

## Horry Electric Cooperative, Inc.

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

### MAIN OFFICE

P.O. Box 119  
Conway, SC 29528-0119  
369-2211

**PowerTouch**  
TO REPORT  
POWER OUTAGES ONLY  
369-2212

### BOARD OF TRUSTEES

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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

## Empowering future members



**A BRIGHTER FUTURE** is something we support at Horry Electric—and not just by delivering reliable, affordable power. We also support local students, teachers and schools.

HEC lives by Cooperative Principles such as education and information as well as commitment to community. That's why we sponsor the Washington Youth Tour and the Cooperative Youth Summit, highlighted on page 5. We also award Bright Ideas grants each fall, helping teachers fund innovative classroom projects. This year we awarded three grants totaling \$2,445.

Co-op employees and members help, too. For example, the community outreach group Women Involved in Rural Electrification is once again offering a \$1,500 scholarship for HEC members and dependents of members.

The award is for one academic year for a freshman entering Coastal Carolina University or Horry-Georgetown Tech in the fall. The recipient will receive \$750 for the first semester. The student must

**Picture this! Our Bright Ideas grant winners this year included Tammy Lilly (center) at Daisy Elementary in Loris. Shown with her are Sandy Carland and HEC's Toni Gore. Ms. Lilly won \$800 for her project, "Picture This."**

### HORRY EXTRA

#### Not all filters are created equal

Air filters should be changed regularly. How often they need changing depends upon a number of factors listed on page 20B in this month's Horry Extra section. You'll also find a handy list of HEC-approved HVAC, electrical and plumbing contractors on 20C.

have at least a cumulative 2.5 GPR at the end of the semester to receive the other \$750. An essay is also required.

Don't miss out! Applications are due by March 1. Mail to:

**Mrs. Susan Brown**  
**Horry Electric Cooperative, Inc.**  
**P.O. Box 119**  
**Conway, SC 29528-0119**

For details, call (843) 369-6323.

At Horry Electric, we're all about empowering and enlightening our community—now and in the future.

*James P. Howle*

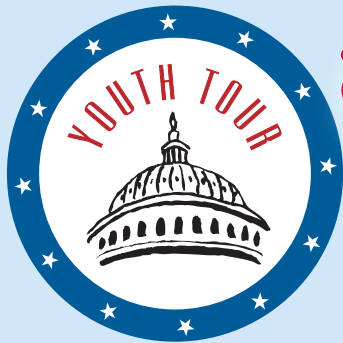
**JAMES P. "PAT" HOWLE**  
Executive Vice President/CEO



MICHELLE TYLER

# Just for High School Juniors...

You could be selected for one of these two unforgettable experiences.



## apply now!

compete for both free trips with just one application

**June 9–14, 2018**



COOPERATIVE YOUTH  
**SUMMIT**

**July 10–13, 2018**




**2017 S.C. Washington Youth Tour Representatives**

Experience Washington, D.C., with 1,500 high school juniors 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!



**Horry Electric Cooperative, Inc.**

Your Touchstone Energy® Partner 



**2017 Cooperative Youth Summit Representatives**

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 of your expenses.



**Apply by**

**February 28th.**

**Application on Page 20A  
and at HEC offices.**

## Two trips, one application

Juniors, apply now for great summer opportunities

**HIGH SCHOOL JUNIORS**, you could be selected for one of two unforgettable experiences this summer!

**June 9-14—2018**

Washington Youth Tour:  
Experience Washington, D.C., with 1,500 high school juniors from across South Carolina and the country, meeting lawmakers and touring the sights. Horry



Electric will cover four students' round-trip plane ticket, tours and meals. A \$5,000 scholarship will be awarded to one South Carolina Youth Tour participant.

**July 10-13—2018**

Cooperative Youth Summit:  
Experience South Carolina's capital like never before. Tour the Statehouse, meet lawmakers



and visit popular Columbia attractions like Riverbanks Zoo & Garden. HEC will cover your expenses.

Please complete the application below. Applications are also available at Horry Electric and high school guidance offices. Applications are open to all high school juniors, regardless of class rank or grade point average.

