D.C., have major ramifications for your monthly bill. That's why your cooperative keeps a close eye on the legislative, regulatory and legal issues of the entire utility industry.

2013 accomplishments

Our local legislative delegation continues to stand tall for HEC members. For instance, in recent years the General Assembly has passed legislation aimed at curbing the theft of copper, which has cost citizens, insurance companies, churches and utilities a great deal of money. In 2013, legislators, with input from co-ops and other utilities, went back and fine-tuned a law passed in 2012. We now have

one of the toughest laws in the United States on the theft of copper.

In 2013 the Legislature also passed tougher laws regarding theft of utility service, particularly for those who steal power as part of larger criminal enterprises including operators of "grow houses," where crooks circumvent electric metering to avoid paying for power used to grow marijuana indoors. Now these criminals face serious jail time if they try to stick other co-op members with the cost of their power.

Grassroots greatness

Co-ops have earned a reputation as the Legislature's "go-to" advisors on energy-related matters by demonstrating our expertise in electricity, economic development and community empowerment. In the last year, we provided expert advice on legislation to update state energy-efficiency building codes, which will help new homeowners save energy and money. Today, we are doing the same to make sure our state policies in distributed generation like solar are reasonable and consumer friendly. We appreciate our legislators' attentiveness to our members' needs.

Legislators know co-ops well. They know that HEC and other locally owned and operated electric cooperatives have represented grassroots organizing at its finest for almost 75 years. Thanks again to our delegation and to our greatest advocates—you, our consumer-members.

Penelope Hinson

Manager of Public Relations, Marketing and Energy Management

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How to use this guide

Each legislator's name is followed by his or her district number and the counties he or she serves, along with contact information. All information is current as of Dec. 6, 2013, but is subject to change without notice.

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

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Down-home beauty is an athlete and world-class 'fashionista'



WALTER ALFREDA

LEADING A DOUBLE life is no sweat for super teen Savanna Rae Brown.

The daughter of Horry Electric Cooperative members Richard and Sandee Brown of Longs, Savanna was crowned Miss Jr. Teen United States 2013 back in July. She competed against more than 30 girls from across the country.

Since that blast of initial fame, Savanna's life has been a blur of beauty business balanced with normal teen life. Savanna's a junior at North Myrtle Beach Christian School, where she's co-captain of the softball team, playing first base. She's also on the volleyball team this year.

In her second life, she's a self-described "fashionista." Savanna has modeled for several years for Tanya-Marie Design of Miami, Faviana, a New York City dress designer, Diane and Company, New Jersey Couture,



BBT Style ND, and, back home in the Palmetto State, Dazzles of Columbia and Foxy Lady of Myrtle Beach, among others. She graced the cover of SuperModels Unlimited Magazine. In September, she hit the runway at Mercedes-Benz Fashion Week New York and later participated in Paris Fashion Week, modeling for Luis Machicao Couture.

Savanna's platform of Drug Abuse Awareness and Prevention comes from close to home: Addiction had affected a loved one for many years, she says. "He battled drug abuse for many years. I saw how it hurt my family and there was so much disappointment." She also saw how family support made a crucial difference—for the loved one and for herself. "I knew I never wanted to disappoint my family", she says. Far from it, Savanna's parents are naturally "very proud" of her accomplishments, they say.

Savanna says pageantry gives her the confidence to pursue her dreams and, as her mottoes put it, "Live the Life You Love" and "Be the Change you Want to See in the World".

Follow Savanna on Facebook at her Miss Junior Teen United States page. See more of her "fashionista" stylings at MissUnitedStates.com.



Savanna strikes poses (above) for CMMS Studio of Loris and (below) Natalie Kimball Photography of Myrtle Beach.