### HEC 2018 Washington Youth Tour and Cooperative Youth Summit

Application/Nomination Form—HIGH SCHOOL JUNIORS ONLY

Name (first, middle, last) \_\_\_\_\_ Name you go by \_\_\_\_\_

Date of birth (yy/dd/mm) \_\_\_\_\_ Social Security number \_\_\_\_\_

Address \_\_\_\_\_

Your phone numbers (home, mobile) \_\_\_\_\_

Email \_\_\_\_\_ T-shirt size \_\_\_\_\_

HEC account number \_\_\_\_\_ Congressional district \_\_\_\_\_

Parents/guardians \_\_\_\_\_ Their phone number \_\_\_\_\_

School \_\_\_\_\_ Guidance counselor \_\_\_\_\_ Their phone number \_\_\_\_\_

How did you find out about the Youth Tour and Youth Summit? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Recommended/Approved By \_\_\_\_\_

On a separate sheet of paper, list academic and athletic school activities, as well as civic and church activities. Applications must include a summary of the student's activities. Qualified applicants will be required to take a written test and participate in a personal interview. No essays will be accepted. Send completed applications to: Toni Gore, Youth Tour/Summit Coordinator; Horry Electric Cooperative, Inc.; Post Office Box 119; Conway, SC 29528-0119.

**APPLICATION DEADLINE IS WEDNESDAY, FEBRUARY 28**

## Not all air filters are created equal

BY TOM TATE

**FORCED AIR HEATING**, ventilating and air conditioning (HVAC) systems require effective air filtration for optimum energy efficiency, maintaining clean(ish) ductwork and good indoor air quality. Air filters should be changed regularly. How often they need changing depends upon a number of factors including, but not limited to:

- ▶ Presence of pets that shed
- ▶ Amount of carpeted versus hardwood floors
- ▶ Where you live—amounts of dust, pollen, etc.
- ▶ Use of wood-burning supplemental heat sources, and
- ▶ Presence of cigarette smoke.

The air inside our homes is full of particles originating from inside and outside sources. As the name “forced air” implies, conditioned air is blown into the house through ductwork. In order to operate efficiently, the air supplied is returned to the system for reconditioning, taking with it all the particles in the air and the occasional “tumbleweed” of pet hair that many of us are familiar with.

This junk-laden air flows through a filter before encountering the HVAC equipment. For cooling, there is usually an A-frame arrangement of what looks like car radiators. For heating, it is generally a combustion chamber. Without a filter, the cooling coils would get clogged, and the heating side would burn off whatever was in the air. Ah, the smell of burnt hair in the morning!

Air filters trap a lot of debris that otherwise would end up back in the house, stuck in ductwork, clogging HVAC equipment—or, in our lungs. But, enough with the HVAC and air-quality primer. Let's tackle types of air filters.

Filters have more choices than you can shake a stick at. Fortunately, they can

be broken down into two nicely defined categories, making the selection process manageable. The two are:

- ▶ Permanent or disposable, and
- ▶ Flat or pleated media (with a handy MERV rating).

Disposables are the most prevalent. Some in the flat media group look like they will stop only particles larger than a golf ball. They have flimsy cardboard frames and a thin, flat mesh you can easily see through. While they are cheap, don't waste your money. Your HVAC system and lungs deserve better.

Pleated filters perform better using media you cannot see through. While they look impervious, air can move through under pressure leaving its airborne cargo trapped. Pleated filters are better, in my experience.

Remember MERV? That is a rating system that tells you how effective a filter is at trapping particles. Standing for Minimum Efficiency Reporting Value, it's a measure of efficiency. The scale runs from one to 16 (higher is better) and is based on trapping particles 3-10 microns in diameter. Research shows that residential filters with a MERV rating between seven and 13 are likely to be as effective as true HEPA (high-efficiency particulate arrestance) filters. This class of filter is used in clean room manufacturing and at the extreme end can trap particles much smaller than the diameter of a human hair, as small as 1 micron.

So, should you jump in and grab a supply of high MERV filters? Not without some research. All filters increase resistance to airflow. HVAC



**Danny King of King Mechanical and Cooling with a dirty air filter. This can cause HVAC systems to work harder. One of Horry Electric's approved HVAC contractors (listed at right), King recommends changing air filters monthly.**

systems are designed to operate at a particular pressure and should support MERV ratings of one to four. A higher MERV value increases resistance, making the system work harder. It loses efficiency and increases wear on operating components. So, how do you decide which level of filter to use? If you have your system's operating manual or can grab it online, check for recommendations. Otherwise, my advice is to go with a decent (MERV three to five) pleated filter and check it once a month to see how it is performing. Also, check to see if the dust inside abates.

Spend a little more and breathe a lot easier with a regular schedule of air-filter replacement. A simple change that pays big dividends!

**TOM TATE** writes on cooperative issues for the National Rural Electric Cooperative Association, the Arlington, Va.-based service arm of the nation's 900-plus consumer-owned, not-for-profit electric cooperatives.

## HORRY ELECTRIC COOPERATIVE—APPROVED ELECTRICIANS, HVAC CONTRACTORS, PLUMBERS

As a service to our members, Horry Electric maintains lists of approved electricians, HVAC and plumbing contractors. In addition to required licenses and certifications for each trade, listed with each category here, HEC has on file proof of Worker's Compensation Insurance and Certificate of Insurance for each approved contractor.

### APPROVED ELECTRICIANS

All electrical contractors on this list have an S.C. Business License and copies of documents listed above on file at HEC.

#### Grainger Electric Heat & Cool

Owner: Paul Grainger  
209 Amber Lane  
Conway, SC 29526  
Phone: (843) 241-0546  
Email: GraingerElectric@aol.com

#### Robert Richardson Electrical

Owner: Robert Richardson  
6295 Lundy Shortcut Road  
Conway, SC 29527  
Phone: (843) 450-5880

#### Summit Electric Co., Inc.

Owner: Brian Campbell  
& Ken Gause  
2248 Emery Road  
Loris, SC 29569  
Phone: (843) 756-0423

### APPROVED HVAC CONTRACTORS

Contractors here have S.C. Mechanical Licenses and NATE (North American Technician Excellence) certifications in HVAC installations and service, plus documents listed above.

#### Conway AC & Metal Company

300 Smith St.  
Conway, SC 29526  
Phone: (843) 248-4111  
Website: conwayac.com

#### East Coast Air

Owner: Michael Scirocco  
475 E Sandy Lane  
Surfside Beach, SC 29575

Phone: (843) 997-5579  
Fax: (843) 997-5579 (shared line)  
Email: eastcoastairllc@aol.com  
Website: eastcoastairllc.com

#### Jake's Heating and Cooling

Owner: Tony King  
4201 Sea Mountain Hwy.  
Little River, SC 29566  
Phone: (843) 249-6789  
Email: tony.king@oceandriveair.com  
Website: jakesac.com

#### J & J Air, LLC

2310 Hwy. 9  
East Longs, SC 29568  
Phone: (843) 281-9595  
Fax: (843) 281-9596  
Email: info@jandjair.net  
Website: jandjair.net

#### King Mechanical Heating and Cooling

Owner: Danny King  
259 Willie James Road  
Conway, SC 29526  
Phone: (843) 446-7843  
Email: ucla@sccoast.net

#### North Strand Mechanical

220 Industrial Way  
Myrtle Beach, S.C. 29579  
Phone: (843) 272-4915  
Website: nsmhvac.com

#### One Hour Heating & Air Conditioning

677 Robert Grissom Parkway  
Myrtle Beach, SC 29577  
Phone: (843) 448-6867  
Website: onehourheatandair.com

#### Tech Services

Owner: Tracy Davis  
6729 High Point Church Road  
Conway, SC 29526  
Phone: (843) 488-2121  
After Hours: (843) 450-8686  
Email: techserviceinc@yahoo.com  
Website: techserviceofmyrtlebeach.com

### APPROVED PLUMBING CONTRACTORS

All contractors on this list have an S.C. Business License, plus the documents listed above, on file with HEC.

#### Craig Causey Plumbing

Owner: Craig Causey  
105 Kingston Oaks Drive  
Conway, SC 29526  
Phone: (843) 458-4715  
Email: causey6017@hotmail.com

#### Grainger Electric Heat & Cool

Owner: Paul Grainger  
209 Amber Lane  
Conway, SC 29526  
Phone: (843) 241-0546  
Email: Graingerelectric@aol.com

#### Rooter Express-LeGrandes Plumbing

Owner: LeGrande Todd  
209 Labonte St.  
Conway, SC 29526  
Phone: (843) 349-1776  
Website: rooterexpressmb.net



**H<sub>2</sub>O Select**

**It's like a shower of money!**

Receive up to a **\$250** rebate when you install a new electric water heater\*.

**It's easy!**

Members of Horry Electric Cooperative who replace or install a new **50-gallon (minimum) electric water heater will receive a \$125 rebate.**

Replace or install a new **80-gallon (minimum) electric water heater will receive a \$250 rebate.**

For details, visit [www.horryelectric.com](http://www.horryelectric.com) or call **843-369-2211**

\*Water heater must meet minimum efficiency standards.

**Also ask about our H<sub>2</sub>O Load Management program for existing water heaters.**

## Join in to reduce energy costs

**WINTER'S HERE.** Horry Electric Cooperative members help their co-op Beat the Peak when they heat their homes each morning.

What is Beat the Peak? It's a free and voluntary effort to help control energy costs for all co-op members. And, it's truly a cooperative effort: "The more members participate in Beat the Peak, the more we can save," says Eddy Blackburn, marketing analyst at Horry Electric and one of the co-op's three energy advisors.

Through Beat the Peak, co-op members receive alerts asking them to reduce their energy use during critical periods when wholesale electricity prices spike, known in the utility industry as "peak demand." Electricity costs more during peak-use times. In the winter,

when use of electric heating systems rise, peaks typically occur in the morning.

On the website [EnergySmartSC.org](http://EnergySmartSC.org), members can sign up to receive Beat the Peak alerts by text message, email or phone call.

During a Beat the Peak period, which typically lasts a few hours, participating



members will be encouraged to reduce use of power-intensive activities. Garrett Gasque, HEC marketing rep and energy advisor, suggests a few actions members can take during heating season:

- ▶ Reduce electricity use from 6 to 9 a.m.
- ▶ Lower your HVAC thermostat setting by three degrees.
- ▶ Turn off unused lights.
- ▶ Delay use of major appliances & hot showers during peak-use times.

You can find more tips at [EnergySmartSC.org/beat-the-peak](http://EnergySmartSC.org/beat-the-peak).

Ricky Lowder, HEC's senior marketing rep and third energy advisor, notes, "We are not asking our members to totally stop using certain appliances. We want to get them to shift their use to different hours of the day to help hold down everyone's costs. If we all work together to Beat the Peak, we can control some of the costs that affect your electric bill."

## Energy advisors bring website features to life

Horry Electric's team of energy advisors are always available to speak to civic and church groups.

"We have a lot of useful online tools and information to help members use energy more efficiently," says Eddy Blackburn, marketing analyst. "We're getting the word out through *South Carolina Living*, Facebook and [HorryElectric.com](http://HorryElectric.com), but we like to promote them in small group settings, too."

Garrett Gasque, marketing representative, agrees: "The online tools are great. We just try to bring them to life in our presentations."

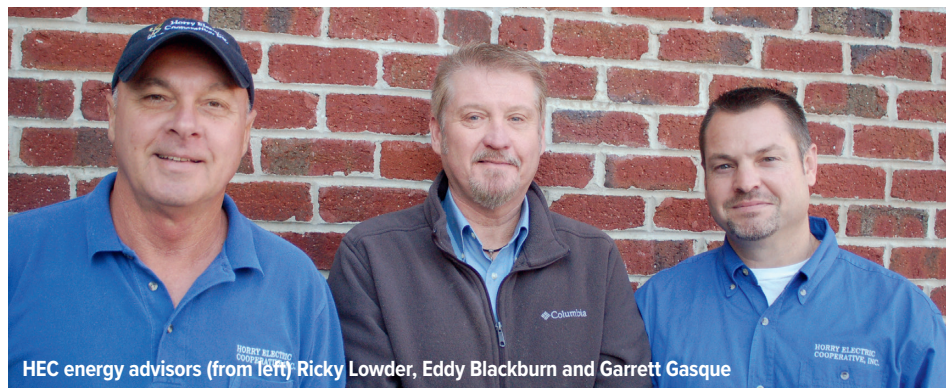
Along with Ricky Lowder, senior marketing representative, Blackburn and Gasque highlight the tools and techniques found at the co-op website under My Home in the Energy Information and Tools section:

- ▶ The Home Energy Suite, which includes calculators that use data specific to Horry Electric
- ▶ Home Energy Calculator
- ▶ Appliance Calculator
- ▶ Lighting Calculator
- ▶ Do-it-yourself Residential Energy Audit checklist
- ▶ Operating guide for heat pumps
- ▶ Efficiency programs from Touchstone Energy
- ▶ 101 Low-Cost/No-Cost Energy-Saving Measures
- ▶ Questions To Ask When Replacing Your HVAC

- ▶ Energy Guide for Renters

Lowder notes, "These online tools are easy to use, but, after our presentations, we usually hear that members who put this information to use are rewarded with greater comfort and savings."

**To coordinate a time for HEC's energy advisors to speak to your civic or church group, contact Toni Gore, public relations and marketing assistant, at (843) 369-2211 or by emailing [toni.gore@horryelectric.com](mailto:toni.gore@horryelectric.com).**



HEC energy advisors (from left) Ricky Lowder, Eddy Blackburn and Garrett Gasque

WALTER ALLREAD